



STATEMENT OF LEGAL ACTION

PUBLIC NOTICE PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE MEETS

**WEDNESDAY, APRIL 18, 2018 – 9:00 A.M.
TIMBER MESA FIRE AND MEDICAL DISTRICT, STATION #13
2922 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

AGENDA

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| A. Call to Order | <i>Convened at 9:04 a.m. Member Nicholson absent Vice Chair Krigbaum and Councilmember Dahnk offered comments</i> |
| ➤ Roll Call and Ascertain Quorum | |
| B. Call to the Public | |
| <p>Action Taken as a result of public comment is limited to directing Staff to study the matter and reschedule for further consideration at a later date. The Committee may provide limited response to items that are not on the agenda. Individuals are limited to three (3) minutes for presentation.</p> | |
| C. Meeting Agenda Approval | <i>Approved</i> |
| D. Minutes | |
| D.1 Minutes of Regular Meeting held on March 21, 2018. | <i>Approved</i> |
| E. Reports | |
| E.1 Update on the Current Financial Standing of the Advertising and Promotion Committee. | <i>Updated</i> |
| E.2 Update and Information Regarding the Nature Center and TRACKS. | <i>Updated</i> |
| E.3 Update and Information Regarding Sunrise Park Resort. | <i>Updated</i> |
| E.4 Update and Information Regarding Community Services Department. | <i>Updated</i> |
| E.5 Update and Information Regarding Strategic Planning and Website Sub-Committee. | <i>Updated</i> |
| E.6 Update and Information Regarding Communications Sub-Committee. | <i>Updated</i> |

- E.7 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the April 2018 Advertisement. *Provided update, reported events and approved expenditure of \$10,500.00 for May 2018 Advertisement.*
- F. **Old Business:**
- F.1 Discussion and Update Regarding Discover Pinetop. *Discussed*
- G. **New Business:**
- G.1 Discussion and Legal Action Regarding Advertising in the Arizona's White Mountains Magazine half-page advertising for \$1,200.00. *Approved Funding of \$1,200.00*
- G.2 Discussion and Legal Action Regarding Advertising in the Arizona Drive Guide. *No Action Taken*
- G.3 Discussion and Legal Action Regarding Advertising in the Visit White Mountain Apache Tribe Guide. *No Action Taken*
- G.4 Discussion and Legal Action Regarding the White Mountain Partnership. *Approved Funding of \$20,000.00*
- G.5 Discussion and Legal Action Regarding the amended 2018/2019 Draft Advertising and Promotion Committee Budget. *Discussed and Approved*
- G.6 Discussion and Update Regarding the Town Marquee. *Discussed*
- G.7 Discussion Regarding Arizona Office of Tourism. *Discussed*
- G.8 Discussion Regarding Redesigning the Funding Request Form. *Discussed*
- G.9 Discussion Regarding upcoming expiring terms of members. *Discussed*
- H. **Adjournment:** *Adjourned at 12:00 p.m.*

Posted at the Town's Website on April 19, 2018.

Familie S. Miller