

COMMUNITY SERVICES



MARCH 2024 ACTIVITY
TONY ALBA
COMMUNITY SERVICES MANAGER

MARCH PROVES TO BE AN “EVENTFUL” MONTH FOR COMMUNITY SERVICES

March was an eventful month, literally and figuratively, for the Community Services Department. The team spent March 23 and 24 in Phoenix at the Arizona Game & Fish Outdoor Expo at the Ben Avery Shooting Range. Staff was there to promote Pinetop-Lakeside as an outdoor visitor destination and interacted with an estimated 2,000-2,500 Expo attendees before the weather washed out the last few hours of the event. The Town’s booth featured an outdoor recreation theme complete with ax throwing, “wild animals” interacting with children and adults, and distribution of Town-branded bags, maps, and stickers. Feedback from Game & Fish staff was that the Town had one of the best booths at the Expo.

The following weekend, March 30, was the Town’s Family Easter Celebration. The Community Services staff showed its ability to adapt to circumstances out of its control as the venue changed three times in one week due to unfavorable weather conditions. Instead of a huge outdoor event with live music, food trucks, and games, the event moved indoors to the Town Council Chambers. Rather than a “stay and play” type of event, staff created a festive indoor Easter setting and invited attendees to collect Easter Eggs donated by local businesses and to have their picture taken with the Easter Bunny. The event was very well attended and the response from attendees was all positive. The Town was complimented for putting on a well-organized and fun event, despite the cold and windy conditions. Staff also has been busy planning another event for the third consecutive weekend, the Tillman Honor Run. The Honor Run will be at 9 a.m. on Saturday, April 6, at Woodland Lake Park. The 4.2-mile family run/walk will be four laps around the lake, with all proceeds benefitting the Pat Tillman Foundation. Walking Down Ranch volunteers will be on hand selling food and beverages during the event. And, while the weather looks to be a challenge again, the event will go on.



COFFEE WITH COUNCIL

March's Coffee with Council was well attended. Vice Mayor Sterling Beus and Councilor Jerry Smith answered questions ranging from possible annexation to affordable housing developments. Coffee with Council takes place on the second Tuesday of each month from 11 a.m. to 1 p.m. at Pinetop Coffee House. All are invited to this informal gathering where attendees can ask questions and discuss issues of interest. Next Meeting: April 9, 2024



Please Join Us!
Meet with Town Council representatives to discuss hot community topics. This casual meeting will allow you to ask questions, give feedback, and get to know the people elected to make decisions for Pinetop-Lakeside.

Conversations with Council

TUESDAY | APRIL 9 | 11:00 AM - 1:00 PM

PINETOP COFFEE HOUSE
1884 E. White Mountain Blvd. Suite 1 Pinetop, AZ

Call To Find Out More: 928.368.8696 x255 | Email Us: rhephner@pinetoplakesideaz.gov



Talk of the Town Podcast

Produced by Rob Hephner

Easter Event MOVED - UPDATE



Mar 28, 2024

Here's all the info about the move of this year's Easter Event.

Jeff Comer - Summit Healthcare CEO



Mar 21, 2024

Jeff Comer the CEO of Summit Healthcare stop by to tell us all about his path to the area.

Take This Survey! - Help The State Understand Rural



Mar 14, 2024

David with the Arizona Department of Housing talks about a very important survey and how it can help our community. Please take this survey, it will help our area by defining the needs of the area from the actual residents and businesses.

All About The NEW Chamber



Mar 7, 2024

Mike Mollenber the Interim President of the Chamber of Commerce for Pinetop - Lakeside stops in to give us details about what to expect moving forward.

NOTABLE MEETINGS THE COMMUNITY SERVICES DEPARTMENT HAS ATTENDED THIS MONTH:

WHITE MOUNTAIN NATURE CENTER BOARD MEETING

WHITE MOUNTAIN BUSINESS OWNERS ROUNDTABLE

THE CHAMBER OF COMMERCE FOR PINETOP-LAKESIDE MEMBERSHIP MEETING

TOWN COUNCIL MEETINGS

PLANNING AND ZONING MEETINGS

ST. PATRICK'S DAY LUNCH SERVICE AT THE WHITE MOUNTAIN COMMUNITY CENTER

ROTARY CLUB MEETING

COFFEE WITH COUNCIL

PEOPLE'S VOICE COMMITTEE



COMMUNICATIONS

The Community Services Department has been working for the last several months on overhauling the Town's official website and on creating an emergency communications plan and platform to better engage with the community. This has been an extremely labor-intensive process with multiple "hard deadlines" that staff has to meet. We look forward to rolling out these upgrades and improvements in June.

In support of several citizen requests, the Community Services Department has implemented a community survey to investigate sentiment around the annexation of County islands in and adjacent to Pinetop-Lakeside. The responses will be analyzed and presented to the Council. Key misconceptions will also be identified and an educational campaign will be launched.

Staff also has been working closely with the newly formed "Chamber of Commerce for Pinetop-Lakeside" to offer support as it gets up and running. A Community Services Department staff member has been appointed as an Ex-Officio Board Member and Mayor Stephanie Irwin is the official Town Council liaison to the Chamber. The Town and the Chamber are working together to possibly partner on future events to benefit the business community, residents, and visitors. More to come in the next several weeks.

