

**MINUTES OF THE REGULAR MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON APRIL 15, 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 Rica Girardi | <u>X</u> | ___      | Vacant       | ___      | ___    |
| Lynn Krigbaum           | <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 and Jeffrey McKee.

ITEM NO. 2, CALL TO THE PUBLIC:

Lynn Krigbaum said the Discovery Series Program brochures for the Nature Center had been printed and distributed. She said the Nature Center now has a weather station giving the current temperature, winds, humidity and a live camera shot of trees.

Chairman Petersen said Committeemember Jim Roeder resigned from the Committee. He said that leaves a vacancy on the Committee.

ITEM NO. 3, CONSENT AGENDA MINUTES OF THE REGULAR MEETING HELD MARCH 18, 2015:

**COMMITTEEMEMBER DAHNK MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING HELD MARCH 18, 2015. COMMITTEEMEMBER BERMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 4, DISCUSSION/INFORMATION/LEGAL ACTION APPOINTING NEW COMMITTEEMEMBER TO FILL ONE VACANCY ON THE ADVERTISING AND PROMOTION COMMITTEE:

Chairman Petersen said a letter of interest for the opening was received from Jeffrey McKee.

**COMMITTEEMEMBER BERMAN MOVED TO NOMINATE JEFFREY MCKEE TO THE ADVERTISING AND PROMOTION COMMITTEE PENDING APPROVAL BY THE TOWN COUNCIL. COMMITTEEMEMBER KRIGBAUM SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 5, REPORT FROM THE BUDGET SUBCOMMITTEE ON THE ADVERTISING AND PROMOTION COMMITTEE BUDGET FOR FY 2014-2015:

Chairman Petersen said numbers are not available yet, but said Barbara Ashley did give him the funds available at this time. He said the Committee has available \$23,951.00. He said this number does not include tax revenue for the previous month. Ms. Racette said the budget would be approved by the start of the fiscal year which is July 2015.

ITEM NO. 6, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING WHITE MOUNTAIN NATURE CENTER REQUESTING FUNDING FOR PRINTING OF THE DISCOVERY PROGRAM FLYERS IN THE AMOUNT OF \$350.00:

Chairman Petersen said Lynn Krigbaum is requesting \$350.00 for the printing of the Discovery Program Flyers for the Nature Center. Ms. Krigbaum said there is now a map printed on the back of the flyer. She said five thousand flyers are printed and distributed. She said the flyers are distributed to restaurants, hotels, stores and local schools. Chairman Petersen said some hotels are trying to have less paper and would prefer to receive an electronic version of the flyer. He said posters and an electronic version would be more helpful. Ms. Racette said she handed out hundreds of the flyers at the Outdoor Expo she attended in March. John Vuolo said there are independent hotels and cabins that take great benefit in receiving the flyers. Committeemembers Krigbaum and Dahnk are both on the Nature Center Board and were not able to participate in the legal action. Chairman Petersen said there was not a quorum, and asked for the item to be placed on the May 2015 agenda.

ITEM NO. 7, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING BOB GATES, RUN TO THE PINES CAR SHOW, REQUESTING FUNDING FOR THE CAR SHOW:

Bob Gates said he is asking again this year for funding for the Run to the Pines Car Show. He said the Committee had been generous in the past, and said he would look forward to the same help this year. He said the outreach of participants to the Car Show had increased to Colorado, Washington State and throughout the southwest. He said a large amount of people arrive on Friday to see the Cavalcade of Cars. Chairman Petersen said it would be an expenditure that would come out of the 2015-2016 budget. He said sponsorship of events was budgeted for eight thousand dollars for the 2015-2016 fiscal year. Chairman Petersen said the Burger Burn would be held on Thursday evening. He said the Chamber would be sponsoring the Burger Burn this year, and said beer and wine would be sold this year. He said by starting the weekend events on Thursday it would bring in more bed tax revenue. Mr. Gates said the Burger Burn would be noted on the information packet mailed out to participants.

