

**MINUTES OF THE REGULAR MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON MARCH 18, 2015 IN THE TOWN COUNCIL CHAMBERS.**

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Chairman Ahlman called the meeting to order at 9:01 a.m.

ROLL CALL:	Present	Absent		Present	Absent
Chairman Joe Petersen	<u>X</u>	—	Vacant	—	—
Vice Chair – Vacant	—	—	Jim Roeder	—	<u>X</u>
Rica Girardi	<u>X</u>	—	Kathy Dahnk	<u>X</u>	—
Matthew Weiss	—	<u>X</u>	Steve Berman	<u>X</u>	—
Mayor Williams	—	<u>X</u>	Diane Tilton	<u>X</u>	—

STAFF PRESENT: Jill Akins, Assistant to the Town Clerk; Evelyn Racette, Town Manager and John Vuolo, Director of Parks and Recreation.

OTHERS PRESENT: Sam John, Larry John Wright Advertising; Crystal O’Donnell, Director of Pinetop-Lakeside Chamber of Commerce, Lynn Krigbaum, TRACKS and White Mountain Nature Center representative.

ITEM NO. 2, CALL TO THE PUBLIC:

There were no requests from the public to address the Committee at this time.

ITEM NO. 3, CONSENT AGENDA MINUTES OF THE REGULAR MEETING HELD FEBRUARY 19, 2015 AND SPECIAL MEETING HELD MARCH 5, 2015:

**COMMITTEEMEMBER GIRARDI MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING HELD FEBRUARY 19, 2015 AND THE SPECIAL MEETING HELD MARCH 5, 2015. COMMITTEEMEMBER DAHNK SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 4, DISCUSSION/INFORMATION/LEGAL ACTION APPOINTING A VICE CHAIRMAN TO THE ADVERTISING AND PROMOTION COMMITTEE:

**COMMITTEEMEMBER DAHNK MOVED TO NOMINATE COMMITTEEMEMBER RICA GIRARDI AS VICE CHAIRMAN OF THE ADVERTISING AND PROMOTION COMMITTEE. COMMITTEEMEMBER BERMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 5, DISCUSSION/INFORMATION/LEGAL ACTION APPOINTING NEW COMMITTEEMEMEBERS TO FILL TWO VACANCIES ON THE ADVERTISING AND PROMOTION COMMITTEE:

Chairman Petersen said letters of interest for the opening were received from Lynn Krigbaum and Jeffrey McKee. Ms. Krigbaum said she had been attending Advertising and Promotion meetings for years. She said hiking is very important to the community as an economic driver. She said she has a lot of enthusiasm to bring to the Committee. Jeffrey McKee said he has missed being involved in the community since he is not on the Pinetop-Lakeside Chamber of Commerce Board. He said he is looking for an opportunity to become more involved in Pinetop-Lakeside. Committeemember Dahnk asked Mr. McKee if he had any time constraints as he had when he was involved with the Chamber of Commerce. Mr. McKee said his time constraints with the Chamber were due to weekends and evening events. Chairman Petersen said that the Advertising and

Promotion meetings are held every third Wednesday of the month at 9:00 a.m. and occasionally a special meeting would be held.

**COMMITTEEMEMBER BERMAN MADE A MOTION TO NOMINATE LYNN KRIGBAUM TO THE ADVERTISING AND PROMOTION COMMITTEE PENDING APPROVAL BY THE TOWN COUNCIL. COMMITTEEMEMBER GIRARDI SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

A discussion ensued regarding the second opening on the Committee. Committeemember Girardi said she would like to advertise for the second opening and said she hopes to receive additional letters of interest. Chairman Petersen said an advertisement would be posted in the White Mountain Independent. Ms. Racette said the cost of the advertisement would come out of the Advertising and Promotion budget.

