



## STATEMENT OF LEGAL ACTION

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

**WEDNESDAY, JULY 18, 2018 – 9:00 A.M.  
TIMBER MESA FIRE AND MEDICAL DISTRICT, STATION #13  
2922 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

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#### **AGENDA**

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| <b>A. Call to Order</b>   | <i>Convened at 9:01<br/>a.m.<br/>Members Laluk,<br/>Fabian and Byrne<br/>were absent</i> |
| ➤ Roll Call and Ascertain Quorum  |  |
| <b>B. Call to the Public</b>  | <i>No comments were<br/>offered</i>  |
| 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. |  |
| <b>C. Meeting Agenda Approval</b>   | <i>Approved with<br/>changes</i>   |
| <b>D. Minutes</b>   |  |
| D.1 Minutes of Regular Meeting held on June 20, 2018.   | <i>Approved</i>  |
| <b>E. Reports</b>   |  |
| E.1 Update on the Current Financial Standing of the Advertising and Promotion Committee.  | <i>Updated</i>   |
| E.2 Update and Information Regarding the Nature Center and TRACKS.  | <i>Updated</i>   |
| E.3 Update and Information Regarding Sunrise Park Resort.   | <i>Updated</i>   |
| E.4 Update and Information Regarding Community Services Department.   | <i>Updated</i>   |
| E.5 Update and Information Regarding Strategic Planning and Website Sub-Committee.  | <i>Updated</i>   |
| E.6 Update and Information Regarding Communications Sub-Committee.  | <i>Updated</i>   |

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| E.7 | Update and Written Report Provided Regarding Birdman Media.   | <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 August 2018 Advertisement. | <i>Provided update, reported events and approved expenditure of \$14,500.00 for August 2018 Advertisement.</i> |
| F.  | <b>Old Business:</b>  | <i>None</i>  |
| G.  | <b>New Business:</b>  |  |
| G.1 | Discussion and Information regarding Santa's White Mountain Adventure.  | <i>Discussed</i>   |
| G.2 | Discussion, Information and Legal Action regarding funding for the Tour of the White Mountains October 13, 2018.  | <i>Discussed and approved expenditure of \$3,750.00.</i>   |
| G.3 | Discussion, Information and Legal Action regarding funding for the High Mountain Half Marathon August 4, 2018.  | <i>Discussed and approved expenditure of \$500.00.</i>   |
| G.4 | Discussion, Information and Legal Action regarding redesigning the Funding Request Forms.   | <i>Discussed and approved.</i>   |
| H.  | <b>Adjournment:</b>   | <i>Adjourned at 10:46 a.m.</i>   |

Posted at the Town's Website on July 20, 2018.

