

**PUBLIC NOTICE**  
**TOWN OF PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE**  
**MEETS**

**WEDNESDAY, MARCH 21, 2018 – 9:00 A.M.**

**NEW LOCATION**

**TIMBER MESA FIRE AND MEDICAL, FIRE STATION #13**  
**2922 W. WHITE MOUNTAIN BOULEVARD, 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 January 17, 2018 and *Jill Akins, Deputy*  
Minutes of Work Session Meeting held on February 21, 2018. *Town Clerk*
- E. **Reports**  
E.1 Update on the Current Financial Standing of the Advertising *Finance Director*  
and Promotion Committee. *Kevin Rodolph &*  
*Member Ceci Byrne*  
E.2 Update and Written Report Provided Regarding the Nature *Vice Chair Krigbaum*  
Center and TRACKS.  
E.3 Update and Written Report Provided Regarding Sunrise Park *Sunrise*  
Resort. *Representative*  
E.4 Update and Written Report Provided from the Town *Community Services*  
Community Services Manager. *Manager Alba*  
E.5 Update and Written Report Provided from the Strategic *Member Fabian*  
Planning and Website Sub-Committee.  
E.6 Update and Written Report Provided from the Banner and *Vice Chair Krigbaum*  
Decoration Sub-Committee.  
E.7 Update and Written Report Provided from the *Community Services*  
Communications Sub-Committee. *Manager Alba*

E.8 Update and Information Regarding the Committee’s Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the April 2018 Advertisement. *Sam John of Larry John Wright Advertising*

**F. Old Business:**

F.1 Discussion and Legal Action Regarding funding for four (4) \$250.00 each Shout-Outs wmicentral. *Chair Begovac*

F.2 Discussion and Update Regarding Discover Pinetop. *Member Teetsel*

**G. New Business:**

G.1 Discussion and Legal Action Regarding the Approval of Kellen Nicholson to fill the Advertising and Promotion Vacancy with a Term Ending August 1, 2020. *Chair Begovac*

G.2 Discussion and Legal Action Regarding Roger Leslie to serve as Member to the Committee Representing Sunrise Ski Resort. *Member Begovac*

G.3 Discussion and Legal Action Regarding the Changes to the Advertising and Promotion Committee Guidelines. *Town Manager Johnson*

G.4 Discussion Regarding Town Marquee. *Town Manager Johnson*

G.5 Discuss and Legal Action Regarding Website Proposal from Civic Plus. *Town Manager Johnson*

G.6 Discussion and Presentation Regarding Game and Fish Department Events and Programs. *Diane Tilton, Education and Information Program Manager*

G.7 Discussion and Legal Action Regarding Funding Request of \$300.00 for Walk for the Woods Sponsorship. *Vice Chairman Krigbaum*

G.8 Discussion and Legal Action Regarding Funding Request of \$200.00 for Innovation Nation. *Vice Chairman Krigbaum*

G.9 Discussion and Legal Action Regarding Funding of \$500.00 to the Nature Center for the Cody Lundin Event. *Community Services Manager Alba*

G.10 Discussion and Legal Action Regarding Funding Request for \$315.00 for ¼ Page Advertisement in High Country Outdoors. *Community Services Manager Alba*

G.11 Discussion and Legal Action Regarding Funding Request of \$375.00 for Explore Arizona Travel Expo May 12, 2018. *Community Services Manager Alba*

G.12 Discussion and Legal Action Regarding Funding \$11,000.00 for the Hot Air Balloon Festival. *Community Services Manager Alba*

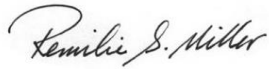
G.13 Discussion and Legal Action Regarding 2018/2019 **Chair Begovac & Advertising and Promotion Committee Budget. Town Manager Keith Johnson**

**H. Adjournment:**

**Chair Begovac**

Posted on March 16, 2018 at 5:00 p.m. at the following locations:

<b>Town Municipal Building</b> 958 S. Woodland Road Lakeside, AZ 85929	<b>Pinetop-Lakeside Library</b> 1595 Johnson Drive Lakeside, AZ 85929	<b>Town Website</b> <a href="https://pinetoplakeside.com/">https://pinetoplakeside.com/</a>
<b>Lakeside U.S. Post Office</b> 1815 W. Jackson Lane Lakeside, AZ 85929	<b>Pinetop U.S. Post Office</b> 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](http://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.