

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY,
JUNE 19, 2019 IN THE TOWN COUNCIL CHAMBERS
325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

A. Call to Order

Chair Begovac called the meeting to order at 9:01 a.m.

Roll Call:

The following Members were present:

Jeanne Begovac	Chair
Ceci Byrne	Vice Chair
Simon Rizk	Member
Bill Gibson, Jr.	Member (<i>participated telephonically</i>)
Chuck Teetsel	Member
Whitney Giokoris	Member
Kellen Nicholson	Member
Angie Fabian	Member

The following Member was absent:

Owen Laluk	Member
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Also Present:

Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Malaina Spillman	Recreation Coordinator
Keith Johnson	Town Manager
Annie DeRosier	Visitor Center Consultant
Sam John	Larry John Wright Advertising
Rob Hephner	Birdman Media
Lynn Krigbaum	Councilmember
Wiley Acheson	General Manager, White Mountain Independent
Amie Rodgers	Maverick Magazine

Tyler Schultz	Photographer
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A.1 Announcement of available Training Video on Open Meeting Law and Records Law

Chair Begovac announced that Remy Miller, Town Clerk, has a training video and booklets available on open meeting law and records law for any interested Committee members.

B. Call to the Public

Chair Begovac called for public comments.

Lynn Krigbaum offered the following comments:

“I have given each of you a copy of the new Collection Center pamphlet. Next Monday the center will open to accept product at the Public Works building where trash and recycling has been set up. I want everyone to know about this and that it will be opening up a week earlier than planned, which is wonderful. I hope you will be happy with the recycling center and all of the things the Town is providing there.”

C. Meeting Agenda Approval

Member Nicholson moved to approve the meeting agenda as presented. Vice Chair Byrne seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Angie Fabian		
Simon Rizk		
Ceci Byrne		
Bill Gibson, Jr.		
Kellen Nicholson		
Whitney Giokoris		

Member Laluk was absent.

D. Minutes

D.1 Approval of the Minutes of the May 15, 2019 Advertising and Promotion Regular Meeting.

Member Teetsel moved to approve the minutes of the Regular Meeting held on May 15, 2019. Member Fabian seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Angie Fabian		
Simon Rizk		
Bill Gibson, Jr.		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Member Laluk was absent.

D.1 Approval of the Minutes of the May 22, 2019 Advertising and Promotion Special Meeting.

Member Fabian moved to approve the minutes of the Special Meeting held on May 15, 2019. Member Rizk seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Angie Fabian		
Simon Rizk		
Bill Gibson, Jr.		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Member Laluk was absent.

E. Business Before the Committee:

E.1 Presentation, Information and Recommendation regarding the Fiscal Year 2019/2020 Advertising and Promotion Budget

Vice Chair Byrne presented the following adjusted fiscal year 2019/2020 budget of \$231,000.00 to the Committee members:

Seasonal Campaign / Social Media	\$92,000.00
Trade Shows	\$4,000.00
Advertising – Local PR/AD	\$11,000.00
Event Sponsorship	\$28,000.00
Website	\$4,300.00
Advertising Retainer (Larry J Wright)	\$30,000.00
Visitor Center Services	\$9,400.00
Visitor Information Specialist	\$30,433.00
Advertising – Regional	\$20,000.00
Community Image	\$1,857.00

In response to Member Giokoris, Vice Chair Byrne said that the Christmas decorations purchased for Town Hall will be re-used again this year and said the Christmas lights handed out to businesses in Town was also purchased out of the Advertising and Promotion budget.

In response to Member Rizk, Manager Alba explained that Annie DeRosier’s salary had been in the Community Services budget, which is covered by the General Fund; and said the Town is looking at a shortfall of over \$600,000.00 and all of the Town departments are having to make cuts. The salary for the Visitor Center was taken out of his budget and will be funded by the Advertising and Promotion Committee budget.

