

**MINUTES OF THE REGULAR MEETING  
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND  
PROMOTION COMMITTEE, HELD ON WEDNESDAY,  
AUGUST 21, 2019 IN THE TOWN COUNCIL CHAMBERS  
325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

**A. Call to Order**

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

**Roll Call:**

The following Members were present:

Jeanne Begovac	Chair
Ceci Byrne	Vice Chair
Chuck Teetsel	Member
Whitney Giokoris	Member

The following Members were absent:

Owen Laluk	Member
Angie Fabian	Member
Simon Rizk	Member
Bill Gibson, Jr.	Member
Kellen Nicholson	Member

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
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**B. Call to the Public**

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Chair Begovac called for public comments.

offered the following comments:

**C. Meeting Agenda Approval**

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Member moved to approve the meeting agenda as presented. Member 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		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Members Laluk, Rizk, Gibson and Fabian were absent.

**D. Minutes**

**D.1 Approval of the Minutes of the July 17, 2019 Advertising and Promotion Regular Meeting.**

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Member moved to approve the minutes of the Regular Meeting held on July 17, 2019. 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		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Members Laluk, Rizk, Gibson and Fabian were absent.

**E. Business Before the Committee:**

**E.1 Information, Discussion and Legal Action to recommend appointments to the Town Council to fill two (2) vacancies on the Advertising and Promotion Committee with terms ending August 1, 2021.**

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Vice Chair Byrne stated that applications were received from Angie Fabian, Chuck Teetsel, James Brimhall and Jay Zucker.

Member moved to . Member seconded the motion and by show of hands the following vote was recorded:

<u><b>AYES</b></u>	<u><b>ABSTAIN</b></u>	<u><b>NAYS</b></u>
Jeanne Begovac		
Chuck Teetsel		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Members Laluk, Rizk, Gibson and Fabian were absent.

**E.2 Recap of the Governor’s Conference on Tourism.**

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Chair Begovac

**E.3 Update on the Current Financial Standing of the Advertising and Promotion Committee**

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Vice Chair Byrne said that

**E.4 Discussion and legal action regarding advertising in the Maverick Magazine**

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Chair Begovac  
Ms. Rodgers

Member moved to . Member 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		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Members Laluk, Rizk, Gibson and Fabian were absent.

**E.5 Information, Discussion and Legal Action regarding Community Shout Sponsorship for Pinetop-Lakeside in conjunction with White Mountain Publishing and Birdman Media**

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Member moved to . Member 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		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Members Laluk, Rizk, Gibson and Fabian were absent.

**E.6 Discussion and Presentation regarding Up with People**

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Manager Alba

**E.7 Update and Information Regarding the Committee’s Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for September 2019 Advertisement**

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Ms. Sam John reminded the Members that the pre-roll are videos are commercials that are run on the website, for people searching vacation destinations and on You Tube. If the video is watched 30 seconds or less and skipped there is no charge. He said that the rest of the advertising dollars are spent on banner advertising, either on Facebook or websites.

Mr. John recommends for September 2019 advertising \$7,000.00 for Video Ads, \$500.00 Give-A-Ways and \$2,000.00 for Facebook/Social Media.

**DISCUSSION**

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Chair Begovac stated

In response to Member Nicholson, Mr. John

Member moved to authorize \$7,000.00 for Video Ads, \$2,000.00 Facebook/Social Media and \$500.00 to Give-a-Ways to Larry John Wright Advertising for the month of September 2019. 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		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Members Laluk, Rizk, Gibson and Fabian were absent.

**E.8 Information and Presentation on Brand Strategy**

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Ms. DeRosier presented the following on Brand Strategy and Marketing; highlighting the following points:

- Can You Answer Key Brand Identity Questions?
- What is the soul of Pinetop-Lakeside? Our Purpose? Our “Why”?
- What is the purpose of Pinetop-Lakeside is the big picture of Arizona? The U.S.?
- What is our belief system? Our Attitude?

