

ROGERS ADVERTISING AND PROMOTIONS COMMISSION  
MEETING MINUTES  
WEDNESDAY, September 10, 2014

1. Attendance:
  - Commissioners Present: David Faulkner, Joe Murfin, Buddy Wright, David Lang
  - Commissioners Absent: Mark Kruger, Matt Disheroon
  - Staff Present: Allyson Twiggs Dyer, Frank Adase, Erin Jernigan
  - Guests: Jack Counihan, JP Dickey
2. Meeting Called to order: Joe Murfin
3. Public Comment: None
4. Action on June minutes
  - Motion to accept by Lang. Second by Faulkner. Motion approved unanimously.
5. Financial Report
  - Murfin reported on the financials. Tax collections were up 9.49% for 2014. Motion to accept by Wright. Second by Lang. Motion approved unanimously.
6. CEF Funding
  - a. 2015 7A State Softball – **Granted \$2,000**
    - Rogers Public Schools requested \$2,000 to help offset cost of running the state softball tournament. The Commission granted the group \$2,000. Motion to accept by Wright. Second by Faulkner. Motion approved unanimously
7. Director's Report
  - Dyer reported on the website and social media stats. Unique visits were up 22% and page views were up 73% in August. The City of Rogers was the top referral page in August. Adase and Jernigan reported on prospects they are working with.
8. Old Business
  - None.
9. New Business
  - a. Commissioner Vacancy
    - Dyer provided the Commission the applications to fill the vacant Commissioner position. Candlewood GM - Kate Tidwell, Country Inn GM - Lance Duncan, Hampton Inn GM - Justin Smith, and Manuj Jain - Owner/GM Mainstay The Commission asked Dyer to set up interviews for the October meeting.
  - b. Website Update
    - Dyer presented the Commission a proposal from Thoma to make updates to the website. The updates would not exceed \$15,000 in the advertising budget. Motion to accept by Faulkner. Second by Wright. Motion approved unanimously.
10. Adjourn
  - Motion to accept by Wright. Second by Faulkner. Motion approved unanimously.

Respectfully Submitted,

*Frank Adase*

Frank Adase