BUSINESS VISITS:

- JEFFREY REYNOLD'S PRODUCTIONS
- MOUNTAIN RETREAT REALTY EXPERTS
- FUTURE TIRE
- NAVOPACHE ELECTRIC COOPERATIVE
- WHITE MOUNTAIN NATURE CENTER
- A-ALARM LOCK & KEY
- THE KULL BNB
- WHITE MOUNTAIN IV HYDRATION
- FRANK SMITH REALTYSTATE FARM
- WME THEATRE
- GINGERBREAD CABIN
- THE LODGE
- CHARLIE CLARKS
- MUNICH HAUS
- THE PASTA HOUSE
- THE LION'S DEN
- THE CHALET
- PINETOP COFFEE
- GREENTREE INN

Business has been down as expected this time of year, but not at an extreme rate. There does seem to be a downward trend for certain types of business. GreenTree Inn reports that both of their properties are almost 100% booked for the Balloon Festival.

CELEBRATE THE LOCAL

The following content is created monthly and published to our social media platforms every Wednesday.

Follow along on Facebook @TownofPinetop-Lakeside and Instagram @PinetopLakeside



LIVE BROADCAST

In order to help the community stay informed on government happenings, we broadcast every Town Council and Planning and Zoning meeting. You can watch these on our Facebook and Youtube channels. We also broadcast our local VFW's Flag Ceremonies.



Town of Pinetop-Lakeside 3-7-24 Town Council Meeting



Town of Pinetop-Lakeside 3-14-24 Planning & Zoning Meeting



Town of Pinetop-Lakeside 3-21-24 Town Council Meeting



Vietnam War Veterans Flag Ceremony

BUDGET PLANNING

While events seemed to dominate the month, the Community Services Department also made time to review its current budget situation and presented 2023-24 accomplishments to the Town Council, as well as highlighted goals and priorities for the 2024-25 budget year. This was the beginning of the Town's budget process and staff followed up that presentation by creating its proposed budget for FY24-25. Staff will continue to focus on the budget before its scheduled tentative adoption by the Town Council on June 27.

MARK YOUR CALENDARS

Community Services continues to work on our annual events and community engagement events. Please be sure to mark your calendars and join us.



ARMED FORCES DAY

VFW POST 2364 PINETOP-LAKESIDE will conduct a **Flag Ceremony** on **May 18, 2024** at **11:00 AM** at **Veterans Memorial Park**.
 Pinetop-Lakeside Town Hall
 325 W. White Mountain Blvd. Lakeside, AZ 85929



MEMORIAL DAY REMEMBRANCE CELEBRATION

VFW POST 2364 PINETOP-LAKESIDE will conduct a **Memorial Day Remembrance Ceremony** on **May 27, 2024** at **11:00 AM** at **Veterans Memorial Park**.
 325 W. White Mountain Blvd. Lakeside, AZ



FLAG DAY

VFW POST 2364 PINETOP-LAKESIDE will conduct a **Flag Day Ceremony** on **June 14, 2024** at **11:00 AM** at **Veterans Memorial Park**.
 Pinetop-Lakeside Town Hall
 325 W. White Mountain Blvd. Lakeside, AZ



WMBFAZ.COM
 Mountain Meadow Recreation Complex
 1101 S. Woodland Road, Lakeside, AZ 85929

MORNING BALLOON LAUNCHES Friday, Saturday, and Sunday
LIVE MUSIC Friday Night Kick-off Concert Presented by The Cabin Butler: 10th & Main Saturday Night: HWY 260 and Street Player
EVENING BALLOON GLOW Friday and Saturday Evening
FOOD & RETAIL VENDORS
BEER GARDEN
PANCAKE BREAKFAST Friday, Saturday, and Sunday Mornings Presented by Rotary of the White Mountains

All balloon activities are weather dependent. Please visit WMBFAZ.COM for full event details. A free shuttle will run from Blue Ridge High School parking lot to the event site on Saturday Night from 6pm to 5pm.

JUNE 21-23, 2024
WHITE MOUNTAINS BALLOON FESTIVAL

Presented By: **SIERRA PROPANE**



2024 WHITE MOUNTAINS BALLOON FESTIVAL

KICK-OFF CONCERT **FREE ENTRY**

10TH & MAIN

JUNE 21, 2024
 GATES OPEN 5:00 PM
 CONCERT STARTS 6:00 PM

BALLOON GLOW FOLLOWING THE CONCERT
 MOUNTAIN MEADOW RECREATION COMPLEX
 1101 S. WOODLAND RD LAKESIDE, AZ

LEARN MORE: www.WMBFAZ.com

Beer Garden
 Food Vendors
 Retail Vendors
 Balloon Glow
 Bring your own lawn chairs or blankets.
 Some vendors will accept credit cards but cash is highly suggested.

SIERRA PROPANE
 BALLOON FESTIVAL
 THE CABIN BUTLER



Rotary Club of the White Mountains

2024 WHITE MOUNTAIN BALLOON FESTIVAL
PANCAKE BREAKFAST

21-23 | **JUNE 2024**
 6 AM - 8 AM

Mountain Meadow Recreation Complex
 The hot air balloons will launch between 6:00 am and 6:30 am each morning, weather permitting.

Pancake breakfast includes sausage and a beverage.
 \$7 Cash or \$8 Credit Card

Event Details: www.WMBFAZ.com