

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

*Permanent  
Location*

**WEDNESDAY, NOVEMBER 13, 2018 – 9:00 A.M.**

**TOWN HALL**

**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 October 17, 2018. *Jill Akins, Deputy  
Town Clerk*
- E. **Old Business:**  
No old business at this time.
- F. **New Business:**
- F.1 Selection and Legal Action of Advertising and Promotion *Chair Begovac*  
Chairman.
- F.2 Information, Discussion and Legal Action to Continue *Anne Groebner*  
Advertising in GYMOAZ – Get Your Mountain On Arizona  
– Newspaper.
- F.3 Information and Update on the White Mountains *Tony Alba*  
Partnership.
- F.4 Information, Discussion and Legal Action regarding *Tony Alba & Whitney*  
funding request for \$500.00 for the White Mountain Yoga *Giokaris*  
Festival.

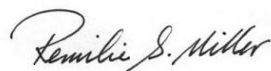
**G. Reports**

- G.1 Update on the Current Financial Standing of the Advertising and Promotion Committee. **Finance Director Kevin Rodolph & Member Ceci Byrne**
- G.2 Update and Information Regarding the Committee’s Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for the December 2018 Advertisement. **Sam John of Larry John Wright Advertising**
- G.3 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce. **Chamber Representative**
- G.4 Update and Written Report Provided Regarding the Nature Center and TRACKS. **Chair Begovac**
- G.5 Update and Written Report Provided Regarding Sunrise Park Resort. **Sunrise Representative**
- G.6 Update and Written Report Provided from the Town Community Services. **Community Services Manager Alba**
- G.7 Update and Written Report Provided from the Strategic Planning and Website Sub-Committee. **Member Fabian**
- G.8 Update and Written Report Provided from the Communications Sub-Committee. **Member Nicholson**
- G.9 Update and Written Report Provided Regarding Birdman Media. **Rob Hephner**

**H. Adjournment:**

**Chair Begovac**

Posted on November 9, 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.