

**AMENDED AGENDA**  
**PUBLIC NOTICE**

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

**WEDNESDAY, OCTOBER 17, 2018 – 9:00 A.M.**

**NEW LOCATION**

**TOWN HALL – EXECUTIVE ROOM**

**325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

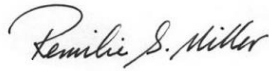
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**AGENDA**

- 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 September 19, 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. *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. *Member Nicholson*  
E.7 Update and Written Report Provided Regarding Birdman Media. *Rob Hephner*

- E.8 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce. *Aaron Casey*
- E.9 Update and Information Regarding the Committee’s Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the November 2018 Advertisement. *Sam John of Larry John Wright Advertising*
- F. **Old Business:**  
None
- G. **New Business:**
- G.1 Accepting the Resignation of Lynn Krigbaum to the Advertising and Promotion Committee. *Chair Begovac*
- G.2 Discussion and Legal Action Regarding the Election of a Vice Chair for the Advertising and Promotion Committee. *Chair Begovac*
- G.3 Information, Discussion and Legal Action Regarding Advertising in GYMOAZ – Get Your Mountain On Arizona – Newspaper. *Anne Groebner*
- G.4 Information and Update on the White Mountains Partnership. *Tony Alba*
- G.5 Information, Discussion and Legal Action on the Christmas Decorating Contest. *Tony Alba*
- G.6 Information and Update on the Christmas Lights Giveaway. *Tony Alba*
- G.7 Discussion regarding the date for the November 2018 Advertising and Promotion Meeting. *Chair Begovac*
- G.8 Information, Discussion and Legal Action regarding funding request for \$500.00 for the White Mountain Yoga Festival. *Tony Alba & Whitney Giokaris*
- H. **Adjournment:** *Chair Begovac*

Posted on October 15, 2018 at 5:00 p.m. at the following locations:



Remilie S. Miller, MMC  
Town Clerk

**Town Hall**  
325 W. White Mountain Blvd.  
Lakeside, AZ 85929

**Pinetop U.S. Post Office**  
712 E. White Mountain Blvd.  
Pinetop, AZ 85935

**Town Website**  
[www.pinetoplakesideaz.gov](http://www.pinetoplakesideaz.gov)

**Lakeside U.S. Post Office**  
1815 W. Jackson Lane  
Lakeside, AZ 85929

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, 325 W. White Mountain Blvd., 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.