**COMMITTEEMEMBER GIRARDI MADE A MOTION TO TABLE FILLING THE SECOND VACANCY ON THE ADVERTISING AND PROMOTION COMMITTEE. COMMITTEEMEMBER DAHNK SECONDED THE MOTION AND THE MOTION CARRIED 4 TO 1 WITH COMMITTEEMEMBER BERMAN OPPOSED.**

ITEM NO. 6, REPORT FROM THE BUDGET SUBCOMMITTEE ON THE ADVERTISING AND PROMOTION COMMITTEE BUDGET FOR FY 2014-2015:

Chairman Petersen said Ms. Ashley was not in attendance to give a report. Ms. Racette said she does not have any hard data to give to the Committee at this time since numbers just came in late the evening before. She said they are still waiting for revenues on all budgets. Chairman Petersen said the Committee does have cash in the bank, but said he does not know how much without having the numbers in front of him. Committeemember Girardi said should the Committee consider moving the meeting until later in the month. Ms. Racette said usually the numbers are in before the meeting and said it is a little too soon to consider changing the meeting.

ITEM NO. 7, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING UPDATE AND INFORMATION BY SAM JOHN OF LARRY JOHN WRIGHT ADVERTISING:

Sam John said he is currently working on press releases for the summer events. He said they would start doing public service announcements for weather alerts. He said for the summer season they are working on all of the press releases and said they are working on a new look for the TV commercials. He said this would include new voice talent, music and an overall new look for the commercials. He said he would have the new commercial at the next meeting for the Committee to review. He said the February numbers were not as good as last February. He said the organic search was done slightly from January 2015. He said the OOTV website clicks were 1906 clicks in February. He said the website visitors were down from January 2015. He said the OOTV total impressions were down from January 2015 but higher than December 2014. He said there were almost 200,000 OOTV full video views. He said January 2015 was a great month and said a big part of that was due to less competition in the market.

ITEM NO. 8, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING WEBSITE PROPOSALS FROM FRANCIS CREATIVE CONSULTING AND HINSON MEDIA:

Chairman Petersen said the Committee had narrowed the selection down to two proposals. He said they are Francis Creative Consulting and Hinson Media. He said the Committee is looking for an updated website. Chairman Petersen said he would like to update the website. Mr. John said he had two thoughts. He said one thought was to make sure there is the ability to do hotel bookings on the website. He said second there is a lot of work that is involved in combining the websites and he thought Francis Creative Consulting \$3,200

proposal seemed low. He said he realizes that Francis Creative Consulting does not have a lot of overhead costs and he said he did like his websites. He said Francis Creative uses word press and that is also what Larry John Wright Advertising uses. He said word press is a good option for websites. Committeemember Dahnk said she did not know if the Committee would be able to accomplish everything wanted in a website at that low rate. Chairman Petersen said he agreed. He said he would like to wait on making a decision and discuss the proposals thoroughly. He said the other concern is how to pay for a new and/or combined website. Committeemember Dahnk said she is concerned about combining the websites and the cost associated with combining the websites. She said additional research and discussion would need to be done before a decision is made.

**COMMITTEEMEMBER DAHNK MADE A MOTION TO TABLE THE DECISION UNTIL THE NEXT MEETING. COMMITTEEMEMBER BERMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

Committeemember Girardi said she does not want the website issue to go away. Ms. Racette asked what direction to staff should be given, what the Committee would like staff to do and when would the Committee like to address the Website design for the future. Committeemember Dahnk said she would like a subcommittee group formed along with Town staff to review the combining of the websites. Chairman Petersen said to direct staff to reconvene the focus group to discuss the website options. Mr. John said for the interim he began working on a new website for visitpinetoplakeside.com. He said the website is old and it needs to be updated and/or have a facelift. He said he is working on changing the theme of the website. He said he is trying to have something done by May for the summer season. He said he hopes to have a booking link on the site. He said it is something to use until a new website it put in place. He said he is only giving the visitpinetoplakeside.com website which, he said is the site his firm has control over, a facelift. He said he is not working on combining the sites. He said his firm is not charging for this update. Ms. Racette said a lot of time and money had been spent on the RFP and advertising for the RFP. Mr. John said this update would hold over the Committee for as long or as little as needed until and decision was made. Chairman Petersen and Committeemember Girardi said they would like to continue to move forward to create a new and better website. Chairman Petersen said this would only be a facelift on the current website. Ms. Racette said to be careful of the legal ramifications due to the fact the RFP did go out. A discussion ensued regarding the website RFP. Committeemember Dahnk said to continue to move forward with combining websites with the RFP, but said more discussion is needed. Chairman Petersen said the share of costs would need to be discussed and he said if part of the website is a government site then the Town should pay for part of the site. Ms. Racette said not to accept any of the four RFPs submitted and she said due to legal issues to start over with a new RFP. Chairman Petersen said the website will be on the April meeting agenda for discussion, information and legal action. Mr. John said maintaining and updating the website is part of his contract. Ms. Racette said a new RFP would have to be substantially different.

