

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, September 11, 2013

1. Attendance:
  - Commissioners Present: Joe Murfin, Matt Disheroon, Buddy Wright, David Faulkner, David Lang
  - Commissioners Absent: Mark Kruger, Shelley Keeter
  - Staff Present: Allyson Twiggs Dyer, Rachael Eichenberger
  - Guests: Raymond Burns
2. Meeting Called to order: Matt Disheroon
3. Public Comment: None
4. Action on August minutes
  - Motion to accept by Lang. Second by Wright. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the financials. Hotel taxes were incomplete for July. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.
6. CEF Funding
  - a. Arkansas Municipal League – **Granted \$6,000**
    - Arkansas Municipal League requested \$6,000 for their January 2014 Convention. The Commission decided to grant the group \$6,000. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
  - b. Ozark Craft Fair – **No funds were given**
    - Ozark Craft Fair requested \$3,500 for their October 2014 Fair. The Commission decided not to grant any funds. Motion to decline funding by Murfin. Second by Wright. Motion declined unanimously.
  - c. Mr. Bass of Arkansas – **Granted \$10 per room up to \$2,500**
    - Mr. Bass of Arkansas requested \$5,000 for their October 2013 tournament. The Commission decided to grant the group \$10 per room up to \$2,500. Motion to accept by Murfin. Second by Faulkner. Motion approved unanimously.
7. Director’s Report
  - Dyer reported on the website stats, social media, tourism inquires & booking report. July had 10,691 unique visits & 49,243 page views, which is the largest visits & views to date.
  - Eichenberger reported on the groups she has been prospecting, recent groups booked & recent trip to Connect Marketplace.
8. Old Business
  - a. Thoma Letter of Understanding
    - Dyer presented Thoma’s letter of understanding for a 3 year agreement. Motion to accept by Murfin. Second by Wright. Motion approved unanimously.
9. New Business
  - a. MINT
    - Dyer presented MINT, a program by DMAI that is used as a tool for prospecting. Motion to accept by Wright. Second by Murfin. Motion approved unanimously.
  - b. Matt Disheroon reported that the Raymond Group will be taking over the Fairfield Inn & Residence Inn in Rogers.
  - c. Meetings Quest Show
    - Dyer presented Meetings Quest Show bid. Meetings Quest is put on by Schneider Publishing. Bentonville, the State & Rogers would all participate & contribute financially. The Commission decided not to move forward with the bid next year. They would like to wait a year to have history on the group and then re-evaluate. Motion to decline bid by Murfin. Second by Wright. Motion declined unanimously.

10. Adjourn

The next meeting will take place October 9<sup>th</sup>. Motion to accept by Wright. Second by Murfin.  
Motion approved unanimously.

Respectfully Submitted,

*Rachael Eichenberger*

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