

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY,
JANUARY 16, 2019
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
Kellen Nicholson	Member
Owen Laluk	Member
Angie Fabian	Member
Chuck Teetsel	Member

Also Present:

Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Keith Johnson	Town Manager
Mechelle Martinez	Pinetop-Lakeside Chamber of Commerce
Lynn Krigbaum	Councilmember
Kathy Dahnk	Councilmember
Sam John	Larry John Wright Advertising
Taren Burke	Sunrise General Manager
Whitney Giokoris	White Mountain Yoga Festival
Rob Hephner	Birdman Media
Jennifer Brimhall	High Mountain Half Marathon
Eric Fogle	High Mountain Half Marathon
Dave Castro	Epic Rides
John McCarrell	Epic Rides

B. Call to the Public

Chair Begovac called for public comment and Rob Hephner offered the following comments:

“Last month there was a discussion regarding the Crawtoberfest and since then there has been a meeting with Pinetop-Lakeside Chamber and board members, Summit Hospital, Paul Watson, Show Low Chamber and Keith Johnson regarding this event. During the discussion the date of the event was an issue and the Pinetop-Lakeside Chamber was upset that they were not approached by either the Show Low Chamber or Summit regarding the event. Cyndie Shaffstall, Pinetop-Lakeside Chamber board member, reported that the business members gave her the message that the business owners do not want somebody from out of town coming and taking money from their community. Angie Fabian stated that Summit is regional. Ms. Shaffstall stated that the main issue was Show Low Chamber coming to Pinetop-Lakeside and putting on an event and she further stated that their board had voted on not co-mingling funds with the Show Low Chamber. So at this point, the Show Low Chamber is reluctant to promote and put on an event in the Town of Pinetop-Lakeside. He is asking for feedback from businesses in the Town of Pinetop-Lakeside as to what to do moving forward because they do not want to have to sell people on coming up for an event in the Community. There are members of the Show Low Chamber that are Pinetop-Lakeside businesses. I do not want to take away from one organization but the Show Low Chamber would love to do some promoting and events in Pinetop-Lakeside area”

Member Nicholson said this event is happening regardless of where it is held.

Mr. Hephner said they would love to hold the event in Pinetop-Lakeside.

Member Nicholson said her point is if the event is going to happen don't we want the event to happen in our Town, getting people to Pinetop which will lead them to other events.

Mr. Hephner said the event date has been moved and will not be on Fall Festival weekend, that there is too much of a conflict. He said the primary issue right now is having the event in Pinetop-Lakeside and said the Pinetop-Lakeside Chamber looks at it as taking money out of the Town.

Mechelle Martinez stated the Chamber just had a conflict with the date and any other weekend would be okay for the event.

Mr. Hephner said that is not what they were told.

Chair Begovac announced that for timing reasons of this meeting, that Mr. Hephner is voicing a concern and that the best application would be to make this discussion an agenda item at either the Advertising and Promotion Retreat in February 2019 or at the regular meeting in March 2019.

In response to Member Teetsel, Mechelle Martinez said that co-mingled funds is the sharing of money between the Show Low Chamber and the Pinetop-Lakeside Chamber does not want to do a co-event with the Show Low Chamber because of the sharing of money. She said funds get transferred from bank accounts, splitting of funds and that sort of thing. She stated she does not know all of the details.

Member Fabian stated she would like to discuss this at the Advertising and Promotion Retreat because Summit is involved in this and Summit wants to make sure that they have the marketing and everything ready to go. She said the main issue was that some of the Pinetop-Lakeside businesses felt that if Show Low Chamber was a part of the event that it would take money out of this community. She said other businesses in Town support the event and want the event to be held in Pinetop-Lakeside, but said that Summit does not want to have any animosity because Summit is neutral and regional and looks at the entire mountain as their community. She said Summit wants to make sure that the businesses support this event.

Member Gibson asked if the Pinetop-Lakeside Chamber of Commerce is saying no to working with the Show Low Chamber.

Mr. Hephner said the President of the Board of the Pinetop-Lakeside Chamber of Commerce made the statement that that is a primary concern.

Ms. Martinez stated that the Show Low Chamber did not approach and ask the Pinetop-Lakeside Chamber about this event; they just announced it.

