

**TOWN OF PINETOP-LAKESIDE
ADVERTISING AND PROMOTION COMMITTEE
LEGAL ACTION, REGULAR MEETING
JULY 15, 2015**

ITEM NO. 3, CONSENT AGENDA MINUTES OF THE REGULAR MEETING HELD JUNE 17, 2015:

COMMITTEEMEMBER DAHNK MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING HELD JUNE 17, 2015. COMMITTEEMEMBER KRIGBAUM SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 5, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING MIKE WRIGHT, BLUE RIDGE SUPERINTENDENT, REQUESTING FUNDING OF \$2,500.00 FOR ADVERTISING ON THE MONUMENT/MARQUEE SIGN:

COMMITTEEMEMBER BERMAN MOVED TO APPROVE THE FUNDING OF \$2,500.00 TO BLUE RIDGE SCHOOL DISTRICT FOR A WRITTEN AGREEMENT FOR THE TOWN LOGO TO BE PLACED ON THE SIGN FOR THE TOWN AND THE ADVERTISING AND PROMOTION COMMITTEE TO ADVERTISE EVENTS AND ACTIVITIES ON THE MARQUEE. COMMITTEEMEMBER KRIBAUM SECONDED THE MOTION AND THE MOTION CARRIED 3-2 WITH COMMITTEEMEMBER DAHNK OPPOSED AND COMMITTEEMEMBER GIRARDI ABSTAINING.

ITEM NO. 6, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING EPIC RIDES REQUESTING FUNDING FOR THE TOUR OF THE WHITE MOUNTAINS:

VICE CHAIRMAN GIRARDI MOVED TO FUND \$3,750.00 TO EPIC RIDES FOR THE TOUR OF THE WHITE MOUNTAINS. COMMITTEEMEMBER DAHNK SECONDED THE MOTION AND IT CARRIED 4-0 WITH COMMITTEEMEMBER BERMAN ABSTAINING.

ITEM NO. 8, DISCUSSION/INFORMATION/LEGAL ACTION REGARDING UPDATE AND INFORMATION BY SAM JOHN OF LARRY JOHN WRIGHT ADVERTISING:

Sam John said the budget for July was spent on OOTV, banner ads and the July Sonoran Living TV segment. He said the August budget decreased and said it would be \$7,500.00 for OOTV. He said OOTV would end for the season in September 2015. He said he would not have banner ads run in August or September. He said he would suggest running banner ads heavily during the ski season and then begin again in May 2016. He said the banner ads had been effective.

COMMITTEEMEMBER DAHNK MADE A MOTION TO SPEND \$10,000.00 FOR ADVERTISING FOR THE MONTH OF AUGUST 2015. VICE CHAIRMAN GIRARDI SECONDED THE MOTION.

COMMITTEEMEMBER DAHNK AMENDED HER MOTION TO SPEND \$12,500.00 FOR ADVERTISING FOR THE MONTH OF AUGUST. VICE CHAIRMAN GIRARDI SECONDED THE MOTION AND MOTION CARRIED UNANIMOUSLY.

Dated this 22nd day of July 2015.

Advertising and Promotion Committee

Jill Akins, Assistant to the Town Clerk