



## STATEMENT OF LEGAL ACTION

### **PUBLIC NOTICE PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE MEETS**

**WEDNESDAY, APRIL 19, 2017 – 9:00 A.M.**

**TOWN COUNCIL CHAMBERS – 1360 N. NIELS HANSEN LANE, LAKESIDE, AZ 85929**

---

#### **AGENDA**

**A. Call to Order**

- Roll Call and Ascertain Quorum

*Convened at 9:01  
a.m.  
Members Armijo  
and Berman was  
absent*

**B. Call to the Public**

*No Comments were  
offered*

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.

**C. Meeting Agenda Approval**

*Approved*

**D. Minutes**

- D.1 Minutes of Regular Meeting held on March 15, 2017.

*Approved*

**E. Reports**

- E.1 Update on the Current Financial Standing of the Advertising and Promotion Committee.

*Updated*

- E.2 Update Regarding the Pinetop-Lakeside Chamber of Commerce and Committee Members on Festivals, Activities, Statistics, Tracking and Tourism.

*Updated*

- E.3 Update and Information Regarding the Nature Center and TRACKS

*Updated*

- E.4 Update and Information Regarding Sunrise Park Resort.

*Updated*

- E.5 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the May 2017 Advertisement.

*Provided update,  
reported events and  
approved expenditure  
of \$10,500.00 for May  
2017 Advertisement.*

**F. Old Business:**

1. Discussion and Information Regarding White Mountains Conventions & Visitors Bureau (WMAZCVB) and Consider Approving Funds for the WMAZCVB. *Discussed*

**G. New Business:**

- G.1 Presentation and Discussion Regarding 2016-2017 Ad & Pro Accomplishments. *Discussed*
- G.2 Presentation, Discussion and Consider Approving Funding for Run to the Pines Car Show. *Discussed and Approved expenditure of \$3,000.00 for Run to the Pines Car Show*
- G.3 Presentation, Discussion and Consider Approving Funding for the June 11, 2017 Apache Culture Event. *Discussed and Approved expenditure of \$500.00 for An Evening of Apache Culture.*
- G.4 Presentation, Discussion and Consider Approving Funding for Town Expo Banners. *Discussed and Approved expenditure for High5 Table Banner.*
- G.5 Presentation and Discussion of Swag Items. *Discussed and Tabled*
- G.6 Presentation, Discussion and Consider Approving Funding for Replacing Town Banner Poles. *Discussed and Tabled*
- G.7 Presentation, Discussion and Consider Approving Funding for Pinetop Flag Poles and Brackets. *Discussed and Approved expenditure of \$531.33 for twelve flag poles, brackets & flags.*
- G.8 Presentation, Discussion and Consider Approving Funding for Printing of Spanish Language Trail Guides. *Discussed and Tabled*
- G.9 Presentation, Discussion and Consider Approving Funding for Advertising in the 63<sup>rd</sup> Annual Arizona's White Mountain Magazine. *Discussed and Approved expenditure of \$1,200.00 for a half page ad.*

**H. Adjournment:**

*Adjourned at 11:13  
a.m.*

Posted at the Town's Website on April 28, 2017.



Town Clerk

Note: This meeting is open to the public. All interested people are welcome to attend. A copy of agenda background material provided to Council Members, with the exception of material relating to possible executive session, are available for public inspection at the Town Clerk's Office, 958 S. Woodland Road, 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.