



STATEMENT OF LEGAL ACTION

PUBLIC NOTICE PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE MEETS

WEDNESDAY, JANUARY 18, 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 9:02
a.m.
Members Berman
and O'Donnell were
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

D. Minutes

- D.1 Minutes of Regular Meeting held on December 14, 2016

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 February 2017 Advertisement.

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

F. Old Business:

- .1 Discussion and Identify Agenda Items for the February 15, 2017 Retreat of the Advertising and Promotion Committee.

Discussed and identified items for discussion.

G. New Business:

- G.1 Presentation and Discussion Regarding the Purchase of Giveaway Bags for the Chamber of Commerce
- G.2 Presentation and Discussion Regarding the Purchase of White Mountain Winterfest Banners and Advertisements

Discussed

Approved expenditure of \$609.32 for the banner.

H. Adjournment:

Adjourned at 10:35 a.m.

Posted at the Town’s Website on January 26, 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

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.