**COMMITTEEMEMBER DAHNK MADE A MOTION TO FUND \$3,000.00 TO THE RUN TO THE PINES CARS SHOW. COMMITTEEMEMBER BERMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 8, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING PURCHASE OF BANNERS FOR "BEST CABIN REGION":

Chairman Petersen said Pinetop-Lakeside won the Best Cabin Region in the US by Cabin Life magazine. He said the Committee would like to purchase banners to promote the win. He said he has a quote from High 5 Design for a banner that would hang across Highway 260. Vice Chairman Girardi said she likes the banner but would like to get permission to hang the banner first before it is purchased. Ms. Racette said approval from the Town Council and then ADOT approval would be needed before the banner would be hung. Chairman Petersen said there is a safety issue involved in hanging the banner across the highway and he said there would be extra steps involved to get approval to hang the banner. Vice Chairman Girardi asked if the Committee would be able to get approval to hang a generic banner or would the banner have to be specific. Ms. Racette explained the approval process would be for each specific banner. Chairman Petersen said there is a smaller 20' x 3' for \$530.00 that could be posted at various areas around the Town. Mr. Berman said since there would be sign permit challenges through the Town, he suggested purchasing stickers for business windows. Chairman Petersen said he would like banners at the entrance to the Pinetop Country Club, coming into the Town and by the Chamber of Commerce. He said sign ordinances would need to be followed per

Town Code. Mr. Vuolo suggested a banner that would be able to move around the Town from location to location during events. The item died for lack of a motion.

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

Sam John showed a TV spot that would run in May. He said the spot is a kick off for the summer season, showing the Best Cabin Region and the activities to do during the summer months. He said he is coming up with various ways and ideas to promote the win of Best Cabin Region. He said he would continue to distribute press releases geared towards the Best Cabin Region win. He said the launch dates would be Memorial Day, June, July, August and Labor Day. He said the press releases would focus on current events taking place and Best Cabin Region. He said he needs pictures to show why this is the Best Cabin Region. He said the website would have a banner across the home page listing the Best Cabin Region win. He said it did receive some press in the White Mountain Independent, High Country Crossing, KTAR News and 12 News. He showed a brief video channel 3 played on the win. He said website visitors increases in March 2015 from March 2014 and said the organic search in March 2015 increased from March 2014. He said he recommends running the commercial during the month of May.

**COMMITTEEMEMBER GIRARDI MADE A MOTION TO SPEND \$7,500.00 FOR TELEVISION ADVERTISING FOR THE MONTH OF MAY 2015. COMMITTEEMEMBER DAHNK SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 10, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING WEBSITE PROPOSALS FROM FRANCIS CREATIVE CONSULTING, HINSON MEDIA CIVICPLUS AND V-SOFT CONSULTING GROUP, INC.:

Chairman Petersen asked Committeemember Dahnk for an update on the website subcommittee. She said a meeting was not held, and said she would schedule a meeting for discussing the website during May. Committeemember Dahnk said she thought the RFP was only for visitpinetoplakeside.com and said when the RFP came out it included combining the websites and other items she was not aware of. Ms. Racette said the group did meet and said it was discussed to merge all three websites. She said the Advertising and Promotion Committee was given the chance to review the RFP before it went out. Ms. Dahnk said she disagrees with Ms. Racette.

**COMMITTEEMEMBER DAHNK MADE A MOTION THAT ALL REQUESTS FOR PROPOSALS BE DECLINED. COMMITTEEMEMBER GIRARDI SECONDED THE MOTION AND THE MOTION CARRIED 4-1 WITH COMMITTEEMEMBER KRIGBAUM OPPOSED.**

ITEM NO. 11, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING LOCAL FIRST ARIZONA ONE YEAR MEMBERSHIP FOR \$79.00:

Chairman Petersen said this is for a one year membership for Kimber Lanning Local First Arizona. He said Local First Arizona promotes shop, eat and stay local. He said he this is a great contact for Pinetop-Lakeside to have.

**COMMITTEEMEMBER GIRARDI MADE A MOTION TO SPEND \$79.00 FOR A ONE YEAR MEMBERSHIP TO LOCAL FIRST ARIZONA. COMMITTEEMEMBER DAHNK SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 12, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING REQUEST FOR \$2,000.00 TO PURCHASE 20-25 BANNERS FOR THE TOWN LIGHT POLES IN LAKESIDE:

Chairman Petersen said this would be for banners to hang on the solar light posts in Lakeside. He said one idea would be to have individual banners advertising activities and events. He said the banners would only be changed out two times a year. He said Town staff would change out the banners. He said the banner would list the event and the month the event is held. Committeemember Tilton suggested a banner listing the Best Cabin Region win. Mr. Vuolo said it would be more effective to have banners throughout the Town.