Member Rizk said this event would bring business to the Town, Summit wants to hold this event in Pinetop-Lakeside and that the Chamber should have nothing to do with it. If it is something that will bring money to Pinetop the Chamber should not be the ones to say yes or no. If it is an event that is happening here and it is not on the same weekend as the car show or Fall Festival that is great and it will be another weekend to bring people to the Town and the Chamber of Commerce

should not have anything to do with where the money goes and if someone wants to bring an event to Pinetop that should be the end of the discussion.

Chair Begovac said this will be a discussion item on how people can work together on this event and funds are not being asked for from the Advertising and Promotion Committee for this event.

Manager Alba said this is not an Ad and Pro issue, but said Mr. Hephner is bringing it to the Committee as a business discussion.

C. Meeting Agenda Approval

Chair Begovac stated that it has been requested that Items F3 and G6 be discussed at the beginning of the meeting.

Member Teetsel moved to approve the meeting agenda with changes. Member Gibson 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		
Bill Gibson		
Angie Fabian		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Simon Rizk		

D. Minutes

D.1 Approval of the Minutes of the December 19, 2018 Advertising and Promotion Meeting.

Member Gibson moved to approve the minutes of the Regular Meeting held on December 19, 2018. Member Nicholson seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

Jeanne Begovac
Chuck Teetsel
Bill Gibson
Angie Fabian
Kellen Nicholson
Owen Laluk
Ceci Byrne
Simon Rizk

E. Old Business:

None

F. New Business:

F.1 Discussion and Recommendation to Town Council regarding letters of interest received from Whitney Giokaris and Mechelle Martinez to fill the one vacancy on the Advertising and Promotion Committee with a term ending on April 1, 2019.

Chair Begovac said letters of interest were received from Whitney Giokaris and Mechelle Martinez.

Whitney Giokaris stated she is the unofficial yoga representative of the community and works with all three yoga studios within the community and is the President of the White Mountain Yoga Festival. She said prior to teaching yoga her background is event planning, marketing, promotions and PR. She worked for eight years in the San Francisco bay area in marketing, PR and event planning. She said a large demographic of out of towners are young millennials and said she can relate to them and find activities for them to do. She said she can offer perspective and background every month to the Committee as someone that has lived here for four years and with her marketing background she is good at reading trends and what is current in the local culture.

In response to Member Fabian, Ms. Giokaris said she works with the following yoga studios: Open Spaces in Lakeside, The Gym in Pinetop and Ruff Mountain Yoga in Pinetop.

In response to Member Gibson, Chair Begovac said there is not a conflict of interest with having Ms. Giokaris on the Committee.

Mechelle Martinez said she has lived here for twenty-five years and has done fundraising with Blue Ridge PTO and is currently fundraising for St Anthony's where her son attends school. She said she has a lot of knowledge of the area and what the business owners look for regarding marketing. She feels she will have a good insight in marketing the area.

Chair Begovac explained that Ms. Martinez will be attending the Ad and Pro Meetings as the Chamber representative and the decision for the Committee today would be whether Ms. Martinez would be a voting member or not, but said she would still continue to attend the meetings.

Manager Alba explained that the Committee guidelines state that membership may include a member of the Chamber of Commerce but it is not a requirement.

In response to Member Nicholson, Ms. Martinez said the Chamber Board supports her being a voting member of the Advertising and Promotion Committee and said she believes there was an issue with the former director not wanting to be a part of the Ad and Pro Committee. She said she is different and that she has an interest in being a part of the Committee and her board supports her and is encouraging her to be a member of the Committee and suggested for her to submit a letter of interest. She said they want to move forward in a positive light and build relationships.

Councilmember Dahnk asked why a voting member of the Advertising and Promotion Committee cannot be on the Chamber board.

Ms. Martinez answered that they can.

Member Nicholson stated she was rejected from being a Chamber board member because of being on the Ad and Pro Committee. She is wondering why the Chamber Board is encouraging Ms. Martinez to join Ad and Pro as a voting member when they will not accept letters from Ad and Pro members.

Ms. Martinez stated they would absolutely accept letters of interest from anyone on the Ad and Pro Committee to be on the Chamber board.

Chair Begovac stated that perhaps the Chamber board has changed their position since Member Nicholson submitted a letter of interest.

Ms. Martinez answered yes.

Member Gibson asked Ms. Martinez when she looks at the promotion of the area does she see it as separate individual entities doing this or do you see it as a situation where we move towards a grouping, where is it regionalized marketing involving the entire White Mountains.

Ms. Martinez answered that it should be the entire White Mountains and said it would be great to get to a place where we all work together.

