



STATEMENT OF LEGAL ACTION

PUBLIC NOTICE

PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE

WEDNESDAY, MARCH 20, 2019 – 9:00 A.M.

TOWN HALL COUNCIL CHAMBERS

325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929

AGENDA

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| <p>A. Call to Order</p> <p>➤ Roll Call and Ascertain Quorum</p> | <p><i>Convened at 9:00
a.m.
Member Rizk was
absent</i></p> |
| <p>B. Call to the Public</p> <p>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.</p> | <p><i>Dick Bruneau,
Steve Meyer and
Rob Kastelic offered
comments</i></p> |
| <p>C. Meeting Agenda Approval</p> | <p><i>Approved</i></p> |
| <p>D. Minutes</p> <p>D.1 Minutes of Regular Meeting held on January 16, 2019 and
Minutes of Retreat held on February 20, 2019.</p> | <p><i>Approved</i></p> |
| <p>E. Old Business</p> | <p><i>None</i></p> |
| <p>F. New Business</p> <p>F.1 Discussion and Recommendation to Town Council regarding
letters of interest received from Whitney Giokaris for re-
appointment on the Advertising and Promotion Committee
with a term ending on April 1, 2019.</p> <p>F.2 Information, Discussion and Legal Action Regarding funding
request of \$3,000.00 for 2019 Run to the Pines Car Show.</p> <p>F.3 Information, Discussion and Legal Action Regarding funding
request of \$200.00 for Innovation Nation.</p> <p>F.4 Information, Discussion and Legal Action Regarding funding
request of \$300.00 for Walk for the Woods.</p> <p>F.5 Information, Discussion and Legal Action Regarding funding
request of \$275.66 for White Mountain Nature Center
Discovery Series.</p> <p>F.6 Information, Discussion and Legal Action Regarding funding
request of \$500.00 for Kite Festival.</p> | <p><i>Recommendation of
Whitney Giokaristo</i></p> <p><i>Approved Funding of
\$3,000.00</i></p> <p><i>Approved Funding of
\$200.00</i></p> <p><i>Approved Funding of
\$300.00</i></p> <p><i>Approved Funding of
\$275.66</i></p> <p><i>Approved Funding of
\$500.00</i></p> |

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| F.7 | Information, Discussion and Legal Action Regarding funding request proposal from Birdman Media. | <i>Approved Funding of \$500.00 per month for April, May and June 2019</i> |
| F.8 | Information, Discussion and Legal Action Regarding funding proposal of \$15,000.00 per year from Epic Rides Tour of the White Mountains 2019 to 2023. | <i>Discussed and Tabled until April 2019 meeting</i> |
| F.9 | Information and Discussion regarding the 2019 Banner Schedule. | <i>Discussed</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 April 2019 Advertisement. | <i>Provided update, reported events and approved expenditure for April 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.

