

**PUBLIC NOTICE**  
**TOWN OF PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE**  
**REGULAR MEETING**  
**WEDNESDAY, OCTOBER 16, 2019 – 9:00 A.M.**  
**TOWN OF PINETOP-LAKESIDE COUNCIL CHAMBERS**  
**325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

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**AGENDA**

- A. **Call to Order** *Chair Begovac*  
➤ Roll Call and Ascertain Quorum
- B. **Call to the Public** *Chair Begovac*  
This is a business meeting of the Pinetop-Lakeside Advertising and Promotion Committee. The Committee values and welcomes public input. Please address the Committee as a whole and not individual Committee Members. Do not address staff or members of the audience. Committee action on items brought up in the Call to the Public is limited by the Open Meeting Law. The Committee may direct staff to study the matter and reschedule for further consideration at a later date. Items on the agenda will not be heard or discussed in Call to the Public. Individuals are limited to three (3) minutes.
- C. **Minutes** *Jill Akins, Town Clerk*  
Approval of the Minutes of the September 18, 2019 Advertising and Promotion Regular Meeting.
- D. **New Business:** *Chair Begovac*
- D.1 Information and update regarding the Advertising and Promotion Committee. *Community Services Manager Tony Alba*
- D.2 Update on the Current Financial Standing of the Advertising and Promotion Committee. *Vice Chair Byrne*
- D.3 Update and Information Regarding the Committee’s Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for November 2019 Advertisements. *Sam John of Larry John Wright Advertising*
- D.4 Information and Legal Action regarding funding request for \$1,000.00 for October 2019 Community Shout Sponsorship. *Rob Hephner*
- D.5 Update and Written Report Provided by Birdman Media. *Rob Hephner*
- D.6 Update and Written Report Provided by the Town of Pinetop-Lakeside Community Services Department. *Tony Alba, Community Services Manager*

- D.7 Update and Written Report Provided by the Arizona Visitor Information Center. *Annie DeRosier, Visitor Information Specialist*
- D.8 Update and Written Report Provided by the White Mountain Partnership. *Member Fabian*
- D.9 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce. *Mechelle Martinez, Director of Pinetop-Lakeside Chamber of Commerce*
- D.10 Update and Written Report Provided by Sunrise Park Resort. *Sunrise Representative*
- D.11 Update and Written Report Provided by Nature Center and TRACKS. *Lynn Krigbaum*

E. **Adjournment:** *Chair Begovac*

Posted on October 11, 2019 at 5:00 p.m. at the following locations:

Jill Akins  
Town Clerk

**Town Hall**  
325 W. White Mountain Blvd.  
Lakeside, AZ 85929

**Town Website**  
[www.pinetoplakesideaz.gov](http://www.pinetoplakesideaz.gov)

**Pinetop U.S. Post Office**  
712 E. White Mountain Blvd.  
Pinetop, AZ 85935

**Lakeside U.S. Post Office**  
1815 W. Jackson Lane  
Lakeside, AZ 85929

Note: This meeting is open to the public. All interested people are welcome to attend. A copy of agenda background material provided to the Committee Members, with the exception of material relating to possible executive session, are available for public inspection at the Town Clerk’s Office, 325 W. White Mountain Blvd., Lakeside, AZ 85929, Monday through Friday from 8:00 a.m. to 5:00 p.m. or online at [www.pinetoplakesideaz.gov](http://www.pinetoplakesideaz.gov)

AMERICAN WITH DISABILITIES ACT: The Town of Pinetop-Lakeside intends to comply with the A.D.A. If you are disabled or physically challenged and need special accommodations to participate, please contact the Town Clerk at (928) 368-8698 Ext. 223 at least 48 hours prior to the meeting.