

**MINUTES OF THE SPECIAL MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON MARCH 16, 2016 IN COUNCIL CHAMBERS.**

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Vice Chairman Girardi called the meeting to order 9:15 at a.m.

ROLL CALL:	Present	Absent		Present	Absent
Chairman Joe Petersen		X	Jeffrey McKee		X
Vice Chair Rica Girardi	X		Gil Armijo		X
Lynn Krigbaum	X		Kathy Dahnk	X	
Vacant - Sunrise			Steve Berman	X	
Vice Mayor Place	X		Diane Tilton		X
Councilmember Wessel	X				

STAFF PRESENT: Jill Akins, Assistant to the Town Clerk and Matthew Williams, Community Services Manager.

OTHERS PRESENT: Sam John, Larry John Wright and Associates.

**ITEM NO. 2, CALL TO THE PUBLIC:**

Vice Chairman Girardi said she would be attending the Sunrise Board meeting next month, and said she would ask the board to have someone from Sunrise attend the Advertising and Promotion Meetings each month. She said depending when the Sunrise board meeting is held in April the Advertising and Promotion meeting in April might have to be changed. Committeemember Krigbaum said Vice Chairman Girardi had been doing a great job.

**ITEM NO. 3, CONSENT AGENDA MINUTES OF THE REGULAR MEETING HELD FEBRUARY 17, 2016:**

**COMMITTEEMEMBER KRIGBAUM MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING HELD FEBRUARY 17, 2016. COMMITTEEMEMBER DAHNK SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

**ITEM NO. 4, REPORT FROM THE BUDGET SUBCOMMITTEE ON THE ADVERTISING AND PROMOTION COMMITTEE BUDGET FOR FY 2015-2016:**

Barbara Ashley said revenues are trending well, but said there is still four months to go in the fiscal year.

**ITEM NO. 5, DISCUSSION/INFORMATION REGARDING FISCAL YEAR 2016/2017 BUDGET WORK SHEET:**

Vice Chairman Girardi said the Website Development line item was reduced from \$12,500.00 to \$500.00, and said Regional Advertising was reduced from \$5,000.00 to \$0. The proposed 2016/2017 budget would be \$135,500.00.

**COMMITTEEMEMBER DAHNK MOVED TO RECOMMEND THE 2016/2017 ADVERTISING AND PROMOTION BUDGET OF \$135,500.00 TO THE TOWN COUNCIL AT THE MARCH 31, 2016 TOWN COUNCIL MEETING. COMMITTEEMEMBER KRIGBAUM SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 6, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING REQUEST OF \$300.00 FOR SPONSORSHIP FOR WALK FOR THE WOODS:

Committeemember Krigbaum requests a sponsorship of \$300.00 from the Advertising and Promotion Committee for the Walk for the Woods Annual Fundraiser. She said in the past this had been funded out of the Town's General Fund Account, and said the Town had been a sponsor of the event since the very beginning. She said half of the funds raised go to the Nature Center and the other half goes to Save our Park. Vice Chairman Girardi asked why it was not coming out of the General Fund this year. Committeemember Krigbaum said Ms. Racette, Town Manager, said for the funds to come from Ad and Pro because it was a local event. Ms. O'Donnell said Ad and Pro funds should not be used. Committeemember Berman asked if the funds do not come from Ad and Pro would the Town pay for the sponsorship. Committeemember Krigbaum said she did not know. Leslee Wessel said for Committeemember Krigbaum to go back to the Town Manager and ask for the Town to pay for the sponsorship. Committeemember Krigbaum said it had always been done through the Town Manager until now. Ms. Wessel said for Committeemember Krigbaum to go to the Town Manager and ask for the item to be presented before Town Council.

**VICE CHAIRMAN GIRARDI MADE A MOTION TO SPEND \$300.00 FOR SPONSORSHIP FOR WALK FOR THE WOODS. CRYSTAL O'DONNELL SECONDED THE MOTION AND THE MOTION FAILED 2-1 WITH VICE CHAIRMAN GIRARDI AND COMMITTEEMEMBER BERMAN OPPOSED.**

ITEM NO. 7, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING REQUEST FOR FUNDING UP TO \$700.00 FOR POSTAGE FOR TWO HUNDRED AND FIFTY PACKETS BEING MAILED OUT TO ATTENDEES OF THE RURAL POLICY FORUM:

Ms. O'Donnell said she is requesting postage for mailing out two hundred and fifty packets to the Rural Policy Forum attendees. Committeemember Dahnk said it would be very important for the group to receive this information packet. She said they group would be in Town for two days and said it would run into a weekend. She said hopefully they would extend their visit through the weekend. She said this is an important group of people in the State.

