



STATEMENT OF LEGAL ACTION

PUBLIC NOTICE PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE MEETS

**WEDNESDAY, OCTOBER 17, 2018 – 9:00 A.M.
TOWN HALL**

325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929

AGENDA

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|---|---|
| A. Call to Order | <i>Convened at
9:00 a.m.
Member Chuck
Teetsel was absent
Chair Begovac
offered comments</i> |
| ➤ Roll Call and Ascertain Quorum | |
| B. Call to the Public | |
| 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 | <i>Approved</i> |
| D. Minutes | |
| D.1 Minutes of Regular Meeting held on September 19, 2018. | <i>Approved</i> |
| E. Reports | |
| 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> |
| E.7 Update and Written Report Provided from Birdman Media. | <i>Updated</i> |

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| E.8 | Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce. | <i>Updated</i> |
| E.9 | Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the November 2018 Advertisement. | <i>Provided update, reported events and approved expenditure of \$7,500.00 for November 2018 Advertisement.</i> |
| F. | Old Business: | |
| F.1 | None | <i>None</i> |
| G. | New Business: | |
| G.1 | Accepting the Resignation of Lynn Krigbaum to the Advertising and Promotion Committee. | <i>Accepted</i> |
| G.2 | Discussion and Legal Action Regarding the Election of a Vice Chair for the Advertising and Promotion Committee. | <i>Appointed Ceci Byrne as Vice Chair</i> |
| G.3 | Information, Discussion and Legal Action Regarding Advertising in GYMOAZ – Get Your Mountain On Arizona – Newspaper. | <i>Approved expenditure of \$600.00 for GYMOAZ</i> |
| G.4 | Information and Update on the White Mountains Partnership. | <i>Updated</i> |
| G.5 | Information, Discussion and Legal Action on the Christmas Decorating Contest. | <i>Updated no action taken</i> |
| G.6 | Information and Update on the Christmas Lights Giveaway. | <i>Updated</i> |
| G.7 | Discussion regarding the date for the November 2018 Advertising and Promotion Committee Meeting. | <i>Discussed</i> |
| H. | Adjournment: | <i>Adjourned at 11:05 a.m.</i> |

Posted at the Town's Website on October 19, 2018.

