

COMMUNITY SERVICES



MAY 2025 ACTIVITY
TONY ALBA
COMMUNITY SERVICES DIRECTOR



EVENTS

There were no Town-produced events in May. However, the Community Services Department supported and attended the following outside events:

- Blue Ridge Scholarship Fund Golf Tournament
- Taste of the Mountain
- Armed Forces Day VFW Flag Ceremony
- Memorial Day VFW Flag Ceremony

Planning is well underway for the following June events:

- Music & Movies in the Park (June 7)
- Pinetop-Lakeside Summer Nights Festival (June 20 and 21)

Additionally, we assisted Fishers of Men for Veterans in recruiting volunteers to place and remove 200 American flags at Jack Barker Memorial Park in honor of Memorial Day.

Fire Restrictions

The U.S. Forest Service, Navajo and Apache Counties, along with cities and towns throughout the White Mountains region moved to State 2 Fire Restrictions in early May. Additionally, a wildfire broke out in our neighboring community of Greer on Tuesday, May 13. We helped communicate critical fire information via our social media outlets throughout the duration of the fire. Locally, once we went into Stage 2 restrictions, the Community Services Department took the following steps to communicate with residents and visitors:

- We spent one morning and one afternoon delivering Stage 2 flyers to businesses in town, focusing on high-traffic locations and hotels. Everyone was very supportive and nearly every retail outlet we asked to pull wood and charcoal from their shelves, indicated they would do that.
- Annie sent a Special Talk of the Town with an option to reach out if anyone needed materials directly. Five requests for flyers were made and delivered.
- Annie designed a 4'x8' banner to communicate Stage 2 Restrictions. We had five printed. A photo is attached. Public Works posted them at both ends of town, Ported Mountain intersections, Town Hall, and Woodland Lake Park. Thanks to Annie and Matt's crew for doing this.
- We have contacted as many HOAs as we could, and we sent a news flash and alert through our website. We know Frank Smith Realty distributed information to his residents and others may have as well.
- We aggressively posted information on all social media platforms.
- With the carnival in town for two weekends, Annie designed a No Smoking Sign and Lisa Mears in Public Works printed six large copies for us. I put them on sandwich boards and placed them at all carnival entrances.
- Chief Barnes had the Police Department periodically patrolling the carnival to enforce the No Smoking ordinance.
- We changed the header image on our Facebook page to reflect that we are in Stage 2 Fire Restrictions and encouraged people to go to www.311info.net for additional information on fire conditions.



COMMUNITY ENGAGEMENT

Annie DeRosier and Rob Hephner were the keynote presenters to the White Mountain Business Owners Round Table Luncheon in Show Low on May 21. Rob and Annie presented on “Authentic and Genuine Marketing.” The event drew a full house at Torreon and their presentation was very well received.

The Town hosted Coffee with Council on May 13 with Mayor Stephanie Irwin and Council Member Todd Fernau. We also hosted an evening Conversations with Council at Timber Mesa Fire Station #13 on May 20 to begin a community discussion on possible annexation.

We planned and executed a roadside clean up on May 16 along our one-mile of State Route 260 adopted by the Town. The Town cleans and maintains the stretch of road from Blue Ridge High School to the Northwoods Resort.



MEETINGS HIGHLIGHTS FOR MAY..

THE CHAMBER OF COMMERCE FOR PINETOP-LAKESIDE MEMBERSHIP MEETING AND BOARD MEETINGS

REAL AZ ECONOMIC DEVELOPMENT MEETING

LUNCH SERVICE AT THE WHITE MOUNTAIN COMMUNITY CENTER

ROTARY CLUB MEETINGS

WHITE MOUNTAIN BUSINESS OWNER ROUND TABLE MEETING

TOWN COUNCIL

RIBBON CUTTING AT PINETOP WOODWORKS

ALPINE TRAIL MARKETING MEETING

TOWN COUNCIL MEETINGS

FY26 BUDGET NEWS

The Community Services Department continued to work with the Town's Finance Director and Town Manager on proposed budgets for FY 25/26. Budgets were presented on May 6 at a Town Council work session. The Community Services Department, along with all other departments, made substantial cuts to our proposed budgets. With flat sales-tax revenues continuing, the Town Council will be faced with making some very difficult decisions on next year's budget.

WEBSITE UPDATES

A new page has been added to the .gov website to highlight the fundraising efforts of the Pinetop-Lakeside Pickleball Club.

You can view the page by clicking the link below.



Pinetop-Lakeside's anchor event, Summer Night's, has a new website to help keep everyone informed of the event details.

You can view the page by clicking the link below.



CELEBRATE THE LOCAL - SOCIAL MEDIA

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.



5-1-25 TOWN OF PINETOP-LAKESIDE TOWN COUNCIL MEETING

A meeting was also recorded for Arizona Alpine Trail.



Memorial Day Flag Ceremony



May 17, 2025 Armed Forces Day Flag Ceremony

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.

POST 2364

FLAG DAY

VFW POST 2364
PINETOP-LAKESIDE
will conduct a
Flag Day Ceremony
June 14, 2025
11:00 AM
Veterans Memorial Park
Pinetop-Lakeside Town Hall
325 W. White Mountain Blvd.
Lakeside, AZ

PINETOP-LAKESIDE'S
SUMMER NIGHTS
MUSIC, FOOD, AND FUN IN THE PINES

JUNE 20-21, 2025

MOUNTAIN MEADOW RECREATION COMPLEX
100 S. Woodland Road, Lakeside, AZ 85729

LIVE MUSIC
FOOD & RETAIL VENDORS
BEER GARDEN
HOT AIR BALLOON GLOW!

FRIDAY | 5 PM - 9 PM
LIVE PERFORMANCES BY:
• THE HEBER RIDGE BAND
• STONE COUNTRY

SATURDAY | 4 PM - 10 PM
LIVE PERFORMANCES BY:
• JAZZ MONKEYS
• THE JAMES T GANG
• 10th AND MAIN

For full schedule and information visit
www.PLSummerNights.com

PRESENTED BY: PINETOP-LAKESIDE, SHERA PROPANE, Summit Healthcare, Mountain Meadow Recreation Complex

Major funding for this project is provided by the Arizona Department of Forestry and Fire Management's Urban and Community Forestry Program and USDA Forest Service. These institutions are equal opportunity providers.

Planting Trees

Mountain Meadow Recreation Complex

Participants will learn about each topic through an interactive presentation at the Mountain Meadow Recreation Complex playground ramada, walk the new ADA path to the planting site, prepare dirt and compost for planting, plant, and paint a tree stake to label the tree species.

How You Can Participate

Pick a Topic & Sign-up for a Planting Day!

Saturday July 19th - Agroforestry
Saturday July 26th - Green Infrastructure
Saturday August 2nd - Carbon Sequestration

Activities start at 9:00 am - 11:00 am.
Children under 18 must be accompanied by an adult.

Location
100 S Woodland Rd, Lakeside, AZ 85729

To sign up call Public Works 928-368-8881 & ask for Madison

ARIZONA DEPARTMENT OF FORESTRY & FIRE MANAGEMENT