

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY,
APRIL 17, 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 9:00 a.m.

Roll Call:

The following Members were present:

Jeanne Begovac	Chair
Ceci Byrne	Vice Chair
Kellen Nicholson	Member
Owen Laluk	Member
Simon Rizk	Member
Chuck Teetsel	Member
Whitney Giokoris	Member
Bill Gibson, Jr.	Member

The following Member was absent:

Angie Fabian	Member
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Also Present:

Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Malaina Spillman	Recreation Coordinator
Lynn Krigbaum	Councilmember
Sam John	Larry John Wright Advertising
Rob Hephner	Birdman Media

B. Call to the Public

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

Lynn Krigbaum offered the following comments:

“I attended the Natural Resources Working Group meeting on April 16, 2019, one of the biggest problems in living here in the forest and one of the ways that the Forest Service can deal with the scariest of living here is thinning the forest. In order to thin the forest, it takes money, and one of the ways they make money is to sell the slash from trees to the Novo Bio Plant and they currently need a letter of support to the Arizona Corporation. If anyone is interested in knowing more about this, and want to support the thinning of the forest, talk to me after the meeting.”

C. Meeting Agenda Approval

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

AYES
Jeanne Begovac
Chuck Teetsel
Simon Rizk
Kellen Nicholson
Owen Laluk
Ceci Byrne
Bill Gibson, Jr.
Whitney Giokoris

ABSTAIN

NAYS

Member Fabian was absent.

D. Minutes

D.1 **Approval of the Minutes of the March 20, 2019 Advertising and Promotion Regular Meeting.**

Member Gibson moved to approve the minutes of the Regular Meeting held on March 20, 2019. Member Giokoris 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		
Simon Rizk		
Kellen Nicholson		
Owen Laluk		
Bill Gibson, Jr.		
Ceci Byrne		
Whitney Giokoris		

Member Fabian was absent.

E. Old Business:

E.1 **Information, Discussion and Legal Action regarding funding proposal of \$15,000.00 from Epic Rides Tour of the White Mountains 2019 to 2023.**

Chair Begovac stated that a last-minute proposal was received from Epic Rides on the afternoon of April 16, 2019. This proposal request is for \$3,750.00 instead of the \$15,000.00 proposed previously and is only for the 2019 Tour of the White Mountains.

Lynn Krigbaum commended the Advertising and Promotion Committee for their excellent questions at the March 20, 2019, when Epic Rides presented their proposal to the Committee.

Community Services Manager Tony Alba said the proposal from Epic Rides was tabled at the March 20, 2019 meeting and Epic Rides was asked to work with the Committee and bring back a different solution. He apologized for the late notice but said he did not hear anything at all from Epic Rides until yesterday afternoon.

He pointed out a couple of things; he wished he would have received the revised proposal before the eleventh hour and said they also submitted a contract which includes typos and some things that would have to be cleaned up. He said as the Committee discusses the proposal he would like the Town to have the opportunity to do their own independent economic impact study with an outside agency and not rely solely on what is provided by Epic Rides. He said in order to do this, the study would have to be funded by the Committee and access would have to be provided by Epic Rides of their participants, either via email or on-site. He stated that he and Town Manager Keith Johnson are comfortable with what they have provided, but do want to add this into the contract. He explained that the Advertising and Promotion Committee is not approving the contract, but would only be approving the funding proposal of \$3,750.00 or up to that amount and plus the sanitation expenses.

Member Gibson said the Committee is required to be transparent on what is done and Epic Rides is asking us to throw another \$8,000.00 at the event without any transparency from them. He would like to know what the cost of the increases are from Epic Rides and to show the Committee what these increases are. When the public comes to us and wants to know where the money is spent and what did we spend it on, the Committee has to show this and he feels that Epic Rides also has that responsibility to the Committee; not that it has to be shared publicly, but he feels the Committee needs to know in order to decide on spending anything over the \$3,750.00. He said until this is done, he does not want to fund anything over the \$3,750.00. He stated he is good with the \$3,750.00 for 2019 and feels it is great that they are holding to this, but for the Committee to consider that big of an increase in the future, Epic Rides needs to come back with a pre-budget explanation for the increase.

Member Nicholson read a portion of the contract from Epic Rides “this event is not an Epic Rides Off Road Bike Series Event and it is not designed to ever be one”. She said they are asking us to increase our funding for an event that is not really an event to them and will never be one of the series events.

Member Teetsel said it is disappointing that Epic Rides did not respond until yesterday and that they did not show up to the meeting today.

Member Giokoris pointed out that John McCarrell with Epic Rides is supposed to be the Account Manager for this event and he is not here at the meeting.

