



## STATEMENT OF LEGAL ACTION

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

**WEDNESDAY, JANUARY 17, 2018 – 9:00 A.M.**

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

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#### AGENDA

**A. Call to Order**

- Roll Call and Ascertain Quorum

*Convened at 9:01  
a.m.  
Member Gibson  
absent*

**B. Call to the Public**

*Vice Chair  
Krigbaum and  
Member Fabian  
offered comments*

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 December 13, 2017.

*Approved*

**E. Reports**

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

*Updated*

- E.2 Update and Information Regarding the Nature Center and TRACKS.

*Updated*

- E.3 Update and Information Regarding Sunrise Park Resort.

*Updated*

- E.4 Update and Information Regarding Community Services Department.

*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  
\$7,500.00 for February  
2018 Advertisement.*

- F. Old Business:**
- F.1 Discussion and Legal Action Regarding Funding for wmicentral.com Pinetop-Lakeside Community Shout. *No Action Taken*
  - F.2 Discussion Regarding Monthly PSA Advertising and Promotion Progress and Discover Pinetop. *Discussed*
  - F.3 Discussion and Legal Action Regarding Funding Request for \$1,500.00 from Eric Kramer for Native American Women’s Event. *No Action Taken*
  - F.4 Discussion and Legal Action Regarding Funding Request for \$500.00 from Lynn Lewis for Hogs & Hot Rods. *Discussed and Approved \$500.00*
- G. New Business:**
- G.1 Discussion and Legal Action Regarding Funding Request for Run to the Pines Car Show. *Discussed and Approved \$3,000.00*
  - G.2 Discussion and Legal Action Regarding Funding Request for \$324.30 for Printing Discovery Series Brochures. *Discussed and Approved \$324.30*
  - G.3 Epic Rides Power Point Presentation. *Presented*
  - G.4 Report Resignation of Tony Alba and Discuss Vacancy. Welcome Tony Alba as the new Community Services Manager. *Discussed*
  - G.5 Discussion Regarding a Sub-Committee for the Five Easy Tri-fold brochures. *Discussed*
  - G.6 Discussion Regarding the February 21, 2018 Advertising and Promotion Retreat. *Discussed*
- H. Adjournment:** *Adjourned at 12:28 p.m.*

Posted at the Town’s Website on January 19, 2018.