In response to Member Gibson, Manager Alba stated the Visitor Center has a point of sales systems for items sold in the Visitor Center.

Member Nicholson moved to recommend to the Town Council the Advertising and Promotions Committee’s 2019/2020 Fiscal Year budget of \$231,000.00, which includes \$30,443.00 for the salary and benefits for the Visitor Information Specialist, and reflect the adjustments to the budget discussed in the Advertising and Promotions Committee meeting of June 19, 2019. Member Fabian seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

Jeanne Begovac
Chuck Teetsel
Angie Fabian
Simon Rizk
Bill Gibson, Jr.
Ceci Byrne
Kellen Nicholson
Whitney Giokoris

Member Laluk was absent.

**E.2 Presentation and Legal Action regarding one-year proposal for
advertising in the Maverick Magazine**

Amie Rodgers said that The Maverick Magazine has been in publication for seventy-two years in the White Mountains. The circulation is six thousand five hundred per issue and is distributed to high traffic locations in Pinetop-Lakeside, Show Low, Springerville, Eagar, Snowflake, Taylor, Heber, Payson and over seventy select locations across the Valley and Tucson. As a free publication, we also have an increasing number of paid subscribers comprised of year-round residents, seasonal residents and visitors/prospective new community members interested in our area.

In response to Member Rizk, Ms. Rodgers said the magazine is distributed to higher end locations and also at trade shows out of the area. The focus is on areas where the reader has the social economic status to be able to come to this area, for example, art galleries in Scottsdale and the Visitor Center in Apache Junction. Also, in waiting rooms where the amount of time the magazine is being read is repeated.

In response to Member Giokoris, Ms. Rodgers explained the markets the magazine is distributed to are very large and they have zero return in magazines, even during the winter months.

Ms. Rodgers said the magazine is willing to work with the needs, objectives and funds of the Committee. She stated that no number is too small because it validates confidence of what the magazine can do for the community.

Member Fabian stated that Summit has been advertising in the Maverick Magazine for many years and said the visitors see the advertisements in the magazine. She said that Ms. Rodgers attends all of Summit's events and take pictures at the events and does not charge anything for her services. She said Ms. Rodgers is very involved in the community.

Member Nicholson feels that there is value in the Maverick Magazine and asked what dollar amount could feasibly be put towards advertising in the magazine. Further, she said it is one of the few local publications that is distributed to Phoenix and Tucson.

Vice Chair Byrne said that this is the first year that local promoters have come in and presented to the Committee at the beginning of the fiscal year giving the Committee a lot of good ideas. She feels that the Committee will receive a lot of good information today and then the members will have to decide what can be funded out of the 2019/2020 fiscal year budget.

Member Giokoris exclaimed that she is very happy that Vice Chair Byrne addressed this matter and expressed that before the Committee decides on this line item to hear the broad umbrella concept and then allocate the funds.

Member Fabian agreed with Member Giokoris.

Member Nicholson moved to table item E.2 until the Advertising and Promotion meeting held on July 17, 2019. Member Giokoris seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

Jeanne Begovac
Chuck Teetsel
Angie Fabian
Bill Gibson, Jr.
Kellen Nicholson
Simon Rizk
Ceci Byrne
Whitney Giokoris

Member Laluk was absent.

E.3 **Presentation and Information from the White Mountains Media Alliance**

Rob Hephner presented the following plan “Community Marketing Understanding” of Pinetop-Lakeside to the members hi-lighting the following items:

- People buy People. They almost never buy anything or go anywhere without a human connection.
- Nothing draws a crowd . . . like a crowd. People almost never do anything or go anywhere without a human connection.
- Cognitive fluency; It is the measure of how easy it is to think about something. Simplicity is the key to conversion. It’s even backed by Science.
- Prototypically; We relate everything to something we know. If we aren’t familiar with something first hand, we will seek out a connection that makes it familiar.
- Habit; From the standpoint of psychology, is a more or less fixed way of thinking, willing, or feeling . . .acquired through previous repetition of mental experience. To break a habit is very difficult – Instead use existing habits to persuade.
- When it comes to Buying, we make Emotional Decisions and Rational Justifications.
- Emotions Rule all Buying Behavior.
- Community Promotion comes from Community.
- Let’s Promote our Community Together.

