

MINUTES OF THE REGULAR MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON MAY 20, 2015 IN THE TOWN COUNCIL CHAMBERS.

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

ROLL CALL:	Present	Absent		Present	Absent
Chairman Joe Petersen	<u> X </u>	<u> </u>	Jeffrey McKee	<u> X </u>	<u> </u>
Vice Chair Rica Girardi	<u> </u>	<u> X </u>	Vacant	<u> </u>	<u> </u>
Lynn Krigbaum	<u> X </u>	<u> </u>	Kathy Dahnk	<u> X </u>	<u> </u>
Matthew Weiss	<u> </u>	<u> X </u>	Steve Berman	<u> </u>	<u> X </u>
Mayor Williams	<u> </u>	<u> X </u>	Diane Tilton	<u> X </u>	<u> </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, Hugh Kealer, Sunrise Resort and Gilbert Armijo.

ITEM NO. 2, CALL TO THE PUBLIC:

Committeemember Krigbaum said the Annual Nature Center Carnival would be held over Memorial Day weekend. She said the carnival would start on May 21st and end on May 25th, 2015. She said and she has tickets for \$20.00 until 5:00 p.m. on Thursday then the tickets would be \$25.00. She said some of the proceeds benefit the Nature Center. She said due to the snow last weekend the tent was not raised at the Nature Center. She said on June 6th would be the Walk for the Woods, and said she has registration forms available. She said the cost is \$25.00 and said a t-shirt and participation in one of four events is included in the cost. She said there would be a ten mile bike ride led by the Town Managers’ husband Tim Racette at Woodland Lake Park. She said there would be a five mile hike at Woodland Lake Park and a three mile hike at Woodland Lake Park and Big Springs and a less than one mile hike that is on the Nature Centers property. She said refreshments would be provided and the band Fat Chance would be playing.

Chairman Petersen said Committeemember Matt Weiss has not formally resigned, but said he heard Committeemember Weiss had left Sunrise Resort and moved back to California. Chairman Petersen said he asked Hugh Kealer, the General Manager at Sunrise Resort to attend the meeting and give an update. Chairman Petersen said the Cabin Life magazine June 2015 edition had been published. He said the article on Pinetop-Lakeside is small but powerful.

ITEM NO. 3, CONSENT AGENDA MINUTES OF THE REGULAR MEETING HELD APRIL 15, 2015:

COMMITTEEMEMBER DAHNK MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING HELD APRIL 15, 2015. COMMITTEEMEMBER KRIGBAUM 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 vacancy was received from Gilbert Armijo.

Mr. Armijo said he owns a business in Town and has been in area twenty-five years. He said his interest is promoting the Town. Chairman Petersen said Committeemember Girardi had known Mr. Armijo for a long time and said she speaks very highly of Mr. Armijo.

COMMITTEEMEMBER DAHNK MOVED TO NOMINATE GILBERT ARMIJO TO THE ADVERTISING AND PROMOTION COMMITTEE PENDING APPROVAL BY THE TOWN COUNCIL. COMMITTEEMEMBER MC KEE 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:

Barbara Ashley said currently revenue is down month to month but she said up for the year overall. She said there is still May 2015 and June 2015 to go. She said through the end of April 2015 there is \$42,700 in the bank, and said the expenditures are still low. She said there would be enough carryover to fund next year's budget. Ms. Racette said the Town Council had not changed the Advertising and Promotion budget as presented. She said the tentative budget public hearing meeting would be held at 5:30 p.m. on June 4, 2015. She said she does not expect any changes to the tentative budget. She said the carp for Rainbow Lake, the Nature Center and the Humane Society would be funded through the general services fund in 2015/2016. Committeemember Krigbaum asked how long the hotel and the restaurant tax would last. Ms. Ashley said the hotel tax is forever and the two percent restaurant and bar tax would sunset June of 2016. She said Town Council would need to take action prior to the expiration to extend the tax or let it go.

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. Committeemember Krigbaum and Dahnk had to excuse themselves from taking legal action due to a conflict of interest. There were not enough members left for a quorum. The item would be added to the June 2015 agenda.

ITEM NO. 7, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING THE CHAMBER OF COMMERCE REQUESTING FUNDING OF \$250.00 TO PAY FOR THE WHITE MOUNTAIN APACHE TRIBE CROWN DANCERS TO PERFORM AT THE DINNER FOR THE HAARLEY OWNERS GROUP:

Chairman Petersen and Committeemember Dahnk had to excuse themselves from taking legal action due to a conflict of interest. There were not enough members left for a quorum. The item would be added to the June 2015 agenda.