Member Byrne stated working in the past with the former Director, she had a position as a partner on the Ad and Pro Committee and was not a voting member the entire time and said it worked well in having dialogue between the Chamber and the Committee and there has not been that situation since the former Director left the Chamber.

Ms. Martinez said she sees this as a partnership with the Town and will convey that to the Chamber board. She then announced that there will be a vacancy on the Chamber board.

Member Teetsel moved to recommend to the Town Council the appointment of Whitney Giokaris to the Advertising and Promotion Committee with a term to extend through April 1, 2019. Member Gibson seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

Jeanne Begovac
Chuck Teetsel
Bill Gibson
Angie Fabian
Kellen Nicholson
Ceci Byrne
Simon Rizk

**F.2 Discussion Regarding Advertising and Promotion February 20, 2019
Retreat.**

Chair Begovac stated that the retreat would be held on Wednesday, February 20, 2019 at 9:00 a.m. at Town Hall.

Chair Begovac suggested the following agenda items for the retreat: review events funded by the Advertising and Promotion Committee; sub-committees review, budget and overall vision, marketing strategy and planning for the Committee.

F.3 Information and Discussion regarding the High Mountain Half Marathon.

Jennifer Brimhall said the objective of the High Mountain Marathon is to present the marathon not only to locals but to people outside of the area. She said the runners usually bring family and friends to the area, usually staying overnight for a Thursday, Friday and Saturday night. She stated the title sponsor is Summit Healthcare and the marathon is a fundraiser for youth programs. The funds raised have sent kids to leadership camps, help pay for health insurance for kids, scholarship money and working on donating to large events. She said \$10,000.00 was given to Blue Ridge schools to revamp their training program. Blue Ridge has one soccer field for four teams so their objective this year is to raise \$100,000.00 to prepare a field with the School District putting in \$200,000.00 towards the soccer field.

Eric Fogle stated he is the Race Director for the High Mountain Half Marathon and said he is also the Director for two Robotics Tournaments and is involved in the summer running camp. He said the ultimate goal of these events is to bring people to the community. He said there were three hundred and twenty-six participants for the half marathon last year which was an increase over the previous year and feedback from participants was very positive and they enjoyed the small town atmosphere.

Ms. Brimhall said the marathon is held the first Saturday in August and this year it will be on August 3, 2019.

F.4 Information and Discussion regarding Epic Rides Tour of the White Mountains.

Dave Castro and John McCarrell presented an event summary and report from the 2018 Tour of the White Mountains to the Advertising and Promotion Committee.

- The Tour is held at the Pinetop Lakes Activity Center & Stables for a complete family experience. Attendees enjoy the onsite amphitheater for event activities and live music, nearby accommodations, campground games and a robust communal campfire.

- The field is limited to seven hundred and fifty riders.
- In 2018, the Tour of the White Mountains established as the quintessential family-friendly mountain bike and community event, attracting an estimated audience of 2,475+ to Pinetop-Lakeside.
- Mountain Biker Demographic: male, average 36 years old, 68% are 30-49 years old and 73% are married; 65% have children; 85% own one or more homes; 14% are CEO/Owner; 47% employed in a Science, Technology or Engineering related field; 26% have an average income of \$100,000.00 to \$149,000.00; 19% average income of \$150,000.00 to \$199,000.00; 11% average income of \$250,000.00 or more.
- 2018 Event attendance: 2,475 attendees; 161 resident attendees and 2,314 non-resident visitors; rider origin Arizona, New Mexico, California, Colorado and Nevada; 14% were first time visitors to Pinetop-Lakeside; 32% of riders visited Pinetop-Lakeside in advance of the event to pre-ride trails; 39% of attendees would not have visited Pinetop-Lakeside if not for the Tour of the White Mountains; 32% stayed in hotels/motels/inn; 19% stayed in rental property; 84% stayed 2 plus nights; the number of registered riders grew 47% from 2014 to 2018.
- 100% of riders responded positively about the trails they rode.
- Event weekend gross estimated impact was \$575K; Pinetop-Lakeside received \$15,000.00 in tax revenues.
- \$10,600.00 donated to local mountain bike clubs and community organizations, including TRACKs, Navajo County Aux. Sheriffs, WMOTA and White Mountain Nature Center.
- 74% of non-resident riders plan to return to Pinetop-Lakeside for non-event related mountain bike riding; 72% of non-resident riders have rode the Tour two plus times and anticipate returning to ride again; 95% of non-resident riders would return to Pinetop-Lakeside and 100% of attendees would recommend the Tour.
- 2019 Event objectives: grow rider attendance and produce a top-level event attracting visitors to Pinetop-Lakeside.

