



PUBLIC NOTICE
PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE
REGULAR MEETING
WEDNESDAY, JULY 17, 2019 AT 9:00 A.M.
IN THE TOWN COUNCIL CHAMBERS,
325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE AZ 85929

AGENDA

- A. **Call to Order - Chair Begovac Convened at 9:00 a.m.**
Roll Call and Ascertain Quorum *Members Rizk, Gibson, Fabian and Luluk absent.*
- B. **Call to the Public - Chair Begovac**
This is a business meeting of the Pinetop-Lakeside Advertising and Promotion Committee. The Committee values and welcomes public input. Please address the Committee as a whole and not individual Committee Members. Do not address staff or members of the audience. Committee action on items brought up in the Call to the Public is limited by the Open Meeting Law. The Committee may direct staff to study the matter and reschedule for further consideration at a later date. Items on the agenda will not be heard or discussed in Call to the Public. Individuals are limited to three (3) minutes. *Ms. Lynn Krigbaum and Andrew and Madison Olsen offered comments.*
- C. **Meeting Agenda Approval - Chair Begovac Approved**
- D. **Approval of Minutes - Deputy Town Clerk**
1. Approval of the minutes of the June 19, 2019 Advertising and Promotion Regular Meeting. *Approved*
- E. **Business Before the Committee**
Public comments will be taken on each agenda item after the subject has been announced by the Chairwoman and explained by staff. Any citizen, who wishes, may speak one time for five minutes on each agenda time after the Committee's discussion. Questions from Committee Members, however, may be directed to staff or a member of the public through the Chairwoman at any time.
1. Discussion and legal action regarding advertising in the Maverick Magazine. *Discussed and action taken.*
Chair Begovac
2. Information and Legal Action regarding Community Shout Sponsorship for Pinetop-Lakeside in conjunction with White Mountain Publishing and Birdman Media. *Discussed and action taken.*
Wiley Acheson & Rob Hephner
3. Consider announcement of vacancies to the Advertising and Promotion Committee. *Discussed and vacancies announced.*
Chair Begovac

4. Update on the current financial standing of the Advertising and Promotion Committee. *Update provided*
Kevin Rodolph, Finance Director & Vice Chair Ceci Byrne
 5. Update and Information regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for August 2019 Advertisements. *Update provided and funds approved for August 2019 Advertising.*
Sam John of Larry John Wright Advertising
 6. Update and written report provided by the Pinetop-Lakeside Chamber of Commerce. *No update or report provided.*
Mechelle Martinez, Director of Pinetop-Lakeside Chamber of Commerce
 7. Update and written report provided by Birdman Media. *Update and report provided.*
Rob Hephner
 8. Update and written report provided by the Nature Center and TRACKS. *Update and report provided.*
Lynn Krigbaum
 9. Update and written report provided by Sunrise Park Resort. *No update or report provided.*
Sunrise Representative
 10. Update and written report provided by the Town of Pinetop-Lakeside Community Services. *Update and report provided.*
Tony Alba, Community Services Manager
 11. Update and written report provided by the Arizona Visitor Information Center. *Update and report provided. Annie DeRosier, Visitor Information Specialist.*
 12. Update and written report from the Advertising and Promotion Committee Strategic Planning and Website Sub-Committee. *Update provided*
Member Fabian
 13. Update and written report from the Advertising and Promotion Committee Communications Sub-Committee. *Update provided.*
Member Nicholson
- F. **Adjournment - Chair Begovac** *The meeting adjourned at approximately 10:15 a.m.*

Posted on July 12, 2019 at 5:00 p.m. at the following locations:


Remilie S. Miller, MMC
Town Clerk

Town Hall
325 W. White Mountain Blvd., Lakeside, AZ 85929
Pinetop U.S. Post Office
712 E. White Mountain Blvd., Pinetop, AZ 85935

Town Website
<https://www.pinetoplakesideaz.gov>
Lakeside U.S. Post Office
1815 W. Jackson Lane, Lakeside, AZ 85929

Note: This meeting is open to the public. All interested people are welcome to attend. A copy of agenda background material provided to Committee Members, with the exception of material relating to possible executive session, are available for public inspection at the Town Clerk's Office, 325 W. White Mountain Boulevard, Lakeside, AZ. 85929, Monday through Friday from 8:00 a.m. to 5:00 p.m. or online at <https://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 Deputy Town Clerk at (928) 368-8696 Ext 224 at least 48 hours prior to the meeting.