**ITEM NO. 9, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING WHITE MOUNTAIN PARTNERSHIP PARTICIPATION AND FUDING:**

Chairman Petersen said the White Mountain Partnership includes Show Low, Hon-Dah Casino, Snowflake, Taylor, Navajo County and Summit Healthcare. He said for many years Advertising and Promotion had invested \$20,000 a year to be a part of the White Mountain Partnership. He said last year it was decided not to contribute to the Partnership. He said \$5,000 was given and then the Committee decided to pull out and this saved the Advertising and Promotion Committee \$15,000. He said there had been discussion to consider rejoining the White Mountain Partnership for \$20,000. He said the partnership said for the Town to join it would be \$20,000. Chairman Petersen said he recently attended one of the Partnership meetings. He said last month at the special Advertising and Promotion meeting the White Mountain Partnership gave a presentation. Committeemember Tilton asked for more detail on the Partnership since she was unable to

attend the presentation. Chairman Petersen gave a brief overview and explanation of the Partnership. Committeemember Dahnk said she does not think it is very good not a good investment for the cost. She said she does not think the division of cost is fair. Chairman Petersen said he would agree with Committeemember Dahnk, and said he is not at all impressed with the results of the Partnership. He said he had to ask several times for information from the Partnership. Committeemember Berman said he agrees with comments that have already been made. He said he did some analytics of his own. He said he went through the White Mountain Partnership presentation, and said he found several mistakes. More discussion regarding the Partnership ensued. Committeemember Berman said there is very little value to the Town of Pinetop-Lakeside in joining the White Mountain Partnership for \$20,000. He said to be on their website the Committee should consider offering \$5,000 to join the Partnership. Crystal O'Donnell asked why the funds have to come from the Advertising and Promotion Committee. She said if the Town or Council want to join the Partnership why they are not paying to join. Chairman Petersen said this is a discussion on what Advertising and Promotion would recommend for the budget for 2015/2016 and for the Town Council to approve.

**COMMITTEEMEMBER BERMAN MADE A MOTION TO RECOMMEND \$5,000 FROM THE 2015/2016 BUDGET TO JOIN THE WHITE MOUNTAIN PARTNERSHIP. COMMITTEEMEMBER DAHNK SECONDED THE MOTION AND IT CARRIED 4-1 WITH COMMITTEEMEMBER GIRARDI OPPOSED.**

ITEM NO. 10, DISCUSSION/INFORMATION BY THE PINETOP-LAKESIDE CHAMBER OF COMMERCE ON FESTIVALS, ACTIVITIES, STATISTICS, TRACKING AND TOURISM:

Crystal O'Donnell said to keep voting for the Best Cabin Region, and said the last time to vote would be Friday, March 20, 2015. She said she attended the International Sportsman's Expo in the Valley. She said she had a booth with the Regional Chambers. She said there were 18,000 people in attendance. She said next year it would be held in Westworld and said she would be attending. She said the Chamber held their First Annual Snow Glow. She said over 100 runners participated. She said the Chamber ran the Chili, Corn Bread and Salsa Cook Off at the Winter Games held at Sunrise. She said she confirmed with Harley Davidson the Myths and Legends Tour would be coming to Pinetop-Lakeside and staying two nights. She said it would be September 15 and September 16, 2015. Mr. John said to have welcome signs throughout the Town for this event and all of the events coming to Town is a huge deal in bringing events to Town and have return events. John Vuolo said it would be of value to work with a local printing company make signs that would be interchangeable for events and could be placed throughout the Town. Ms. O'Donnell said she is working on proposals for groups and events for 2016.

