

PUBLIC NOTICE
TOWN OF PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE
REGULAR MEETING

WEDNESDAY, OCTOBER 16, 2019 – 9:00 A.M.

TOWN OF PINETOP-LAKESIDE COUNCIL CHAMBERS
325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929

AGENDA

- A. **Call to Order** *Meeting convened at 9:04 a.m.* **Chair Begovac**
➤ Roll Call and Ascertain Quorum
Member Laluk was 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. *No comments were offered.*
- C. **Minutes** **Jill Akins, Town Clerk**
Approval of the Minutes of the September 18, 2019 Advertising and Promotion Regular Meeting. *Approved*
- D. **New Business:** **Chair Begovac**
- D.1 Information and update regarding the Advertising and Promotion Committee. *Update provided.* **Community Services Manager Tony Alba**
- D.2 Update on the Current Financial Standing of the Advertising and Promotion Committee. *Update provided.* **Vice Chair Byrne**
- D.3 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for November 2019 Advertisements. *Updated and funding approved.* **Sam John of Larry John Wright Advertising**
- D.4 Information and Legal Action regarding funding request for \$1,000.00 for October 2019 Community Shout Sponsorship. *Funding approved.* **Rob Hephner**
- D.5 Update and Written Report Provided by Birdman Media. *Update provided.* **Rob Hephner**

- D.6 Update and Written Report Provided by the Town of Pinetop-Lakeside Community Services Department. *Update provided.* **Tony Alba, Community Services Manager**
- D.7 Update and Written Report Provided by the Arizona Visitor Information Center. *Update provided.* **Annie DeRosier, Visitor Information Specialist**
- D.8 Update and Written Report Provided by the White Mountain Partnership. *Update provided.* **Member Fabian**
- D.9 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce. *No update provided.* **Mechelle Martinez, Director of Pinetop-Lakeside Chamber of Commerce**
- D.10 Update and Written Report Provided by Sunrise Park Resort. *Update provided.* **Sunrise Representative**
- D.11 Update and Written Report Provided by Nature Center and TRACKS. *Update provided.* **Lynn Krigbaum**

E. **Adjournment:** *Meeting adjourned at 10:05 a.m.* **Chair Begovac**

Posted on October 11, 2019 at 5:00 p.m. at the following locations:

Jill Akins
Town Clerk

Town Hall
325 W. White Mountain Blvd.
Lakeside, AZ 85929

Town Website
www.pinetoplakesideaz.gov

Pinetop U.S. Post Office
712 E. White Mountain Blvd.
Pinetop, AZ 85935

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 the 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 Blvd., 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.