Currently the Town contribution is \$3,750.00 and in addition to that amount, they pay for the sanitation requirements for the event.

F.5 Information, Discussion and Legal Action regarding Advertising Winterfest in “Tucson Local Media”.

Manager Alba explained that Meredith Hansen, Tucson Local Media, submitted a proposal for advertising Winterfest in their print publication. He said that he is not familiar with the publication and said that he asked Sam John to take a look at the proposal and give the Committee an evaluation. He said Mr. John normally does not recommend print advertising and asked Mr. John to give a quick opinion.

Mr. John stated that his large Tucson clients never advertise in the Tucson local print media and said this is a small publication that is distributed in the local Tucson area.

Chair Begovac announced the item dies for lack of motion.

G. Reports

G.1 Update on the Current Financial Standing of the Advertising and Promotion Committee

Vice Chair Byrne provided the following written report:

While we are starting a new calendar year, Advertising and Promotion spending is six months into the 2019 fiscal year (which started July 1, 2018).

- Spent approximately 52% of the \$231,000.00 budget, right on track for the halfway fiscal mark.
- Pending bills in the next month of approximately \$28,860.00.
- Upcoming bills, Seasonal Campaign ad budget, and other contractual and approved commitments are committed to spending approximately \$207,000.00 of the budget.

If the Committee stays with the current plans there will be \$32,903.00 to spend on new projects/ad spending through June 2019.

- While most of the budget lines are on target, the Committee is devoting:

- \$1,665.00 more than the original budget plan to regional print ads.
 - \$4,140.00 more to the Community Shout podcast, with an additional \$2,040.00 pending through March 2019.
- Much of the current advertising in these media promoted events, these funds can be reallocated from the Event Promotion budget line. Pending the new proposal from Rob Hephner, we may need to reallocate another \$2,040.00 for the remaining two months of the Community Shout sponsorship (ends in March 2019).
 - The December 2018 Sales Tax report has not been released yet, but there will be updates at the January 16th Ad & Pro meeting if new info is available.

G.2 Update and Information Regarding the Committee’s Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for February and March 2019 Advertisement

Sam John reported on the following for the month of December 2018: 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.

Mr. John recommends for February 2019 advertising \$7,000.00 for Digital Video Pre-Roll, \$2,500.00 for Digital Banner Ads and \$500.00 for Facebook/Social Media. For March 2019 Mr. John recommends \$2,000.00 for Digital Banner Ads and \$500.00 for Facebook/Social Media.

Member Teetsel moved to authorize funding \$4,500.00 for Digital Video Pre-Roll, \$2,000.00 for Digital Banner Ads, \$500.00 for Facebook/Social Media \$500.00 Seasonal give-away to Larry John Wright Advertising for the month of February 2019 and \$3,000.00 for Digital Video Pre-Roll Ads, \$2,000.00 Digital Banner Ads and \$500.00 for Facebook/Social Media for March 2019. Member Fabian seconded the motion and by show of hands the following vote was recorded:

AYES
Jeanne Begovac
Chuck Teetsel
Angie Fabian

ABSTAIN

NAYS

Bill Gibson
Kellen Nicholson
Ceci Byrne
Simon Rizk

Chair Begovac announced the motion passed.

G.3 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce

Mechelle Martinez provided the following written report:

Event planning for 2019 is well underway:

Networking

- Wednesday Wine Down: Member networking held each Wednesday from 4-6 p.m., at a different establishment each week.
- Monthly Chamber meetings to replace Perk Ups with guest speakers and training sessions, various locations.

Chamber-to-Member Events

- Chamber Annual Dinner, November

Business-to-Business, Business-to-Consumer

- Business Highlights, features genre of businesses each month
- Chamber Flick: February date, WME8
- Putt-Putt Pub Crawl, March, nine different locations
- Chamber Flick, April, WME8
- Chamber Flick, October, WME8

Visitor Events

- High Mountain Beer & Music Festival, June, PLAC&S
- 2nd Annual 4th of July Mutt Strutt, July, PLAC&S
- Burger Burn, Welcome Run to the Pines participants, September 27
- 44th Annual Fall Festival & Artisans Festival, September 27, 28, 29
- Fall Carnival, TENTATIVE, September 26 – 30

G.4 Update and Information from Birdman Media

Rob Hephner provided the following report from Birdman on the Mountain, WMI TV and Community Shout Video:

A reminder that these are all reflective of 100% Organic Growth and Engagement. (No boosting or paying for anything to be seen at all.)