**COMMITTEEMEMBER KRIGBAUM MADE A MOTION TO SPEND UP TO \$700.00 FOR POSTAGE FOR MAILING OUT TWO HUNDRED AND FIFTY PACKETS FOR THE RURAL POLICY FORUM. COMMITTEEMEMBER BERMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 8, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING ADVERTISING IN THE 62<sup>ND</sup> ANNUAL ARIZONA'S WHITE MOUNTAINS MAGAZINE:

Vice Chairman Girardi said last year a half page advertisement was placed in the Arizona's White Mountains magazine. Ms. O'Donnell said she attended a trade show and handed one thousand five hundred of the magazines. Sam John said he does not always agree with magazine advertising. He said from an advertising opinion it would serve two purposes. He said it is a great opportunity to reach an audience, and said it would show support for a great magazine

**COMMITTEEMEMBER KRIGBAUM MADE A MOTION TO SPEND \$1,200.00 TO ADVERTISE IN THE ARIZONA'S WHITE MOUNTAINS MAGAZINE. COMMITTEEMEMBER DAHNK SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 9, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING UPDATE AND INFORMATION BY SAM JOHN OF LARRY JOHN WRIGHT ADVERTISING:

Mr. John said Instagram followers are continuing to grow. He said an advertising campaign would start next month. He said posting pictures and liking other people's pictures grows the audience. He said the Facebook audience continues to grow. He said on Facebook and Instagram there is a different hike featured each Tuesday. He said the first post received fifty shares, and said they are featuring a trail on Tuesdays and Thursdays. He said the website visitors are up to fifteen thousand visitors, and said this is a huge increase for one month. He said the organic search was up slightly compared to last year. He said the targeted TV ads and impressions were good in February 2016. He said the full video views were up significantly, and said the videos were watched to completion. He said there were two thousand and five hundred more OOTV clicks in February, and said the targeted banner ad impressions were up. He said early vacation planning ads would start in April 2016, and said he is working on ads for summer. He said different events and activities would be featured during the summer. He said there would be a selfie share campaign on Facebook during the summer 2016.

ITEM NO. 10, DISCUSSION/INFORMATION REGARDING AN UPDATE BY IMS MANAGEMENT ON VISIT PINETOP WEBSITE:

Miguel Sarmiento and Cyndi Shaffstall with IMS Management were not in attendance, no update was not given.

ITEM NO. 11, DISCUSSION/INFORMATION BY THE PINETOP-LAKESIDE CHAMBER OF COMMERCE ON FESTIVALS, ACTIVITES, STATISTICS, TRACKING AND TOURISM:

Ms. O'Donnell said she attended the Sportsman Expo the previous week. She said she would be attending the Women's Expo at the Phoenix Convention Center April 23 and 24, 2016. She said there are tickets available for the Chamber Annual Dinner. She said there would be a NACOG Conference on April 13<sup>th</sup> and 14<sup>th</sup> held at the Pinetop Country Club. She said she had been working with Kimber Lanning on hotel accommodations for the Rural Policy Forum.

ITEM NO. 12, DISCUSSION/INFORMATION BY THE TOWN OF PINETOP-LAKESIDE PARKS AND RECREATION DEPARTMENT:

Mathew Williams said the first youth skills basketball tournament was held the previous Saturday, and said sixteen teams participated. He said the teams were from Pinetop, Show Low and Round Valley. He said it is sports tourism for the Town, and said he would hold the event again next year. He said the Easter Egg Hunt would be held on March 26<sup>th</sup> at Mountain Meadow Park. He said there would be ten thousand eggs, four age categories, and said the start times are staggered. He said this year there are business sponsored Easter baskets. He said the Easter bunny would arrive by helicopter. He said he is partnering with the Game and Fish Department for a free family fishing day on May 21<sup>st</sup> at Woodland Lake. Mr. John said he would promote the event with advertising. Mr. Williams said non-profit groups are able to present to the Town Council at the March 31, 2016 meeting. He said on August 6, 2016 there would be a half marathon starting at Porter Mountain Road and ending at Blue Ridge High School. He said the cost for the event so far is \$20,000.00. He said they are hoping to have five hundred runners participate. Vice Chairman Girardi said it is a fundraiser for Blue Ridge schools art, sports clubs and activities.

ITEM NO 13, DISCUSSION/INFORMATION BY THE ARIZONA GAME AND FISH DEPARTMENT:

Committeemember Tilton was not in attendance, no update was given.

ITEM NO. 14, DISCUSSION/INFORMATION REGARDING TOURISM ACTIVITIES ON TRIBAL LANDS:

A representative from Sunrise was not in attendance, no update was given.

The meeting adjourned at 10:08 a.m.

Advertising and Promotion Committee

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Jill Akins, Assistant to the Town Clerk