ITEM NO. 11, DISCUSSION/INFORMATION BY THE TOWN OF PINETOP-LAKESIDE PARKS AND RECREATION DEPARTMENT:

Mr. Vuolo said he is continually working, updating and revising the Parks and Recreation calendar. He said he attended the Nature Center event that was held on Saturday, March 14, 2015. He said the new site and upcoming activities for visitors and locals at the Nature Center is amazing. He said the Easter Egg Hunt would be held on Saturday, April 4, 2015 at the Woodland Lake Park ball fields. He said the Easter Bunny arrives at 10:30 a.m. and the Egg Hunt starts at 11:00 a.m. He said he has ten thousand eggs for the hunt. Committeemember Tilton said the Game and Fish Department is partnering with the Nature Center, the Chamber and the Town on many events this spring and summer. She said she would be attending the Payson Wildlife Fair in May. She said the Game and Fish Department is holding a two day fishing clinic on May 15 and May 16, 2015. She said space is limited for the clinic. She said a kayak and fishing clinic would be held at Fool Hollow Lake on May 23, 2015. She said on July 25, 2015 the High country hummingbird Festival would be held at the Sipe Wildlife Area in Eager. She said it is the largest birding festival in Northern Arizona. She said the events are very well attended and brings a lot of people to the area.

ITEM NO. 12, DISCUSSION/INFORMATION REGARDING TOURISM ACTIVITIES ON TRIBAL LANDS:

Committeemember Weiss was not in attendance and no update was given.

ITEM NO. 13, UPDATE/INFORMATION/LEGAL ACTION REGARDING RECOMMENDING THE PROPOSED 2015/2016 FISCAL YEAR BUDGET TO THE TOWN COUNCIL AT THE MARCH 19, 2015 MEETING:

Chairman Petersen said he would like to have more line items, detail and descriptions for the 2015/2016 budget. He said the Committee would define the budget for 2015/2016 to recommend and present to the Town Council for approval. He said the budget for 2014/2015 was \$130,000. After a lengthy discussion of the budget and line items for the budget it was decided the proposed recommended 2015/2016 budget would be as follows:

Seasonal Campaigns would be October through March \$35,000.00  
Seasonal Campaigns would be April through September \$48,000.00.  
Trade Shows at \$2,500.00.  
Brochures/Print Material at \$2,500.00.  
Local Advertising at \$2,000.00.  
Local Event Sponsorship at \$8,000.00.  
Website Development carry forward from previous year at \$12,500.00.  
Advertising Retainer at \$30,000.00.  
Postage – Chamber of Commerce at \$2,000.00.  
Advertising – Regional at \$5,000.00  
Promotional Material (banners, holiday décor, etc.) at \$5,000.00.

**COMMITTEE MEMBER DAHNK MADE A MOTION TO RECOMMEND TO THE TOWN COUNCIL A BUDGET OF \$152,000.00 FOR FISCAL YEAR 2015/2016. THIS INCLUDES A \$12,5000.00 CARRY OVER FROM FISCAL YEAR 2014/2015 FOR WEBSITE DEVELOPMENT. COMMITTEEMEMBER GIRARDI SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

Ms. Racette explained the budget process to the Committeemembers. She said it would be presented to the Town Council at the March 19, 2015 meeting. She said it would a presentation for information and discussion only and no legal action would be taken. Chairman Petersen said he and Committeemember Berman would present the proposed budget to the Town Council.

The meeting adjourned at 10:59 a.m.

Advertising and Promotion Committee

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Jill Akins, Assistant to the Town Clerk