



STATEMENT OF LEGAL ACTION

PUBLIC NOTICE PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE MEETS

WEDNESDAY, JUNE 21, 2017 – 9:00 A.M.

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

AGENDA

- A. **Call to Order** *Convened at 9:01 a.m.
Members Armijo, Begovac and Berman were absent*
- Roll Call and Ascertain Quorum
- B. **Call to the Public** *Comments 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** *Approved*
- D.1 Minutes of Regular Meeting held on May17, 2017.
- 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 July 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 Information regarding AOT Tourism Program. *Discussed*
- G.2 Update and Information regarding 2017/2018 Advertising and Promotion Committee Budget. *Discussed*
- G.3 Information and Consider Approving Funding for High Mountain Marathon Advertising. *Discussed and Approved expenditure of \$500.00 for Advertising.*
- G.4 Information, Discussion and Consider Approving Funding Walking Down Ranch Advertising. *Discussed and Approved expenditure of \$250.00 for Advertising.*
- G.5 Presentation, Discussion and Consider Approving Funding for Banners. *Discussed and no Action Taken*
- G.6 Presentation and Discussion regarding Automated Marketing Campaign to Respond to New Subscribers and Managing Website Updates. *Discussed*

H. Adjournment:

Adjourned at 12:15 p.m.

Posted at the Town’s Website on June 22, 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.