Manager Alba pointed out that Epic Rides is asking the Town to pull out of the marketing and promotion of the event and they are asking that the marketing and promotion be left up to them and anything that the Town does push out needs to be approved by them first.

Sam John said he will just share what Epic Rides post on Facebook.

Member Nicholson also pointed out the following statement from the Epic Rides letter “It is important that this Event continues in the White Mountains and that it is an economic driver in the shoulder season.” She feels that it is an important and great event, but feels that they are distorting that fact. She feels that they know it is an important event to us, that we like the event and that we do not want the event to go away and they are distorting the facts and feels that they are not willing to work with us.

Chair Begovac said the only decision today is on the revised proposal of \$3,750.00 for 2019.

Manager Alba stated that after the 2019 Tour of the White Mountains it will be back to square one with the negotiating process.

Member Teetsel moved to approve the revised funding proposal of up to \$3,750.00 for the October 2019 Epic Rides Tour of the White Mountains. Member Nicholson seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

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

Member Fabian was absent.

F. New Business:

F.1 Information, Discussion and Legal Action regarding recommending the Advertising and Promotion Committee 2019/2020 Fiscal Year Budget to the Town Council.

Vice Chair Byrne stated that the current 2018/2019 budget is \$231,000.00 which is based on expecting to receive close to \$231,000.00 in the special hotel receipts which is the 3% tax. This will be the minimum request for in the 2019/2020 fiscal year budget, but said what they would really like to ask for is \$242,000.00. She stated two very important items are being added into the 2019/2010 fiscal year budget. She said when you look at a budget you look at the best-case scenario. Last year there were a lot of little separate items that she referred to as local PR and advertising and it looked like we only spent little bits on it, she said she put all of it into one second category. She said \$10,000.00 spent last year on local PR and advertising will be boosted to \$12,000.00 minimum and \$16,500.00 maximum.

She recommends more social media in Town and more local advertising for building up local tourism. Another area needing more funding for next year is the trade shows, going from \$3,000.00 to \$5,000.00. Seasonal campaign and social media will increase from \$110,000.00 to \$112,000.00. She explained she is keeping this a little lower due to the promoting through the White Mountain Partnership which will be \$20,000.00 for the 2019/2020 fiscal year budget. She said she did not budget \$15,000.00 for 2020 Tour of the White Mountains but she did fund \$4,800.00 for the event. She explained the reason for requesting the amount of \$242,000.00 for 2019/2020 is for the Visitor Center that will be located in Town Hall. She stated that the application has been submitted to the Arizona Office of Tourism and hopefully word will be received back within a couple of weeks notifying the Town as being the official Arizona Visitor Center for the Town of Pinetop-Lakeside. In 2019 \$9,000.00 was budgeted for Community Image/Visitor Services and about \$4,000.00 of the \$9,000.00 will be spent on setting up the Visitor's Center. In 2020 minimum budget there is \$16,000.00 budgeted for the Visitor Center and in the maximum, there is \$20,000.00 budgeted, which includes producing promotional materials for the Visitor Center and for trade shows.

Member Nicholson asked if the trade show budget includes the costs for booths and everything or just Manager Alba's travel expenses.

Manager Alba answered it would include booths and everything for three trade shows.

Member Nicholson expressed her concern that local PR and advertising is a pretty big budget for local advertising in a community that is tourism based. She said that \$10,180.00 for local advertising is already a healthy amount. We are trying to get people from out of the area to come up here and she feels increasing the local advertising by that much and increasing the trade show amounts are too much. She feels the advertising dollars should be increased in other places and does not feel that it is necessary to increase the budget from 4% to 7% on the local level. She wanted it noted that she does not feel that local PR should be the biggest concern for the Committee and advertising off the mountain needs to be the focus.

Vice Chair Byrne explained that using the word local is not meaning to target local residents in the community but that “local” refers to funding local advertisers such as Birdman, the White Mountain Independent and Get your Mountain On, who target the visitors that come here.

Manager Alba explained that the trade show booth budget can be capitalized upon by partnering with other groups at trade shows. Regarding the Visitors Center and the expenses, it would incur, it is the intent of the Town to create a Visitors Center at Town Hall whether approved for the Arizona Office of Tourism or not.

Member Gibson said the special hotel tax receipts were up the first quarter of this year and it is his recollection that the numbers were pretty flat the rest of the time. He asked if the Committee will receive the \$231,000.00 budgeted for fiscal year 2018/2019.

Vice Chair Byrne said the \$231,000.00 probably will be received, but it will be close. She said if the Committee decided to ask for the \$242,000.00 for fiscal year 2019/2020, the Town might have to come up with the extra that is not received from the special hotel tax.