Mr. Hephner said he has lived in the community for ten years and has recently formed the White Mountains Media Alliance group. The group includes the Maverick Magazine, The Coffee News, the White Mountain Independent and others. The idea is to align and have a plan and said the proposal is different than how the advertising and marketing funds are currently being spent. He believes the locals and the White Mountains Media Alliance Group can best promote the area. He said when you use a local company the advertising and marketing of the budgeted yearly amounts is less and he presented to the Committee an initial proposal of \$106,000.00 a year, which aligns with at least six different media groups and would eliminate the Facebook costs. He said the group has marketing relationships with the local community and businesses to get people here. The goal for the \$106,000.00 a year is a video that comes out every single month; a

professional grade video about Pinetop-Lakeside area supported by all of the local publications, newspaper and media. He said let us promote the community together.

DISCUSSION

Chair Begovac stated that she was not aware that there was a financial proposal to his presentation.

Mr. Hephner suggested the Committee not say yes or no to them today, and said he just wanted the members to know what they are asking for. He would like to meet with the strategic planning sub-committee and go over the details of the proposed plan and then have the sub-committee propose the plan to the Committee and let the decision be decided upon by all of the Members.

Chair Begovac explained that the budget and the allocation of the funds has already been decided upon and this proposal would have to be made if and when the Committee goes out for a Request for Proposal on the Advertising and Marketing company.

Vice Chair Byrne explained that at the Advertising and Promotion Committee's Retreat in February 2019 the Committee established the goals, the strategic plan and then planned the fiscal year 2019/2020 budget. She explained that something this big and disruptive would not be able to be funded or changed at this time.

Chair Begovac said she was not aware that funding would be requested at this time and thought it would be information only and said a financial decision at this time is not appropriate. She asked for help and confirmation from Manager Alba.

Manager Alba said that this is an information presentation only and explained that a formal request for funding would have to be done by completing a funding request form or responding, if and when, the Committee goes out for a Request for Proposal. He said that his understanding was that this item is for information only.

Chair Begovac said that this was great information and something for the strategic planning sub-committee to consider as the Committee moves forward.

Member Nicholson commented that this could be a giant market disrupter and said her opinion is that this needs to be an active consideration.

Member Giokoris suggested that the White Mountains Media Alliance present to the strategic planning sub-committee a proposal in writing.

Member Teetsel said that he would like to see proposals from the White Mountains Media Alliance and Larry John Wright Advertising and anyone else that would like to propose their ideas to the strategic planning sub-committee.

Member Fabian stated that is already in the works with the strategic planning sub-committee.

Manager Alba explained that the Town has a contract with Larry John Wright Advertising. In order to do what the Members are suggesting, a request for Proposal would have to be issued, which means that the contract with Larry John Wright would have to be cancelled or wait until the contract expires.

E.5 Update on the Current Financial Standing of the Advertising and Promotion Committee

Vice Chair Byrne provided the following written report:

1) Special Hotel Sales Tax Receipts

- \$200,668 Total for Special Hotel Tax Receipts as of 4/30/19, 2.3% higher than last year. All areas of tourism tax receipts are up, combined they are up 16% over FY2018. Hotels are up 22%.
- March Special Hotel tax receipts (shown in the April 2019 tax reports) were a record \$15,872, 23% over last year and more notably, twice as much as FY2016, which was a fairly snowy year.

