



STATEMENT OF LEGAL ACTION

PUBLIC NOTICE PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE MEETS

WEDNESDAY, AUGUST 16, 2017 – 9:00 A.M.

TOWN COUNCIL CHAMBERS – 1360 N. NIELS HANSEN LANE, LAKESIDE, AZ 85929

AGENDA

A. Call to Order

- Roll Call and Ascertain Quorum

*Convened at 9:00
a.m.
Member Berman
was absent*

B. Call to the Public

*No Comments
Offered*

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

- D.1 Minutes of Regular Meeting held on June 21, 2017.

Approved

E. Reports

- E.1 Update on the Current Financial Standing of the Advertising and Promotion Committee.

Updated

- E.2 Update Regarding the Pinetop-Lakeside Chamber of Commerce and Committee Members on Festivals, Activities, Statistics, Tracking and Tourism.

Updated

- E.3 Update and Information Regarding the Nature Center and TRACKS

Updated

- E.4 Update and Information Regarding Sunrise Park Resort.

Updated

- E.5 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the May 2017 Advertisement.

*Provided update,
reported events and
approved expenditure
of \$12,500.00 for
August 2017
Advertisement.*

F. Old Business:

- 1. Discussion and Information Regarding White Mountains Conventions & Visitors Bureau (WMAZCVB) and Consider Approving Funds for the WMAZCVB. *Discussed and Approved Expenditure Discussed and Approved expenditure of \$1,518.63.*
- 2. Discussion and Legal Action Regarding Highway 260 Banner Purchase (4) *Discussed and Approved*

G. New Business:

- G.1 Discussion, Information and Legal Action regarding Letter of Interest for Advertising and Promotion Committee Vacancy from Simon Rizk, Best Western Inn of Pinetop. *Discussed and Approved*
- G.2 Discussion, Information and Legal Action regarding Pinetop-Lakeside Chamber of Commerce Tourism Services and Ad in Chamber Directory & Community Guide. *Discussed and Approved Expenditure of \$5,100.00.*
- G.3 Discussion, Information and Legal Action regarding Ad in Pinetop-Lakeside Chamber of Commerce Directory and Community Guide and Block Ad on 2018 Map. *Discussed and Approved expenditure of \$1,150.00.*
- G.4 Presentation and Discussion Regarding Automated Marketing Campaign to Respond to New Subscribers and Managing Website Updates. *Discussed*

H. Adjournment:

Adjourned at 10:56 a.m.

Posted at the Town’s Website on July 20, 2017.



Town Clerk

Note: This meeting is open to the public. All interested people are welcome to attend. A copy of agenda background material provided to Council Members, with the exception of material relating to possible executive session, are available for public inspection at the Town Clerk’s Office, 958 S. Woodland Road, Lakeside, AZ 85929, Monday through Friday from 8:00 a.m. to 5:00 p.m. or online at www.pinetoplakesideaz.gov

AMERICAN WITH DISABILITIES ACT: The Town of Pinetop-Lakeside intends to comply with the A.D.A. If you are disabled or physically challenged and need special accommodations to participate, please contact the Town Clerk at (928) 368-8698 Ext. 223 at least 48 hours prior to the meeting.