

PUBLIC NOTICE
TOWN OF PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE
MEETS
WEDNESDAY, JANUARY 17, 2018 – 9:00 A.M.
TOWN COUNCIL CHAMBERS – 1360 N. NIELS HANSEN LANE, LAKESIDE, AZ 85929

AGENDA

- A. **Call to Order** *Chair Begovac*
➤ Roll Call and Ascertain Quorum
- B. **Call to the Public** *Chair Begovac*
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.
- C. **Meeting Agenda Approval** *Chair Begovac*
- D. **Minutes**
D.1 Minutes of Regular Meeting held on December 13, 2017. *Jill Akins, Deputy
Town Clerk*
- E. **Reports**
- E.1 Update on the Current Financial Standing of the Advertising and Promotion Committee. *Kevin Rodolph,
Finance
Member Ceci Byrne*
- E.2 Update and Information Regarding the Nature Center and TRACKS. *Vice Chair Krigbaum*
- E.3 Update and Information Regarding Sunrise Park Resort. *Sunrise
Representative*
- E.4 Update and Information Regarding Community Services Department. *Malaina Spillman,
Recreation
Coordinator*
- E.5 Update and Information Regarding the Committee’s Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the February 2018 Advertisement. *Sam John of Larry
John Wright
Advertising*

F. Old Business:

- F.1 Discussion and Legal Action Regarding funding for *Wiley Acheson, White Mountain Publishing Retail Advertising Manager*
wmicentral.com Pinetop-Lakeside Community Shout.
- F.2 Discussion Regarding Monthly PSA Advertising and *Member Teetsel*
Promotion Progress and Discover Pinetop.
- F.3 Discussion and Legal Action Regarding Funding Request for *Chair Begovac & Eric Kramer*
\$1,500.00 from Eric Kramer for Native American Women’s Event.
- F.4 Discussion and Legal Action Regarding Funding Request for *Chair Begovac & Lynn Lewis*
\$500.00 from Lynn Lewis for Hogs & Hot Rods.

G. New Business:

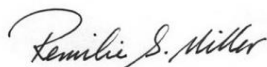
- G.1 Discussion and Legal Action Regarding Funding Request for *Randi Corbin, Run to the Pines*
Run to the Pines Car Show.
- G.2 Discussion and Legal Action Regarding Funding Request for *Vice Chair Krigbaum*
\$324.30 for Printing Discovery Series Brochures.
- G.3 Epic Rides Power Point Presentation. *Recreation Coordinator Spillman*
- G.4 Report Resignation of Tony Alba and Discuss Vacancy. *Chair Begovac*
Welcome Tony Alba as the new Community Services Manager.
- G.5 Discussion Regarding a Sub-Committee for the Five Easy *Vice Chair Krigbaum*
Tri-fold Brochures.
- G.6 Discussion Regarding the February 21, 2018, Advertising *Chair Begovac*
and Promotion Retreat.

H. Adjournment:

Chair Begovac

Posted on January 12, 2018 at 5:00 p.m. at the following locations:

Town Municipal Building 958 S. Woodland Road Lakeside, AZ 85929	Town Council Chambers 1360 N. Niels Hansen Lane Lakeside, AZ 85929	Town Website https://pinetoplakeside.com/
Pinetop-Lakeside Library 1595 Johnson Drive Lakeside, AZ 85929	Lakeside U.S. Post Office 1815 W. Jackson Lane Lakeside, AZ 85929	Pinetop U.S. Post Office 712 E. White Mountain Blvd. Pinetop, AZ 85935



Remilie S. Miller, MMC
Town Clerk

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, 958 S. Woodland Road, 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.