ITEM NO. 8, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING THE CHAMBER OF COMMERCE IS REQUESTING FUNDING TO PURCHASE AD SPACE ON THE 2015/2016 PINETOP-LAKESIDE MAP:

Chairman Petersen and Committeemember Dahnk had to excuse themselves from taking legal action due to a conflict of interest. There were not enough members left for a quorum. The item would be added to the June 2015 agenda.

ITEM NO. 9, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING THE CHAMBER OF COMMERCE REQUESTING FUNDING TO PURCHASE AD SPACE IN THE PINETOP-LAKESIDE CHAMBER DIRECTORY 2015-2016:

Chairman Petersen and Committeemember Dahnk had to excuse themselves from taking legal action due to a conflict of interest. There were not enough members left for a quorum. The item would be added to the June 2015 agenda.

ITEM NO. 10, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING THE CHAMBER OF COMMERCE REQUESTING FUNDING TO PURCHASE BEST CABIN REGION BANNERS:

Chairman Petersen and Committeemember Dahnk had to excuse themselves from taking legal action due to a conflict of interest. There were not enough members left for a quorum. The item would be added to the June 2015 agenda.

ITEM NO. 11, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING RUSS MEAD, AZ WHITE MOUNTAINS MAGAZINE, TO PURCHASE AD SPACE IN THE AZ WHITE MOUNTAINS MAGAZINE:

Chairman Petersen said Russ Mead was not able to attend the meeting. He said the ad would cost \$1,200.00 for a quarter page. He said this is a discounted price from \$1,500.00. He said the magazine had been published for over sixty years. He said Mr. Mead had been good about providing magazines for trade shows, and said his magazine covers the entire region. Chairman Petersen said the hotels hand them out and always run out of the magazine. He said Mr. Mead would be writing an article about the Cabin Region contest and about the cabins in Pinetop-Lakeside. He said the article is being written for free and does not cost anything. Crystal O'Donnell said she handed out at least a thousand at the trade show she attended. Chairman Petersen said he hands out at least five hundred copies at the Holiday Inn, and said he would be handing out more this summer. Committee Dahnk said a magazine is kept by people and not a throwaway newspaper. Chairman Petersen said the magazine is sold in hotels and stores. He said Holiday Inn purchases the magazines and then sell them to the public. Ms. O'Donnell said the Chamber also buys a supply and then sells them to the public. Committee Krigbaum said it seems like a lot of money for an advertisement, but said is also seems like a good deal. Chairman Petersen said the magazine is a great print that people take and keep and is not a throwaway magazine. He said the pictures are great in the magazine, Mr. Mead is wonderful to work with, and said although the cost of the ad is large it is a good value. He said the magazine also goes off the mountain to trade shows, and said Mr. Mead would distribute free copies to the committeemembers. Committeemember McKee asked who would create the ad. Sam John said he would have recommendations for the ad space, and said he would use seasonal and key events throughout the year along with listing visitpinetoplakeside.com.

COMMITTEEMEMBER KRIGBAUM MOVED TO SPEND \$1200.00 FOR ADVERTISING IN THE AZ WHITE MOUNTAINS MAGAZINE. COMMITTEEMEMBER DAHNK SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 12, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING UPDATE AND INFORMATION BY SAM JOHN OF LARRY JOHN WRIGHT ADVERTISING:

Mr. John said the website visitors results are tracking better in April 2015 by 400 visitors compared to April 2014. He said OOTV would continue through the month of June 2015. He said July 2015 the Best Cabin Region would be promoted and said he suggests a TV segment. He said the TV segment would be on Sonoran Living live weekdays from 9:00 a.m. to 10:00 a.m. He said interviews could be done with a Town representative to talk about events from July to September. He said segments could be purchased for \$750.00 to \$1,500.00. He said Sonoran Living receives the best response and has a good following. He said he would be able to provide the studio with the B roll unless they would elect to do the segment on their own and come to the area. He said if they do not elect to film in Pinetop-Lakeside a representative would go the Phoenix for