2) How Ad Pro has spent our budget through June 11, 2019

Total Spent - \$223,865

% Ad and Promotion budget actually spent: 97%

\$\$ Committed through the end of June: 98% of \$231,000

Months left in our FY 2019 budget: 1/2 Month (96% of Fiscal Year elapsed)

Breakdown of Ad, Event, Promotion and Visitor Service Spending through June 11, 2019

Seasonal Ad Campaign & Social Media	52%
Community Shout Podcast	5%
Trade Shows	1%
Local Print Advertising	2%
Website	1%
Events	15%

White Mountain Partnership	9%
Community Image	2%

3) Highlights of Ad Pro spending in June:

- \$9000 for Digital Advertising and Social Media Campaigns
 - \$6500 for Digital Video Ads
 - \$0 Banner Ads
 - \$2500 Facebook/Instagram
- Visitor Center Opened May 31, 2019: Thanks to rack donations from local businesses like All Seasons Properties and Summit Healthcare, a nice stock of Pinetop themed gift shop items from local retailers, and lots of sweat equity, Tony and Annie have got the Visitor Center up and running and spent under \$1000 so far on set-up costs. It looks great!
- We're working with the Town Council on finalizing the FY20 Ad & Pro budget, which Ad Pro Vice Chair Ceci Byrne and Ad Pro chair Jeanne Begovac presented at the May 29 Council Work Session. A final draft will be discussed as a business item at today's (June 19) Meeting.

Vice Chair Byrne provided the following update that she has put together since she provided the above written report:

- \$214,823.00 has been collected through the special hotel tax receipts; an increase of 3% compared to last year this time.
- She believes there will be between \$3,500.00 and \$4,000.00 extra to spend before the end of the current fiscal year.

DISCUSSION

In response to Chair Begovac, Manager Alba said the excess funds could go towards the Balloon Festival.

Town Manager Johnson announced it would be alright for the Committee to have a carry-forward of any excess funds. He said, without checking with Finance Director Rodolph, when the Town Council approves the Advertising and Promotion Budget with the changes he would suggest including the carry-forward for the Council's approval.

Manager Alba stated that he does have expenses for the Balloon Festival that he could use the half of the excess funds towards, which would be in fiscal year 2019/2020.

Member Giokoris suggested moving the excess funds towards the start-up of the Visitor Center.

Vice Chair Byrne said that the Visitors Services line item has approximately \$1,000.00 left that can be used for the Visitor's Center and said the extra carry over funds would be a good start to help fund the gift shop purchases.

It was the consensus of the Committee Members to allocate any extra funds from fiscal year 2019/2020 towards the Visitor Center.

**E.6 Update and Information Regarding the Committee's Recent
Media Coverage, Future Editorial and Advertising Opportunities;
and Consider Approving Funds for July 2019 Advertisement**

Sam John provided a detailed and comprehensive social media report including reporting on the following for the month of June 2019: Monthly Website Visitors, Monthly Organic Search, Monthly Targeted Banner Ad Impressions, Monthly Pre-Roll Full Video Views, Monthly Pre-Roll Video Website Clicks, Monthly Targeted Banner Ad Impressions, Monthly Banner Ad Website Clicks, Monthly Targeted Pre-Roll Impressions and Facebook Month End Likes.

Sam John addressed Mr. Hephner's presentation and said he feels that he is 99% spot on with the alignment of community, adding that this has been a discussion by the Committee since he began in 2012 and he is sure it was also discussed before he came on board. He believes there is the opportunity right now with the Committee to step-up and do something locally, to manage it and make sure that it happens. It has always fallen on the shoulders of the Advertising and Promotion Committee to make this happen. He feels that having community alignment is very important.

Further, the Larry John Wright agency looks at themselves as facilitators, coming up with a strategy is easy to do and executive is where the agency exceeds and excels at taking the suggestions of the clients. Providing maximum exposure with limited dollars. For example, Sedona has a \$500,000.00 yearly advertising budget as compared to Pinetop-Lakeside's \$92,000.00 yearly budget. He said Sedona has a separate budget for local advertising.

