



**PUBLIC NOTICE**  
**PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE**  
**REGULAR MEETING**  
**WEDNESDAY, MAY 15, 2019 AT 9:00 A.M.**  
**IN THE TOWN COUNCIL CHAMBERS,**  
**325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE AZ 85929**

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**AGENDA**

- A. **Call to Order - Chair Begovac**  
Roll Call and Ascertain Quorum
  
- B. **Call to the Public - Chair Begovac**  
Committee action on items brought up in the Call to the Public is limited by the Open Meeting Law. The Committee may direct staff to study the matter and reschedule for further consideration at a later date. Items on the agenda will not be heard or discussed in Call to the Public. Individuals are limited to three (3) minutes.
  
- C. **Meeting Agenda Approval - Chair Begovac**
  
- D. **Approval of Minutes - Deputy Town Clerk**
  - 1. Minutes of Advertising and Promotion Committee meeting held on April 17, 2019.
  
- E. **Old Business**
  - 1. Update and Discussion regarding the official Arizona Visitor Information Center  
*Tony Alba, Community Services Manager*
  
- F. **New Business**
  - 1. Discussion and Recommendation to Town Council regarding application received from Simon Rizk for re-appointment on the Advertising and Promotion Committee with a term ending June 1, 2021. *Community Services Mgr*
  - 2. Information, Discussion and Legal Action regarding advertising in The Arizona Jewish Post. *Community Services Mgr*
  
- G. **Reports**
  - 1. Update on the current financial standing of the Advertising and Promotion Committee.  
*Kevin Rodolph, Finance Director*

2. Update and Information regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for June 2019 Advertisements.

*Sam John of Larry John Wright Advertising*

3. Update and written report provided by the Pinetop-Lakeside Chamber of Commerce.

*Mechelle Martinez, Director of Pinetop-Lakeside Chamber of Commerce*

4. Update and written report provided by Birdman Media.

*Rob Hopher*

5. Update and written report provided by the Nature Center and TRACKS.

*Lynn Krigbaum*

6. Update and written report provided by Sunrise Park Resort.

*Sunrise Representative*

7. Update and written report provided by the Town of Pinetop-Lakeside Community Services.

*Tony Alba, Community Services Manager*

8. Update and written report from the Advertising and Promotion Committee Strategic Planning and Website Sub-Committee.

*Member Fabian*

9. Update and written report from the Advertising and Promotion Committee Communications Sub-Committee.

*Member Nicholson*

H. **Adjournment - Chair Begovac**

Posted on May 10, 2019 at 5:00 p.m. at the following locations:

  
Remilie S. Miller, MMC  
Town Clerk

**Town Hall**  
325 W. White Mountain Blvd.  
Lakeside, AZ 85929  
**Pinetop U.S. Post Office**  
712 E. White Mountain Blvd.  
Pinetop, AZ 85935

**Town Website**  
<https://www.pinetoplakesideaz.gov>  
**Lakeside U.S. Post Office**  
1815 W. Jackson Lane  
Lakeside, AZ 85929

Note: This meeting is open to the public. All interested people are welcome to attend. A copy of agenda background material provided to Committee Members, with the exception of material relating to possible executive session, are available for public inspection at the Town Clerk's Office, 325 W. White Mountain Boulevard, Lakeside, AZ. 85929, Monday through Friday from 8:00 a.m. to 5:00 p.m. or online at <https://www.pinetoplakesideaz.gov>

**AMERICAN WITH DISABILITIES ACT:** The Town of Pinetop-Lakeside intends to comply with the AD.A. If you are disabled or physically challenged and need special accommodations to participate, please contact the Deputy Town Clerk at (928) 368-8696 Ext 224 at least 48 hours prior to the meeting.