



STATEMENT OF LEGAL ACTION

PUBLIC NOTICE PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE MEETS

**WEDNESDAY, MARCH 21, 2018 – 9:00 A.M.
TIMBER MESA FIRE AND MEDICAL, FIRE STATION #13
2922 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

AGENDA

- A. **Call to Order** *Convened at 9:02
a.m.
Member Rizk absent*
- Roll Call and Ascertain Quorum
- B. **Call to the Public** *Vice Chair
Krigbaum and
Councilmember
Snitzer 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** *Approved*
- D.1 Minutes of Regular Meeting held on January 17, 2018 and
Minutes of Work Session Meeting held on February 21, 2018.
- 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 Strategic Planning and
Website Sub-Committee. *Updated*

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| E.6 Update and Information Regarding Banner and Decoration Sub-Committee. | <i>Updated</i> |
| E.7 Update and Information Regarding Communications Sub-Committee. | <i>Updated</i> |
| E.8 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the April 2018 Advertisement. | <i>Provided update, reported events and approved expenditure of \$3,000.00 for April 2018 Advertisement.</i> |
| F. Old Business: | |
| F.1 Discussion and Legal Action Regarding Funding for wmicentral.com Pinetop-Lakeside Community Shout. | <i>Approved Funding of \$1,000.00 per month for a one year contract</i> |
| F.2 Discussion and Update Regarding Discover Pinetop. | <i>Discussed</i> |
| G. New Business: | |
| G.1 Discussion and Legal Action Regarding Approval of Kellen Nicholson to fill Vacancy on the Advertising and Promotion Committee. | <i>Approved</i> |
| G.2 Discussion and Legal Action Regarding Roger Leslie to serve as Member to the Committee Representing Sunrise Park Resort. | <i>Approved</i> |
| G.3 Discussion and Legal Action Regarding the Changes to the Advertising and Promotion Committee Guidelines. | <i>Approved</i> |
| G.4 Discussion Regarding Town Marquee. | <i>Discussed</i> |
| G.5 Discussion and Legal Action Regarding Website Proposal from Civic Plus. | <i>Discussed and Approved</i> |
| G.6 Discussion and Presentation Regarding Game and Fish Department Events and Programs. | <i>Discussed</i> |
| G.7 Discussion and Legal Action Regarding Funding Request of \$300.00 for Walk for the Woods Sponsorship. | <i>Approved Funding of \$300.00</i> |
| G.8 Discussion and Legal Action Regarding Funding Request of \$200.00 for Innovation Nation. | <i>No Action Taken</i> |
| G.9 Discussion and Legal Action Regarding Funding \$500.00 to the Nature Center for the Cody Lundin Event. | <i>Approved Funding of \$500.00</i> |

- G.10 Discussion and Legal Action Regarding Funding Request for \$315.00 for ¼ Page Advertisement in High Country Outdoors. *Approved Funding of \$315.00*
- G.11 Discussion and Legal Action Regarding Funding Request of \$375.00 for Explore Arizona Travel Expo May 12, 2018. *Approved Funding of \$375.00*
- G.12 Discussion and Legal Action Regarding Funding \$11,000.00 for the Hot Air Balloon Festival. *Approved Funding of \$11,000.00*
- G.13 Discussion and Legal Action Regarding 2018/2019 Advertising and Promotion Committee Budget. *Approved*

H. **Adjournment:**

Adjourned at 11:46 a.m.

Posted at the Town's Website on March 21, 2018.