Member Teetsel said the Committee is asking for an additional \$11,000.00 in the budget, but said this includes \$20,000.00 for the Visitor Center.

Member Gibson said the Committee has to reassure the Town Council that we will operate within the budgeted amount, but said there is a significant change with the Visitors Center that does not fit with the model we have been working under.

Ms. Krigbaum stated, as the Council Representative, if you do not put it in the budget you cannot spend it, and even though you do not know if the money will come in, it is still important to assume that it will.

Member Teetsel moved to recommend to the Town Council the Advertising and Promotion Committee 2019/2020 Fiscal Year budget of \$242,000.00 Member Nicholson 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		
Simon Rizk		
Bill Gibson, Jr.		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Whitney Giokoris		

Member Fabian was absent.

G. Reports

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

Vice Chair Byrne provided the following written report:

Snow and a strong hospitality economy seem to be sending a lot more visitors to our area. According to the UA Eller Economic and Business Research Center, Arizona hotels sales are up 11% for the year, and Pinetop-Lakeside’s numbers are even better.

- Special Hotel Tax receipts came in strong in February 2019 – up 68% over last February’s monthly tax receipt.
- All Hotel Tax receipts are +20% over FY18 at this time; as are Restaurant/Bar Tax (+28%), and Retail Tax (+19%) receipts, reflecting strong tourism spending in the first half (December and January) of the winter season.
- Also of interest, Residential Tax receipts, from cabin and other home rentals, are up 30% over last year.

At the start of April, we are three-fourths of the way through FY 2019 and have spent 80% of our Ad and Promotion budget, and have 96% of it committed through the end of June.

Here is how Ad and Pro has spent the budget through March 2019:

60% Seasonal Ad Campaign and Social Media
5% Community Shout Podcast
1% Trade Shows
3% Local Print Advertising
1% Website
17% (10% on new Events and 7% Ongoing) Events
11% White Mountain Partnership
2% Community Image

Highlights of Ad/Pro spending in March:

- \$6,000.00 for Digital Advertising and Social Media Campaigns
- \$3,000.00 for Digital Video Ads
- \$2,000.00 Banner Ads
- \$500.00 Facebook/Instagram
- \$3,000.00 sponsorship to 2019 Run to the Pines
- \$776.00 for Nature Center and Innovation Nation promotion.
- \$500.00 for promoting the new Kite Festival in May.

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

Sam John reported on the following for the month of April 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.

Mr. John said that in mid-March the focus was shifted from skiing to vacation planning and said that the focus from now until mid-May would be vacation planning, from mid-May through summer would be the summer events and activities.

Mr. John recommends for May 2019 advertising \$7,000.00 for Digital Video Pre-Roll, \$2,000.00 for Digital Banner Ads and \$1,000.00 for Facebook/Social Media.

Member Nicholson suggested putting more dollars towards the May advertising to push June vacation planning.

Mr. John said he agrees and that they do believe in driving towards something and agrees to putting more towards May advertising, but not at the sacrifice of June.

Member Nicholson moved to authorize funding \$8,000.00 for Digital Video Pre-Roll, \$2,500.00 for Digital Banner Ads, \$1,000.00 for Facebook/Social Media to Larry John Wright Advertising for the month of May 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		
Simon Rizk		
Bill Gibson		
Owen Laluk		
Kellen Nicholson		
Ceci Byrne		
Whitney Giokoris		

Member Fabian was absent.

G.3 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 no report was provided.

G.4 Update and Information from Birdman Media

Rob Hephner provided the following written 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
March			
7	520	90	10007
14	380	84	7850
20	380	79	8334
28	363	81	8005
April 7	329	65	6701

Special one minute Pinetop-Lakeside Blast shared with Visit Pinetop-Lakeside Page March 19 - 573 Views I will verbally give WMI Website Reach Data.

Show Low TV Times

Tuesday and Thursday at 3:00 p.m.

Wednesday and Friday at 7:00 a.m.

Filled in during other times during the week

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

Ms. Krigbaum provided the following written report:

TRACKS

We are already working on trails which is a bit earlier than usual. We have a "new" Trail Boss and he wants to dedicate this year's work to our lost members, Liz Wise and Bob Pena.

Kay Alderton has been the hiking leader for the winter and she included several new hikes which everyone enjoyed. The schedule for the entire summer will soon be available. The hikes are every Wednesday and are "moderate" in difficulty and length. Everyone is invited to join by going to the TRACKS website (just Google TRACKS White Mountains).

