

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

WEDNESDAY, APRIL 18, 2018 – 9:00 A.M.

NEW LOCATION

TIMBER MESA FIRE AND MEDICAL DISTRICT, 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 March 21, 2018. *Jill Akins, Deputy Town Clerk*
- E. **Reports**
- E.1 Update on the Current Financial Standing of the Advertising and Promotion Committee. *Finance Director Kevin Rodolph & Member Ceci Byrne*
- E.2 Update and Written Report Provided Regarding the Nature Center and TRACKS. *Vice Chair Krigbaum*
- E.3 Update and Written Report Provided Regarding Sunrise Park Resort. *Sunrise Representative*
- E.4 Update and Written Report Provided from the Town Community Services Manager. *Community Services Manager Alba*
- E.5 Update and Written Report Provided from the Strategic Planning and Website Sub-Committee. *Member Fabian*
- E.6 Update and Written Report Provided from the Communications Sub-Committee. *Community Services Manager Alba*
- E.7 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the May 2018 Advertisement. *Sam John of Larry John Wright Advertising*
- F. **Old Business:**
- F.1 Discussion and Update Regarding Discover Pinetop. *Member Teetsel*

G. New Business:

- G.1 Discussion and Legal Action Regarding Advertising in the Arizona’s White Mountains Magazine half-page advertising for \$1,200.00. *Chair Begovac*
- G.2 Discussion and Legal Action Regarding Advertising in the Arizona Drive Guide. *Community Services Manager Alba*
- G.3 Discussion and Legal Action Regarding Advertising in the Visit White Mountain Apache Tribe Guide. *Community Services Manager Alba & Wiley Acheson*
- G.4 Discussion and Legal Action Regarding the White Mountain Partnership. *Member Fabian*
- G.5 Discussion and Legal Action Regarding Approving the Amended 2018/2019 Draft Advertising and Promotion Committee Budget. *Member Byrne & Chair Begovac*
- G.6 Discussion and Update Regarding Town Marquee. *Town Manager Johnson*
- G.7 Discussion regarding Arizona Office of Tourism. *Community Services Manager Alba*
- G.8 Discussion regarding Redesigning the Funding Request Form. *Chair Begovac*
- G.9 Discussion regarding upcoming expiring terms of members. *Chair Begovac*

H. Adjournment:

Chair Begovac

Posted on April 13, 2018 at 5:00 p.m. at the following locations:

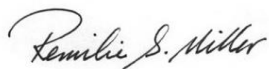
Town Municipal Building
958 S. Woodland Road
Lakeside, AZ 85929

Pinetop-Lakeside Library
1595 Johnson Drive
Lakeside, AZ 85929

Town Website
<https://pinetoplakeside.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



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.