He feels that informing and educating the public and letting the public know that Pinetop-Lakeside exists is very important. People that are here know we exist and people that come here three to five times a year know that we exist, but there are still people that do not even know about Pinetop-Lakeside or where it is located. This is a big concern that needs to be addressed. To be one hundred percent on board with Mr. Hephner's plan he would have to know exactly how the \$106,000.00 is to be spent. He is not on board with advertising in publications that have a small reach and a low return.

Mr. John addressed a couple of items that Mr. Hephner had brought up:

- He agrees that Facebook has a low engagement, but we do exceed and have more engagement than the average business. Pinetop-Lakeside actually performs better and has better engagement than competitors like Flagstaff and Sedona. Our low engagement is actually higher than the average engagement of the competitors.
- Events promoted on Facebook have reached over 60,000 people this month and this is just by posted events.

He believes there has always been a disconnect between what the Committee does and the community and said Larry John Wright would like to continue to be the facilitator, but said that they have felt a lot of unrest lately. He stated that his boss had received a call from a Town Council member stating that they do very little for a lot of money and thought the agency was only taking care of the Town Facebook page. He explained that the agency is working on a presentation for the Council member to show exactly what they do. The agency also takes care of a lot of the print advertisements for Town events and brochures for the Town. He stated the agency is here to facilitate and support what the Committee directs them to do and they want to provide maximum exposure for the advertising dollars. A lot of what has been talked about today has to do with grassroots and they are willing to strategize and help out with the grassroots ideas and feel that they can be very effective. His objective is to be the best with the limited funds available to spend.

DISCUSSION

Member Rizk thanked Mr. John for his professionalism.

In response to Member Giokoris, Mr. John explained that in June 2019 the banner advertisements were cut out and all of the funds put into social media and said the same thing has been done for July 2019. He said the pre-roll for fiscal year

2019/2020 has been laid out differently and said that significant portions of the budget have been pulled to advertise more effectively in the key periods during May, June, July, August and September. He said this is the reason behind the budget increase for July 2019.

Member Giokoris asked should the Committee spend more funds during the peak season months or do we want to spend less and spend more during the shoulder season months.

Chari Begovac said that is always the eternal question that the Committee goes back and forth with all of the time; the flip side of that is do we throw our line in the water when are fish are here.

Member Fabian opined to spend less in the peak months and more in the off-season months, because we already have people here and we need to promote to get people here during the off months.

Mr. John stated that his research and Larry John Wright Agency research shows to fish when the fish are biting, when people are here. For the last two years they have been advertising during the shoulder seasons and they have seen that to be effective. Years ago, advertising was only done in the summer and a little in the winter and that was it. He feels it is an improvement to be able to advertise during the shoulder seasons. Recently they have done research to see what others towns have done regarding advertising, and most are only advertising during the peak seasons. He says his proposed budget for 2019/2020 shows advertising throughout the entire year.

Mr. John recommends for July 2019 advertising \$12,000.00 for Digital Video Pre-Roll, \$500.00 Give-A-Ways and \$3,000.00 for Facebook/Social Media.

Member Fabian moved to authorize \$10,000.00 for Digital Video Pre-Roll, \$4,000.00 Facebook/Social Media and \$500.00 to Give-a-Ways to Larry John Wright Advertising for the month of July 2019. Member Nicholson seconded the motion and by show of hands the following vote was recorded:

AYES

Jeanne Begovac
Chuck Teetsel
Angie Fabian
Bill Gibson

ABSTAIN

NAYS

Simon Rizk
Kellen Nicholson
Ceci Byrne
Whitney Giokoris

Member Laluk was absent.

E.7 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce

Mechelle Martinez, Pinetop-Lakeside Chamber of Commerce Director, was not in attendance and an update was not provided.

E.8 Update and Information from Birdman Media

Rob Hephner provided a written report from Birdman on the Mountain, WMI TV and Community Shout Video to the Committee members.