the shoot. He said it reaches a female dominate audience. Chairman Petersen said he looked through the market it would reach, and said it would be great to tag team something with Sunrise Resort. Mr. John said the segment would be posted on the website and YouTube. Committeemember McKee said when he owned a business in Phoenix he was on Sonoran Living and he said it was a good experience. Mr. John said it would be a three to five minute segment. He said he would be producing a best cabin region video. He said the video would include events and historical places in Town would be shown. He said the length of the video would be less than two and a half minutes. He said for June he would be promoting the best cabin region and also present the various summer opportunities. He said there had been a thirty percent increase in visitors to the site. He said Pinetop-Lakeside had always ranked well in the search, and said more people are searching for Pinetop-Lakeside. He said he is sending out press releases geared toward the best cabin region and different events happening in the community. He said the news is more likely to pick up something unique happening in the community, for example the carp at Rainbow Lake, community wide clean up and thirty years of Tree City USA. Mr. John said Phoenix Magazine would like Pinetop-Lakeside to have an advertisement in the Arizona Travel Guide 2015. He said the magazine is delivered to fifty thousand subscribers. He said he does not normally recommend magazine or print ads due to the cost, but said in this case for a half page horizontal advertisement it would be \$1,750.00. He said the magazine would be doing an article on the area. Ms. Ashley said there are funds available, and said it would be better to spend the funds in this fiscal year. Mr. John said he recommends running a half page advertisement for \$1,750.00 in the Phoenix Magazine. He said the normal price on the ad would be \$2,500.00. He said the magazine would be distributed the end of June. Committeemember McKee said he is not in favor of one shot print advertising, and said it is a waste of money. Committee Dahnk said it would be an ad in the Phoenix Magazine's annual travel guide and said would be a magazine that people keep. She said the Chamber is working with the managing editor of Phoenix Magazine, and said she is coming up here for a weekend and would be doing an article on the best cabin region in the United States. Mr. John said he usually would agree with the opinion of Committeemember McKee and he said frequency is very important, but said he would recommend due to the one article being written and the ad in the travel guide is a good idea.

COMMITTEEMEMBER DAHNK MOVED TO SPEND \$1,750.00 ON A HALF PAGE HORIZONTAL ADVERTISEMENT IN THE 2015 PHOENIX MAGAZINE TRAVEL GUIDE. COMMITTEEMEMBER TILTON SECONDED THE MOTION AND IT CARRIED 4-1 WITH COMMITTEEMEMBER MC KEE OPPOSED.

Mr. John said he would recommend the Sonoran Living segment. He said it would reach the most amount of people and would have the largest reach. He said the cost \$800.00 for one segment, but said he would recommend to budget for \$1500.00 for a larger segment. Chairman Petersen said he likes the idea of a TV segment and said Tucson and Phoenix are a big market and the segment can be posted on the website and utube.

COMMITTEEMEMBER DAHNK MADE A MOTION TO SPEND UP TO \$1,500.00 FOR A TELEVISION SEGMENT ON SONORIAN LIVING FOR PINETOP-LAKESIDE. COMMITTEEMEMBER KRIGBAUM SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY

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

Mr. John said banner ads are not as effective as OOTV, but said banner ads could be effective when they show up on a website. He said he recommends banners ad in the shoulder season and in connection with TV to increase results. He said he recommends spending no less than \$2,500.00 for banner ads. Committeemember Krigbaum asked about money not spent during the fiscal year and what happens to those funds. Ms. Racette

said carryover funds would be held in a restricted account and would have to receive Town Council approve to spend. She said the sales tax collection for May and June would still be coming in and said there are funds available to spend on the advertising options Mr. John had presented.

COMMITTEEMEMBER DAHNK MOVED TO SPEND \$2,500.00 FOR BANNER ADVERTISEMENT. COMMITTEEMEMBER TILTON SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

Mr. John there would be a contest on Facebook giving away a trip to Pinetop-Lakeside. He said the idea is to bring someone to experience the area. He said the contest would encourage people to engage with Facebook. He said the Pinetop-Lakeside video was shared many times and said the video did create excitement and interest. He said the giveaway would be a three day two night stay in a local hotel, and said restaurant vouchers would be included. Ms. Racette said the contest cannot be a game of skill because it would be considered gambling and she said specific business would not be mentioned. Ms. Racette said the more generic the better. Mr. John said the Chamber of Commerce and the Holiday Inn would be willing to donate the accommodations and gift certificates for local restaurants. Chairman Petersen said Advertising and Promotion Committee would not be purchasing anything. Mr. John said Facebook had also outlawed contests and games of chance, but said people would be asked to like and share to enter to win. He said Larry John Wright would draw the winner electronically. He said there would be multiple Facebook posts daily basis, new posts each day, videos and pictures. Mr. John said it would run for a particular time period, but said the contest could be done on a monthly or all year around. He said four to ten people had liked the page on a weekly basis and he said this would increase the weekly number. Chairman Petersen said Mr. John and Ms. O'Donnell would be working on the project together.

