



## STATEMENT OF LEGAL ACTION

**PUBLIC NOTICE**  
**PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE**  
**WEDNESDAY, DECEMBER 19, 2018 – 9:00 A.M.**  
**TOWN HALL COUNCIL CHAMBERS**  
**325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

---

### AGENDA

- |   |   |
|---|---|
| <b>A. Call to Order</b>   | <i>Convened at 9:00<br/>a.m.</i>                |
| ➤ Roll Call and Ascertain Quorum  | <i>All Members<br/>Present</i>                  |
| <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</i>                                 |
| <b>D. Minutes</b>   | <i>Approved</i>                                 |
| D.1 Minutes of Regular Meeting held on October 17, 2018.  |   |
| <b>E. Old Business</b>  | <i>None</i>                                     |
| <b>F. New Business</b>  |   |
| F.1 Selection and Legal Action of Advertising and Promotion Chairman.   | <i>Selection of Jeanne<br/>Begovac as Chair</i> |
| F.2 Discussion Regarding Advertising and Promotion 2019 Retreat Date, Agenda and Location.  | <i>Discussed</i>                                |
| F.3 Information, Discussion and Legal Action to Continue Advertising in GYMOAZ – Get Your Mountain On Arizona – Newspaper.  | <i>Approved Funding<br/>for Advertising</i>     |
| F.4 Information, discussion and Legal Action to Advertise in Meads Publishing’s Arizona White Mountains Magazine.   | <i>Approved Funding<br/>for Advertising</i>     |
| F.5 Information Regarding the Renewal of the Larry John Wright Advertising Contract.  | <i>Discussed</i>                                |
| F.6 Information and Update on the White Mountains Partnership.  | <i>Updated</i>                                  |
| F.7 Information, Discussion and Legal Action regarding funding request for \$500.00 for the White Mountain Yoga Festival.   | <i>Approved Funding<br/>for Advertising</i>     |

**G. Reports**

- |     |   |  |
|-----|---|--|
| G.1 | Update on the Current Financial Standing of the Advertising and Promotion Committee.  | <i>Updated</i>   |
| G.2 | Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the December 2018 Advertisement. | <i>Provided update, reported events and approved expenditure of \$10,500.00 for January 2019 Advertisement</i> |
| G.3 | Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce.   | <i>Updated</i>   |
| G.4 | Updated and Information Regarding the White Mountain Nature Center and TRACKS.  | <i>Updated</i>   |
| G.5 | Update and Information Regarding Sunrise Park Resort.   | <i>Updated</i>   |
| G.5 | Update and Information Regarding Community Services Department.   | <i>Updated</i>   |
| G.7 | Update and Information Regarding Strategic Planning and Website Sub-Committee.  | <i>Updated</i>   |
| G.8 | Update and Information Regarding Communications Sub-Committee.  | <i>Updated</i>   |
| G.9 | Update and Written Report Provided from Birdman Media.  | <i>Updated</i>   |

**H. Adjournment:**

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