Numbers below represent Views, not impressions.
Community Shout Facebook YouTube Podcast:

December 2018:

6 561 80 9203

13 333 78 8725

20 291 78 8110

31 430 81 7221

January 2019:

3 329 65 4325

Special 1-minute PL Blast shared with Visit Pinetop-Lakeside Page
580 Views (Nov at 751 now from 689)

Show Low TV Times are Tuesday and Thursday at 3:00 pm and Wednesday and Friday at 7:00 am.

Filled in during other times during the week.

45,000 Viewers (Cable boxes in the immediate area)

2,387 online views in October (Facebook and YouTube)

35,838 listeners (Audio Podcast)

83,546 total audience (Not including WMI Website)

\$0.01 per individual reached

2018 Overview:

Consistent Growth of engagement to the shows; Coverage of Major events an attachment to audience; Promotion of several major Pinetop-Lakeside Events and many smaller area community events for free.

2019 Plans and Planned Upgrades:

Studio Lighting has been upgraded (Jan 1)

Front Studio to be developed for a Live Community Show (Slated for Spring/Summer Launch)

Upgrade to a multi-camera system for pre-recorded and LIVE event coverage. (Slated for purchase at the end of January - a \$3,500.00 equipment upgrade)

Sponsorship of Winter Concert Series at The Lodge

Sponsorship of the Summer Concert Series at The Lion's Den

Sponsorship of the Show Low and White Mountains Film Festival at the Village 8

Continued promotion of Pinetop-Lakeside Community Events for FREE

G.5 Update and Information Regarding the Nature Center and TRACKS

Councilmember Krigbaum provided the following written report:

TRACKS:

TRACKS is currently enjoying some of the White Mountain Trail system as Cross Country skiers instead of hikers. The Up the Hill Gang is still hiking every Wednesday. There will be no trail work until the ground is no longer frozen. The monthly meeting is on the 2nd Saturday of each month (except June) and in the winter the meeting is at Darbi's at 8:00 a.m. - come early to order breakfast. Everyone is welcome!

White Mountain Nature Center:

The Eagle Fest will be January 25 & 26 at the Nature Center. This annual event is presented by Arizona Game & Fish Department. On Friday there will be AZGFD Wildlife Views short films about Eagles and the opportunity to meet with the presenters from 5:30 to 7:30 p.m. At 9:00 a.m. on Saturday there will be a special program for children with live eagles and the AZGFD Eagle Project biologists. At 10:00 a.m. Liberty Wildlife Center will do a presentation with live Bald and Golden Eagles. Then at 11:00 a.m. AZGFD Eagle Project biologists will share the Bald Eagle Management & Recovery program. In the afternoon the presentations will be Golden Eagles in Arizona by AZGFD Eagle Project biologists, Wildlife and Nature Photography and Eagles in Native American Culture. There will be Eagle Viewing with naturalists at Lazy Oaks Resort from 11:00 a.m. to 2:00 p.m. (weather permitting) and a limited number of binoculars and spotting scopes will be provided.

Call Diane Tilton for more information and follow the event on Facebook@AZGFDPinetop.

G.6 Update and Information Regarding Sunrise Park Resort

Member Laluk reported that Sunrise is having a great year, the snow is awesome and the tubing hill is open every day. The Crowndancer café is open and doing amazing.

Member Gibson stated that the social media promoting Sunrise is much better this year.

In response to Member Rizk, Member Laluk said there will not be night skiing this year because staff was fired and no one changed out the light bulbs on the mountain during the summer and cannot be changed out now because of the snow.

G.7 Update and Information from the Town Community Services Manager

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

- Hot-Air Balloon Event – We have been informed by Arizona Events group that the Town will receive approximately \$3,000.00 in revenue from the Hot Air Balloon Festival. While this is somewhat less than I had hoped, it still nearly recoups our cost for what we paid the Bar D Wranglers for their performance. The shortage from what we estimated is the result of lower-than-expected revenue for certain activities because of the rain. The tethered balloon rides were limited; beer and wine sales likely were down because of the cold weather. Ticket sales were good, but would have been better with good weather. We have scheduled the 2019 event to be a three-day event, June 28-30. We will be using a new balloonmeister, Doug Lenberg, who has produced previous events for Keith Johnson in Bloomfield, NM. I will be attending the Snowdown Balloon in Durango, CO February 1-2, to observe and evaluate.
- Christmas Lights – The Town is keeping Christmas decorations up through the end of January and we're encouraging other businesses to do the same.