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

Crystal O'Donnell said the First Annual Welcome Home Expo would be held the May 22 and May 23, 2015. She said there would be twenty vendors and a coupon book would be handed out at the expo. She said the Chamber would be open on Saturday through Labor Day weekend from 10:00a a.m. to 2:00 p.m. She said the Chamber and Chief Wheeler are teaming up for a community clean-up to be held on Saturday, May 30th for 12:00 p.m. to 4:00 p.m. She said the clean-up would be along highway 260 from the stop light at Porter Mountain Road to the stop light at Blue Ridge School. She said the Chamber is selling the Chamber directory and the Chamber map, and said it would help fund the Chamber and the Welcome Center. She said she was in the valley last month and visited the offices of Larry John Wright. She said she was on the radio with Dave Pratt talking about the Welcome Home Expo. She said the June edition of the Maverick magazine would have an article of the Best Cabin Region win. She said the Chamber is preparing for the Music Festival that would be held on June 20, 2015. Committeemember Dahnk said the managing editor for the Phoenix Magazine would be in Town Friday June 19 through Sunday June 21, 2015. She said the vision of the article is about Pinetop-Lakeside winning best cabin region in the United States. She said the Chamber would be accommodating her stay at the Lazy Oaks Resort and she would be in a cabin on the lake. She said she would be horseback riding, visiting the Nature Center and the Music Festival. Ms. O'Donnell said there would be a Flick with the Chicks on Tuesday, May 26th at 6:00 p.m.

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

Mr. Vuolo said the carnival would be held at Mountain Meadow over the Memorial Day weekend. He said it is a fundraiser for the Nature Center. He said Disc golf tournament would also be held at Mountain Meadow

over the Memorial Day weekend. He said the tournament is sold out and hosts ninety five players throughout the state and western region. He said there would be a Memorial Day soft ball tournament hosted by the City of Show Low. He said eighteen teams would play at Woodland Lake Park for Saturday and Monday play. He said AKC dog agility competition would be held the weekend of May 29th at Mountain Meadow. He said on Saturday, June 6th there would be a Nature Center and Save Our Park event held at Woodland Lake Park. He said June 6th is National Trail Day. He said youth baseball and girls softball summer programs would begin soon. He said a Memorial Day Service would be held at the Veterans Memorial at Town Hall at 11:00 a.m. on Monday, May 25, 2015.

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

Committeemember Tilton said the summer season had begun and it is very busy. She said Saturday, May 23rd a kayak fishing clinic held at Show Low Lake. She said people would be coming from all over the state to attend. She said the next large event would be the Hummingbird Festival that would be held in July. She said it is four hours long and would be held on a Saturday. She said over nine hundred people attended the festival last year. She said the Game and Fish would be teaming up with the Nature Center to hold some talks. She said there would be a fishing derby held at Fools Hollow Lake.

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

Chairman Petersen said Committeemember Weiss is no longer at Sunrise Resort. Chairman Petersen said Hugh Kealer is in attendance to give an update at the events going on at Sunrise. Hugh Kealer said Sunrise is promoting the summer season. He said Sunrise would be open Friday, Saturday, Sunday and Monday from 10:00 a.m. to 4:00 p.m. He said there would be scenic lift rides, mountain biking, hiking and dining at the Eagles Nest. He said there are two walk in archery courses and one site in course. He said there is one disc golf course, a giant tube slide and an air bag jump. He said a contract is being reviewed for a zip line, and said they hope to have the zip line up and running by mid-August. He said there would be an all access pass for the summer. He said Sunrise Lake marina is open and boats are available for rent. He said it would be open seven days a week. He said the general store would be open seven days a week Monday through Friday from 7:00 a.m. to 4:00 p.m. and Friday, Saturday and Sunday from 7:00 a.m. to 6:00 p.m. He said the website and Facebook would be updated and he said new brochures would be available for the summer.

The meeting adjourned at 10:39 a.m.

Advertising and Promotion Committee

Jill Akins, Assistant to the Town Clerk