- What does experiencing Pinetop-Lakeside feel like?
- What distinctive features make us unique?
- Why are these Questions Important?
- Your Brand Identity is the foundation of your marketing strategy.

#### Community Buy-In • Destinations Promise

- A weak Brand
- Every human is attracted to stories.
- Without knowing your brand identity, you cannot tell a story with authentic feelings.
- Build the brand from the inside out.
- Brand Identity Workshop • Purpose, Vision, Mission, Values, & Position  
Brand Promise • Destination Products
- Quality of Life
- Create Branding Assets • Educate & Engage the Local Community •  
Develop Marketing Strategy

E.9

#### **Update and Information from the Town Community Services Manager**

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

- Hot-Air Balloon Event – Next year’s event is scheduled for June 26-28, 2020. We have just signed an agreement with Duane Moore and Mogollon to be the featured band for the Kickoff Concert on Friday, June 26, 2020. We have been approached by the Pinetop-Lakeside Chamber of Commerce about having the “Red, White Mountains & Blue Spectacular” becoming part of the Balloon Festival. Keith and Tony met with the Chamber on Tuesday, August 13 to discuss logistics of how this would work. The Chamber will talk to its board of directors to get buy in and we will continue to work out the details, but it appears to be an idea with merit.
- White Mountains Partnership – OH Partners is working on updating the WMP website, which largely had been idle for the last two years.
- Tony has confirmed September 20-22 for a familiarization trip with AOT staff (4-6) to experience Pinetop-Lakeside. This date coincides with Crawtoberfest and will give AOT staff the opportunity to experience a large

event in town in addition to other activities we'll plan for them. We'll likely include stops at the Nature Center, Fool Hollow Lake, Woodland Lake and perhaps a short hike on The Rim Trail. Tony and Annie will reach out to local restaurants and lodging partners for assistance.

- Pinetop-Lakeside Days is set for Saturday, August 17, from 1-6 p.m. at Mountain Meadow Recreation Complex. Like last year, the event will include food and retail vendors, live music, a charity dunk tank, community information booths and displays and a chainsaw carving contest. This year, we have 6 carvers confirmed, up from 4 last year. Thanks to Summit Healthcare for their sponsorship of the event.
- Annie DeRosier attended the Governor's Conference on Tourism last month, along with Councilmember Kathy Dahnk and Ad & Pro Chair Jeanne Begovac. Annie reports that the conference was very beneficial for her in her new role as Tourism Marketing Coordinator.
- Tony has been appointed Chairman of the Northern Arizona Council of Governments (NACOG) Tourism Committee.
- The Arizona Official Visitor Information Center welcomed 333 guests in July, up from the 303 guests in June. Response continues to be very positive and retail sales are beginning to pick up now that we have added some of our own retail items.

Other meetings and events attended since last report:

- White Mountains Partnership Meeting
- Rotary Club Dinner with the Rotary District Governor
- White Mountain Nature Center Board Meeting
- Save Our Park Board Meeting
- National Night Out – Tuesday, August 6 at MMRC
- Arizona Rural Policy Forum in Eagar
- NACOG Economic Development Meeting
- NACOG Comprehensive Economic Development Strategy (CEDS) Meeting
- REAL AZ Luncheon
- ASU Alumni White Mountains Chapter Board Meeting
- High Mountain Half Marathon Planning Meeting
- Lunch Service at the Pinetop-Lakeside Senior Center
- Four Town Council Meetings
- Summit Healthcare Annual Dinner

Manager Alba said

**E.10 Update and Written Report Provided by the Arizona Visitor Information Center**

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Ms. DeRosier provided the following update which covers 75 days of activity in the Visitor Center:

- July 2019 had 333 Visitors
- As of August 13<sup>th</sup> – 131 Visitors
- July average was 11 people per day
- Busiest days have been July 9, 2019 with 31 people and August 6, 2019 with 30 people
- Most requested information: Lakes, Maps, Events, Hiking, Fishing, Hotels, RV Camping, Museums, Restaurants and Real Estate
- Busiest days of the week are Monday and Tuesday
- Total number of visitors – 767
- Visitor Center retail sales have been \$1,019.60

**E.11 Update and Written Report Provided by the White Mountains Partnership**

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Member Fabian provided the following written report:

Please see earned media report from OH for June and July 2019.