- Santa's White Mountain Experience had a fairly successful event for a first-time endeavor. While the organizers had hoped for better attendance, they have communicated that it did okay for the first year. They have told the Town they plan to do the event again in 2019.
- White Mountains Partnership – The Partnership have a signed contract with OH Partners, a large Phoenix-based public relations/advertising agency. Our initial planning meeting is scheduled for January 28, 2019.
- Winterfest, is scheduled for February 9, 2019. The event will have two elements, a morning event (10 a.m. – 2 p.m.) at Sunrise Ski Park with a rail jam, tubing hill, a bonfire, hot chocolate, etc. The Town is sponsoring at least 50 kids to participate in the tubing hill free of charge. In the afternoon, the Town will host the Winterfest Chili Cook Off at Mountain Meadow Recreation Complex. And, we are thrilled to have Summit Healthcare as the presenting sponsor of the event. Thank you, Angie! The event will run from 2 to 6:30 p.m. and will also include two hot air balloons offering free tethered rides and then will glow after sunset. We'll also have live entertainment by The Lakesiders and The Fat Chance Band. Trent Penrod has agreed to do an ice carving demonstration if he's in Town. He is checking his schedule. The chili cook off has three categories: traditional (no beans or pasta), home style (beans are required) and vegetarian. All entries will be judged, with cash prizes presented to the top 3 entries in each category. Attendees will be able to sample chili free of charge. We're looking for food vendors as well. Interest from teams is good to date. The entry deadline is February 6 and the fee is \$25 per team. Flyers, entry forms and rules are attached.
- The Tillman Honor Run will be on April 13, 2019 at Mountain Meadow Recreation Complex. Registration opened on January 8 and entries already are trickling in. We will use the same route as last year, but we will have a post-event celebration on site at the park. We are honored to have a former Tillman Military Scholar from Arizona State University and his family join us for the run as the honorary "corral leader."
- Calendar of Events – I've begun working on an updated master calendar of events. Items in bold face type are confirmed, while the others are still TBD.

- Tony will attend the Shot Show in Las Vegas, January 21-24, along with Paul Watson of Navajo County and Steve North of the City of Show Low. This is an economic development mission for REAL AZ.
- Tony will attend the Arizona Game & Fish Outdoor Expo at the Ben Avery Shooting Range in Phoenix, March 30-31. He attended last year's Expo and approximately 2,500 people visited our booth.

Other meetings and events attended since last report:

- Town Council meeting
- Lunch Service at P-L Senior Center
- White Mountains Partnership Meeting
- Businesses 4 Visitors
- REAL AZ Meeting
- Rotary Meeting
- Meeting with Epic Rides
- Website training
- Ad & Pro Strategic Planning

G.8 Update and Information from the Strategic Planning and Website Sub-Committee

Member Fabian reported that they are continuing to work on the website and a meeting will be scheduled before the Ad and Pro retreat to go over some items as requested by Chair Begovac.

G.9 Update and Information from the Communications Sub-Committee

Communications Sub Committee Meeting held December 19, 2018:

In Attendance: Kellen Nicholson, Jeanne Begovac, Simon Rizk and Sam John

We had a very short meeting due to almost everyone having additional meetings to attend. Jeanne Begovac is going to discuss in strategic planning going forward with the photos for the new website. At this point we do not feel that task, in its current stage, falls under the umbrella of communications. Once things develop a little further or if strategic planning feels we can help them in any way we will pick up there.

Kellen Nicholson is going to reach out to the newspaper to see why our meeting and our open position weren't listed in there like they were supposed to be. She will follow up next meeting with update on that.

Businesses for Visitors would like to push Pinetop-Lakeside as Arizona's Sweetheart Destination again this year but they wanted to make sure that the Town was okay with the group labeling our Town as such. Kellen Nicholson verified with Tony Alba, Jeanne Begovac and Keith Johnson that it is okay to move forward.

H. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 10:55 a.m.



Jeanne Begovac
Chair