White Mountain Nature Center

The Discovery Series is now available which lists all the programs and events from May through September. President Kathy Dahnk has scheduled planning meetings for the Annual Benefit Dinner and is looking for new ideas.

The First Annual Kite event will be on May 11th beginning at 9:00 a.m. at the Nature Center. Families will make their own kites, enjoy a hot dog lunch and go to Mountain Meadow to fly their kites. It should be a wonderful way to celebrate our windy May days! Put it on your calendar as it's a new Festival for Pinetop Lakeside.

The Nature Center will provide programs for the 3rd grade students who come to the Show Low Historical Society in April and May.

Starting May 1st registration forms will be available for the 12th Annual Walk for the Woods which will be at the Nature Center on June 1st. This is a fundraiser for the Nature Center and Save Our Park, which is raising money to assist the Town to purchase the 107-acre developed area of Woodland Lake Park.

If you are not already a member of the White Mountain Nature Center you can join on line at www.wmnature.org

Innovation Nation

This is a reminder to attend the new Town-sponsored event at the Fab Lab on April 27, 2019 from 10:00 a.m. to 2:00 p.m. This family friendly program will feature STEM hands-on activities, Virtual Reality experiences and Robotics, to name a few. Come see how the University of Arizona has changed the old Blue Ridge Elementary school into a state-of-the-Art space.

G.6 Update and Information Regarding Sunrise Park Resort

Member Laluk announced that Sunrise Park Resort had a great winter season. Sunrise Park Resort will be opening May 24, 2019 for the summer season and activities and will be open from 9:00 a.m. to 4:00 p.m. Sunrise will be hosting a trail running camp on June 22nd and 23rd, 2019. The Pow Wow will be held on June 29th and 30th 2019, at Sunrise Park Resort and the 3D Shoot will be held July 4th through July 7th, 2019. Member Laluk said Sunrise is planning to have fireworks on the 4th of July, pending weather and fire restrictions. The high-speed quad will be running for scenic rides and hiking and the Eagles Nest Lodge will be open for food and beverages.

Member Teetsel commented that it is great that Sunrise is planning to keep the resort activities open during the summer of 2019.

Member Laluk said there will be new mountain biking trails, plans for a new Disc golf course and on September 14, 2019 there will be an endurance mountain bike race.

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

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

- Tony Alba and members of the Advertising & Promotions Committee have been working very hard on plans to create a Tourism Department under the umbrella of the Town. The issue was discussed at the retreat and was received very positively by members of the committee. Keith, Tony, Remy and Town Attorney Bill Sims will work on a plan to present to the Town Council, which will have to approve this idea. Chuck Teetsel is working on a draft of a business plan.

UPDATE: Ceci went to work on a business plan and submitted it to Chuck, Tony and Jeanne. Keith is still trying to get advice from Mr. Sims on how to proceed.

- Hot-Air Balloon Event – We are moving forward with plans for the 2019 White Mountains Hot Air Balloon Festival. This year’s event will expand to 3-days, June 28-30. It will include a media day the morning of Friday, June 28, where invited media guests and major sponsors will have the opportunity to take an actual balloon ride, not a tethered ride. We have secured The Alley Cats out of Los Angeles to perform at our kickoff concert Friday night. The Alley Cats are an award-winning 50s acapella do-op band that regularly performs at Downtown Disney, serves as the opening act for Jay Leno in Las Vegas, won first-place at an International Acapella competition in Moscow last year and performed at President Bill Clinton’s final White House event. We have 12 balloons secured as of now and several sponsors have come on board. Our event website is up and running and can be seen at www.wmbfaz.com. Thanks to Annie DeRosier for her work on the site.
- 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. They have presented a comprehensive PR plan for the first six months of activity and have

completed the first media release promoting the area as a great springtime destination. The OH Team will be in the area April 23-25 for a familiarization tour. They also are working on a Family Blogger trip in June.

- The Tillman Honor Run is on April 13 at Mountain Meadow Recreation Complex. As of this writing, we have 110 registered participants. Last year, we had 132, but we benefitted by the fact Flagstaff canceled its Honor Run. The post-event party will be on-site inside our new event tent. We'll have heaters, music by Steve Bacon and Matty's Beef & Beer food trailer.
- Tony and Councilman Jim Snitzer attended the Arizona Game & Fish Outdoor Expo at the Ben Avery Shooting Range in Phoenix, March 30-31. The booth featured a display of activities available in the White Mountains. The booth had a hot-air balloon basket, a tent, a fishing tube and fishing gear, snowshoes, a sled and an archery bow. We distributed more than 1,500 bags of information on the White Mountains, plus about another thousand individual pieces of collateral. The balloon basket was a huge hit and attracted hundreds of children and adults to the booth for photos and information on the balloon festival.
- Tony has been working with the NACOG Economic Development Council's Tourism Committee, which is focused on regional tourism promotion. You can learn more about what this committee does at <https://nacog.org/menus/edc-tourism-committee.html>. Tony has submitted new case studies from the region and those will be updated shortly.
- The Town has submitted the application to be designated an Arizona Visitor Information Center (AVIC). We expect to hear back from AOT in the next week.
- Tony will attend the Northern Arizona Economic Development Symposium in Prescott Valley on April 16.
- Tony and Shannon completed training on maintaining the visitor site and are now waiting for the proper permissions to be able to fully edit and maintain the site.
- Tony and Keith visited two business sites in the Valley last week that offer similar structures as a business incubator, but for internet based operators.