**COMMITTEEMEMBER BERMAN MADE A MOTION TO SPEND \$3,000.00 TO PURCHASE BANNERS FOR THE SOLAR LIGHT POSTS IN LAKESIDE. COMMITTEEMEMBER GIRARDI SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 13, DISCUSSION/INFORMATION BY THE PINETOP-LAKESIDE CHAMBER OF COMMERCE ON FESTIVALS, ACTIVITIES, STATISTICS, TRACKING AND TOURISM:

Crystal O'Donnell said the 800 number for the Chamber was cancelled in March 2015. She said there would be a Marketing Class on April 16, 2015 from 11:00 a.m. to 1:00 p.m. at the Holiday Inn Express. She said the cost is \$15.00. She said the Chamber's Annual Dinner and Sponsorship would be held on April 23, 2015 at the Pinetop Country Club. She said there are still tickets available. She said Kathy Dahnk is working on the Welcome Home Expo that would be held on May 23, 2015 from 12:00 p.m. to 4:00 p.m. She said it would be held at the Chamber. She said she is working on a map that would have Pinetop-Lakeside on one side and Show Low on the other side. She said she would be printing five thousand copies of the map and said they would be available the month of June. She said the Harley Davidson Group would be in Town September 15<sup>th</sup> and 16<sup>th</sup>. She said they would be going to dinner at Charlie Clark's on September 16, 2016. She said one hundred and fifty riders would be in Town. She said in March she, Rica Girardi, Kathy Dahnk and Joe Petersen met with Kimber Lanning in Phoenix to begin the process of getting the Regional Economic Development Policy Forum to be in Pinetop in August 2016. She said on Saturday, April 18<sup>th</sup> the Police Chief and the Chamber would be holding a garbage pick-up along Highway 260. She said the Chamber would be open Memorial Day through Labor Day on Saturdays from 10:00 a.m. to 2:00 p.m.

ITEM NO. 14, DISCUSSION/INFORMATION BY THE TOWN OF PINETOP-LAKESIDE PARKS AND RECREATION DEPARTMENT:

Mr. Vuolo said he is continually adding and filling in events on the events calendar. He said the adult basketball leagues just finished. He said girls softball little league would start on Monday, April 20<sup>th</sup>. He said Arbor Day is on Friday, April 24<sup>th</sup>. He said he would be in Phoenix on April 23<sup>rd</sup> to receive the Tree City USA award for the Town of Pinetop-Lakeside and said this would be for thirty years. He said on April 24<sup>th</sup> there would be trees planted and an educational program at the middle school on Porter Mountain Road. He said the Easter Egg Hunt had seven hundred to eight hundred kids for the hunt and said ten thousand eggs disappeared in less than ten minutes.

ITEM NO 15, DISCUSSION/INFORMATION BY THE ARIZONA GAME AND FISH DEPARTMENT:

Committeemember Tilton said over thirty thousand attended the Outdoor Expo, but said this was less than normal. She said the temperature was over 90 degrees, and said it was hot. She said many people were inquiring about vacationing in Pinetop-Lakeside. She said there would be a turkey camp for kids this weekend near Big Lake. She said all participants are not camping, and said some families would stay in town. She said mentors take kids hunting and there would be a fishing clinic and an archery clinic. She said there would be a squirrel camp in the fall.

ITEM NO. 16, DISCUSSION/INFORMATION REGARDING TOURISM ACTIVITIES ON TRIBAL LANDS:

Committeemember Weiss was not in attendance, no update was given. Chairman Petersen said Sunrise is officially closed, and said they had a good season. He said summer time would be busy at Sunrise. He said there would be the 3-D Archery Shootout 4<sup>th</sup> of July weekend.

The meeting adjourned at 10:21 a.m.

Advertising and Promotion Committee

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Jill Akins, Assistant to the Town Clerk