Mr. Acheson, White Mountain Independent, said that Mr. Hephner had to leave to host the White Mountain Business Owners Round Table. He said that the White Mountain Independent Central website has an average of 188,000.00 visitors each month and traffic from out of the area is 56% of that number. The Facebook page has 14,115 followers. He said the Visitor Center ribbon cutting was also promoted and had 1,665 people follow on Instagram and 965 people engaged on Facebook.

DISCUSSION

In response to Vice Chair Byrne, Mr. Acheson stated that the Pinetop-Lakeside Shout-out that Mr. Hephner produces is shared on the White Mountain Independent's website, White Mountain Independent Facebook page and their YouTube channel for April, May and June. White Mountain Publishing decided to do this for free for one quarter at no cost thorough the White Mountains Media Alliance.

In response to Member Rizk, Mr. Acheson stated that he was aware of Mr. Hephner's White Mountains Media Alliance presentation.

Member Rizk felt that the presentation from Mr. Hephner was good, but disrespectful to Mr. John and expressed he is frustrated that Mr. Hephner had to

leave. He stated he has been on the Committee for two years and knows how things work and said that Mr. Hephner should know the procedures since he has attended many Advertising and Promotion meetings. Further, the Committee and the Town makes the decisions on the Request for Proposals and there is a correct way for things to be handled. He thinks that what Mr. Hephner does is great, but said there is a time and a place for things to be presented properly.

E.9 Update and Information Regarding the Nature Center and TRACKS

Ms. Lynn Krigbaum provided the following written report:

Nature Center Report

This spring has been a busy time for the WMNC. After the Kite Festival, the Carnival at Mountain Meadow Recreation Complex was very successful. The Walk for the Woods included more than 100 people, several from Phoenix, Mesa, Tempe and Tucson who stayed in motels. The Nature Center netted \$5325 from the event, but most importantly, I think people had a good time!

Next the Apache Culture week included an evening program at the Nature Center on Apache Scouts. We have also hosted a Discovery Series event on Sustainable Gardening presented by Whitney's husband, Jimmy. The schedule is available listing the wide range of subjects which will be addressed on Saturdays throughout the summer.

The Nature based Discovery Camp is in full swing now with 30 plus kids having a great time Monday through Thursday for 6 weeks.

On Friday, June 28th the annual Raptor Rehab Dinner will be held. This is a fundraiser to meet the ongoing needs of the facility for care of injured hawks, vultures, osprey and eagles.

TRACKS

Trail work continues with work on the Nature Center Nestbox Trail, Los Burros and Country Club trails.

The annual celebration of National Trails Day was an enjoyable pot luck dinner at Woodland Lake Park.

The Wednesday morning hikes are drawing more people as they return to our beautiful trails in avoidance of the heat at lower elevations. Treasured friendships are renewed and healthy, social times are spent enjoying some of the 200 miles of

the White Mountain Trail system. It's easy to join the fun - just Google TRACKS White Mountains. Membership is free and the monthly Newsletter will keep you informed of the area events, not only of TRACKS, but also of the Nature Center, Audubon, programs at Fool Hollow by the Forest Service and other special events. With a membership of over 400, there's always something going on in this wonderful paradise where we are privileged to live.

E.10 Update and Information Regarding Sunrise Park Resort

Member Laluk was not in attendance and an update was not provided.