The world is changing. These use similar, but uniquely different platforms. We will work with Jeff Reynolds, a Phoenix businessman who owns a home in Pinetop, to help him bring a similar product to the building he bought next to Realty Executives office in Pinetop.

Other meetings and events attended since last report:

- NACOG Economic Development Council Board Meeting
- NACOG Economic Development Council Comprehensive Economic Development Strategy (CEDS) Working Group
- Town Council meetings (2)
- Lunch Service at P-L Senior Center
- White Mountains Partnership Meeting
- 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

Manager Alba announced that the Arizona Office of Tourism has approved the application for the Town of Pinetop-Lakeside to be designated the official Arizona Visitor Information Center. He said the Town is thrilled about the news. He explained that the Town is working with the Chamber and that we do want to bring them into the loop. He explained that there will be an Arizona Office of Tourism sign on Highway 260 and a lot of materials and supplies for the Arizona Office of Tourism and they will offer training to staff members that will be visitor information specialists. The Center has to be open seven days a week, three hundred and sixty-two days a year, only closing on Christmas Day, New Year's Day and Thanksgiving Day. Arizona Office of Tourism will conduct announced and unannounced inspections. Manager Alba expressed to the Committee that he believes a Visitor Center sub-Committee should be formed to discuss the design, content and the look of the Visitor Center. He explained that brochures from every region of Arizona have to be displayed.

Manager Alba thanked Public Works for setting up the large tent for the Tillman Honor Run and all of the hard work the Public Works staff did before, during and after the event. It took twelve staff members six hours to set up the tent. The also helped with traffic control and closing the road.

In response to Member Gibson, Manager Alba stated that having the Taste of the White Mountains on the same day as the Tillman Honor Run did impact his event,

for example the Mayor was not able to participate in the run due to the Taste of the White Mountains. He said the Tillman Honor Run had 113 participants and it was a very successful event.

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

Member Fabian was absent; however, she submitted the following written report:
Attendees: Angie Fabian, Chuck Teetsel, Ceci Byrne, Tony Alba

The Strategic Planning Committee met to discuss the following topics:

1. Discussed the RFQ, Tony will review and submit his changes. Look for this to come to the board in May/June for review and approval.
2. Discussed the 2019/2020 budget and where dollars should be allocated for marketing purposes. Also increased budget for Tony to attend more expo shows to showcase Pinetop/Lakeside.
3. Angie will make contact with her trinkets company about giveaways for Tony to take to Expo shows.
4. Discussed the Tourism Center and what it needs. With a lot of Summit clinics relocating Summit has brochure holders that we will give to The Town for marketing materials.

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

Member Nicholson provided the following written report:

Communications Sub-committee Meeting was held on 03/20/19. In attendance were: Kellen Nicholson, Whitney Giokoris and Sam John.

They are going to begin working on a brochure for the Town. Sam and his team will be doing the design and Whitney Giokoris is going to work on the content in conjunction with Sam John and Tony Alba. Tony Alba is going to supply to Whitney Giokoris the type of content that needs to be in the brochure and Whitney Giokoris will then work on the copy for the brochure.

We want to really work on our communications with the public. Kellen Nicholson is going to get with Jeanne Begovac to work up the highlights from our retreat and get those printed in the newspaper. Kellen Nicholson is going to contact Corinne Ruiz at White Mountain Independent to get an idea of our options for getting that printed in the paper for free. She will have an update at the next meeting.

We would like to see more targeted questions for event surveys. Whitney Giokoris and Tony Alba are going to work on this. We also discussed changing the survey from an exit survey to an entrance survey. We think people will be more receptive to the survey at the beginning of an event rather than trying to capture them at the end. We also need to discuss options who/how we will man the table for the survey.

The next sub-committee meeting will be after the Ad & Pro meeting on April 17, 2019.

H. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 11:00 a.m.



Jeanne Begovac
Chair