



STATEMENT OF LEGAL ACTION

PUBLIC NOTICE
PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE
WEDNESDAY, JANUARY 16, 2019 – 9:00 A.M.
TOWN HALL COUNCIL CHAMBERS
325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929

AGENDA

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| A. Call to Order | <i>Convened at 9:01 a.m.</i> |
| ➤ Roll Call and Ascertain Quorum | <i>All Members Present</i> |
| B. Call to the Public | <i>Rob Hephner offered comments</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. | |
| C. Meeting Agenda Approval | <i>Approved</i> |
| D. Minutes | |
| D.1 Minutes of Regular Meeting held on December 19, 2018. | <i>Approved</i> |
| E. Old Business | <i>None</i> |
| F. New Business | |
| F.1 Discussion and Recommendation to Town Council regarding letters of interest received from Whitney Giokaris and Mechelle Martinez to fill the one vacancy on the Advertising and Promotion Committee with a term ending on April 1, 2019. | <i>Recommendation of Whitney Giokaris</i> |
| F.2 Discussion Regarding Advertising and Promotion 2019 Retreat Date, Agenda and Location. | <i>Discussed</i> |
| F.3 Information and Discussion regarding the High Mountain Half Marathon. | <i>Discussed</i> |
| F.4 Information and Discussion regarding Epic Rides Tour of the White Mountains. | <i>Discussed</i> |
| F.5 Information, Discussion and Legal Action regarding Advertising Winterfest in “Tucson Local Media”. | <i>Discussed and no action taken</i> |

G. Reports

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| 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 February and March 2019 Advertisement. | <i>Provided update, reported events and approved expenditure for February and March 2019 Advertisement</i> |
| G.3 | Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce. | <i>Updated</i> |
| G.4 | Update and Written Report Provided from Birdman Media. | <i>Updated</i> |
| G.5 | Updated and Information Regarding the White Mountain Nature Center and TRACKS. | <i>Updated</i> |
| G.6 | Update and Information Regarding Sunrise Park Resort. | <i>Updated</i> |
| G.7 | Update and Information Regarding Community Services Department. | <i>Updated</i> |
| G.8 | Update and Information Regarding Strategic Planning and Website Sub-Committee. | <i>Updated</i> |
| G.9 | Update and Information Regarding Communications Sub-Committee. | <i>Updated</i> |

H. Adjournment:

Posted at the Town's Website on January 16, 2019.