E.11 Update and Information from the Town Community Services Manager

Manager Alba provided the following written report for the Community Services Department for June 2019:

- The Town opened the official Arizona Visitor Information Center, in partnership with the Arizona Office of Tourism, on May 31. Annie DeRosier did an outstanding job in designing and setting up the AVIC. Annie is on contract as our Visitor Information Specialist through the end of June, when she will become a part-time staff member. The AVIC has been very well received and very busy. On average, we are greeting 15-20 guests daily, including Saturdays. Sundays are the slowest day so far, but that may change as people become accustomed to us being open on weekends.
- Hot-Air Balloon Event – The balloon festival is going well. We have 13 balloons confirmed and interest seems very strong on social media. We have 6 food vendors, 9 retail vendors and 5 community organizations that will be handing out information. The Alley Cats will perform at the kickoff concert on Friday. Saturday's bands are Shinin' the Law (70s, 80s and 90s) and The Lakesiders (Country/Rock). We're in need of volunteers to be part of the balloon chase crews. Information on all aspects of the event is available at wmbfaz.com.
- White Mountains Partnership – OH Partners, a large Phoenix-based public relations/advertising agency has begun its work promoting the White Mountains of Arizona as a visitor destination. OH brought a group of influencers up to the area last weekend for a family blogger/influencer fam

trip. Also, the agency placed a guest column from Partnership Chairman Paul Watson in *The Arizona Republic* last week.

- The TV camera and affiliated weather station from AZ Family and CBS 5 has gone live and we're already getting great exposure on channels 3 and 5 in Phoenix. I've had several people comment to me that they've seen shots from the camera on both stations' newscasts. Thanks again to Matt and the Public Works team for helping get this done.
- Tony is still trying to confirm a date for a familiarization trip with AOT staff to experience Pinetop-Lakeside later this summer. We'll likely include the White Mountains Partnership in this effort.
- Tony has been working with Ad & Pro members Whitney Giokaris and Angie Fabian on producing a Pinetop-Lakeside Tourism brochure. We had hoped to have it done by now, but Annie has some suggested changes, so we're taking our time to make sure it is right.
- Tony, Keith and Malaina have begun coordination and planning of Pinetop-Lakeside Days on August 17.

Other meetings and events attended since last report:

- White Mountains Business Owners Roundtable Luncheon
- Town Council meetings (2)
- White Mountains Partnership Meeting
- Apache Cultural Night
- Rotary Meeting
- White Mountain Nature Center Board Meeting
- ASU Alumni White Mountains Chapter Board Meeting (2)
- Ad & Promo Strategic Planning
- Save Our Park Board Meeting
- Joint meeting with P-L Town Council and the White Mountain Apache Tribal Council
- National Night Out Planning Meeting
- Businesses for Visitors
- Strategic Planning meeting with Epic Rides

E.12 Update and Information from the Arizona Visitor Information Center

Annie DeRosier provided a report for the Arizona Visitor Information Center to the Committee hi-lighting the following:

- The Visitor Center opened on May 31, 2019.
- 125 Visitors in 13 days; an average of 11 people per day.
- Most requested information: Lakes, maps, events, hiking, fishing, hotels, RV camping, museums and restaurants.
- Monday's are the busiest, followed by Friday.
- Retail sales - \$100.00

Ms. DeRosier said the engagement with each visitor is surprisingly long and said this gives a great opportunity to educate people. This also gives a great opportunity to discuss the shoulder season with the visitors. She explained that currently everything for sale in the Visitor Center, with the exception of the items from Little Blue Bird, are on consignment. She said this was the easiest way to get product in quickly to open up and said the go forward plan is to move to a higher proportion of selling items that the Town has purchased to give higher margins. She realizes that the website has been a large concern, as far as being a landing page for visitors, and said that she is slowly making progress at making that a better page.

DISCUSSION

In response to Member Giokoris, Ms. DeRosier assumes that most of the visitors arrive at the beginning of their stay.

In response to Member Teetsel, Ms. DeRosier said that additional Visitor Center signage would help, even an a-frame to have out front on the weekends would be helpful.

E.13 Update and Information from the Strategic Planning and Website Sub-Committee

Member Fabian announced that they do not have a date set yet for their next meeting, but said they will hold one soon.

E.14 Update and Information from the Communications Sub-Committee

Member Nicholson said the Communications sub-committee will meet again soon, but no date has been set yet.

F. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 11:33 a.m.



Jeanne Begovac
Chair