For June:

- Media outreach for summertime press release (Phoenix + Tucson media)
- Execution of "Arizona's White Mountains Summer Escape" influencer campaign in the +White Mountains
- Developed a comprehensive influencer report from influencer trip
- Started drafting one-pager reports for local businesses involved in influencer trip
- Media coordination/opportunities (Arizona Highways, Arizona Foothills, CitySunTimes)
- Developed Fourth of July press release

For July 2019:

- Website is the process of being transferred over from DW360 (old agency) to OH Partners.

- Pitched out July 4th events in the White Mountains to Tucson and Phoenix media

- Crafted one-pagers for social media engagements for local businesses

For August 2019:

- Developing a content calendar for social media channels to be implemented in September

- Reaching out to national publications for winter/holiday story, pitching out a fall story on the

White Mountains to Phoenix, Tucson and Mexico markets.

- Pitch fall story on the White Mountains to Phoenix, Tucson, and Mexico markets, showcasing the destinations to see fall colors, highlighting fall events and portraying the

White Mountains as the perfect fall break destination.

- Pitch Pinetop Lakeside's 35th anniversary/Pinetop-Lakeside Days to Phoenix and Tucson markets.

- Build a database of influencers to be considered for fall FAM Tour

- Complete Influencer kick-off form and develop a timeline for fall FAM Tour

- Develop September/October social media content calendar ahead of fall FAM Tour

- Monitor HARO (Help A Reporter Out) on a daily-basis for story opportunities for the

White Mountains Partnership

- Provide a detailed report of the month's activities and initiatives

#### **E.12 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce**

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

#### **E.13 Update and Information from Birdman Media**

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

The Balloon Fest continues to yield good attention to Pinetop-Lakeside and the Medieval Mayhem Coverage also yielded great results, (30,000 views cross platforms.)

Special 1-minute PL Blast shared with Visit Pinetop-Lakeside Page Aug 6 - 782 Views.

Mr. Hephner said

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**E.14 Update and Information Regarding Sunrise Park Resort**

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

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**E.15 Update and Information Regarding the Nature Center and TRACKS**

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Ms. Lynn Krigbaum provided the following written report:

**TRACKS:**

We are working on the trails in Woodland Lake Park. The Up the Hill Gang summer hikes have been very successful. The hike last week had a record 34 people. The West Baldy hike had 30 people enjoying a beautiful, challenging experience. On September 25th the Up the Hill Gang will have their end of the season hike on the Woodland Lake Park trails and then a pot-luck lunch at the Nature Center. Finally, volunteers are being organized for the Tour of the White Mountains bike race which will be the first Saturday of October.

**White Mountain Nature Center:**

The final and historically largest event at the Nature Center will be the Wildlife Festival on Saturday, August 31, 2019, from 10:00 a.m. until 2:00 p.m. There will be a wide variety of opportunities and presentations.

The Annual Benefit Dinner will be at Hon-dah on Saturday, September 14, 2019. This is always a delightful evening. There will be silent auctions, a live auction, excellent buffet dinner, balloons, raffles and wonderful camaraderie. Tickets are

available from Nature Center Board members and at the Nature Center on Monday, Wednesday and Friday from 10:00 a.m. to 2:00 p.m. Plan to join the fun and support the Nature Center.

**E.16 Update and Information from the Strategic Planning and Website Sub-Committee**

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Member Fabian said the sub-committee did not hold a meeting in July 2019 or August 2019.

**E.17 Update and Information from the Communications Sub-Committee**

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Member Nicholson said the Communications sub-committee has not met and she does not have anything to report.

**F. Adjournment:**

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There being no further business at this time, the meeting was adjourned at approximately 1: a.m.

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Jeanne Begovac  
Chair