

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY,
MAY 15, 2019 IN THE TOWN COUNCIL CHAMBERS
325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

A. Call to Order

Chair Begovac called the meeting to order at 9:00 a.m.

Roll Call:

The following Members were present:

Jeanne Begovac	Chair
Ceci Byrne	Vice Chair
Owen Laluk	Member
Simon Rizk	Member (<i>participated via telephonically</i>)
Chuck Teetsel	Member
Whitney Giokoris	Member
Bill Gibson, Jr.	Member
Angie Fabian	Member

The following Member was absent:

Kellen Nicholson	Member
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Also Present:

Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Malaina Spillman	Recreation Coordinator
Keith Johnson	Town Manager
Annie DeRosier	Visitor Center Consultant
Sam John	Larry John Wright Advertising
Rob Hephner	Birdman Media

B. Call to the Public

Chair Begovac called for public comment and no comments were offered.

C. Meeting Agenda Approval

Member Fabian moved to approve the meeting agenda as presented. Vice Chair Byrne seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Angie Fabian		
Simon Rizk		
Owen Laluk		
Ceci Byrne		
Bill Gibson, Jr.		
Whitney Giokoris		

Member Nicholson was absent.

D. Minutes

D.1 Approval of the Minutes of the April 17, 2019 Advertising and Promotion Regular Meeting.

Member Fabian moved to approve the minutes of the Regular Meeting held on April 17, 2019. Member Laluk seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Angie Fabian		
Owen Laluk		
Simon Rizk		
Bill Gibson, Jr.		
Ceci Byrne		
Whitney Giokoris		

Member Nicholson was absent.

E. Old Business:

E.1 Update and Discussion regarding the official Arizona Visitor Information Center

Community Services Manager Tony Alba said that the Arizona Office of Tourism has granted Town Hall to be the dedicated Arizona Visitor Information Center (AVIC). The Visitor Center will open on Friday, May 31, 2019 and there will be an Open House held from 10:00 a.m. to Noon on the 31st. He announced that Annie DeRosier has joined the team as a contract employee through the end of June 2019 and said the hope is that Ms. DeRosier would become a part-time Town employee moving into a full-time position. He said that Member Fabian and Summit Hospital have been very generous in donating rack brochures and will be donating a TV for the Visitor Center. The Arizona Department of Transportation will be moving the visitor information signs on May 30, 2019 to in front of Town Hall. He said a table, display cases for retail products and a small refrigerator to hold water for the public will be purchased. He said a public use computer will be installed in the lobby area at some point in the future.

In response to Member Teetsel, Manager Alba said he hopes to add Visitor Center signage on the Town Marquee and the Arizona Office of Tourism will be providing window, door signage and an A-frame for along the highway.

In response to Member Giokoris, Manager Alba said the Visitor Center will be staffed by Annie DeRosier, Shannon Purcell, himself, volunteers and hopefully members of the Advertising and Promotion Committee.

F. New Business:

F.1 Discussion and Recommendation to Town Council regarding application received from Simon Rizk for re-appointment on the Advertising and Promotion Committee with a term ending June 1, 2021.

Chair Begovac said that Member Rizk has submitted an application for re-appointment to the Committee with a term ending June 1, 2021.

Member Rizk feels he brings a different perspective to the Committee and owning several hotels in Town makes him very interested in tourism for the Town. He said his company is growing and looking to buy other hotels in the area and Arizona and that is why he is not in attendance today. He said he likes to be a part of the Advertising and Promotion Committee and that he does try to be present at the meetings. He would like to be re-appointed for another two year term.

Member Fabian moved to recommend to the Town Council the reappointment of Simon Rizk with a term to extend through June 1, 2021. Member Laluk seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

Jeanne Begovac
Chuck Teetsel
Angie Fabian
Bill Gibson, Jr.
Owen Laluk
Simon Rizk (*abstained*)
Ceci Byrne
Whitney Giokoris

Member Nicholson was absent.

**F.2 Information, Discussion and Legal Action regarding advertising in
the Arizona Jewish Post**

Community Services Manager Alba announced that Debe Campbell provided a funding request for advertising in the Arizona Jewish Post.

Debe Campbell attended the meeting via telephone. She provided a request for advertising funds to advertise in the Arizona Jewish Post. The publication has a circulation of seventeen thousand readers with a reach in southern Arizona.

In response to Member Teetsel, Debe Campbell said there are a lot of the Tucson demographic that have second homes in the mountains and Pinetop-Lakeside is a good escape for them during the summer months to attend festivals, art shows and activities. She said for those not familiar with the area the advertisement in the Jewish Post could attract people to visitors to the area. She said that most of the readers are older, retirement age with a lot of disposable income. She said the advertisement could be a link to the two communities and hopefully grow visitors

to the area. She feels this could be a good opportunity for both Pinetop-Lakeside and the Arizona Jewish Post.

In response to Member Teetsel, Ms. Campbell explained that they have had travel advertisers in the past and said with the upcoming publication schedule there will be two travel sections in their “Beat the Heat” stories. She said they are trying to make a special promotional opportunity for Pinetop-Lakeside.

In response to Member Giokoris, Ms. Campbell explained that the publication is distributed primarily to Tucson via home delivery to subscribers with the highest demographic being in the foothills area of Tucson.

Manager Alba explained that the Committee is at the very end of the fiscal year and the funds are committed and expended, but said the Committee wanted to hear Ms. Campbell’s proposal, if not for this fiscal year then maybe for next fiscal year.

Ms. Campbell explained that there will be two special travel issues this summer and next summer and she appreciates the opportunity to present to the Committee.

Member Gibson moved to deny funding advertising in the Arizona Jewish Post. Member Fabian seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Angie Fabian		
Bill Gibson, Jr.		
Owen Laluk		
Simon Rizk		
Ceci Byrne		
Whitney Giokoris		

Member Nicholson was absent.

G. Reports

G.1 Update on the Current Financial Standing of the Advertising and Promotion Committee

Vice Chair Byrne provided the following written report:

1) Special Hotel Sales Tax Receipts came in strong again in March 2019 (reflecting February 2019 sales).

- 33% higher than last year’s total at this time reflecting how great it is when our area has snow.
- Total for Special Hotel Tax Receipts which fund Ad Pro projects through March 31 are \$184,796
- Looking at TOTAL Hotel Tax receipts that reflect Pinetop-Lakeside Hospitality spending, FY2019 receipts for the key winter tourism months of January and February are up by 50% over last year’s snowless winter months.

2) How Ad Pro has spent our budget through April 2019

Months left in our FY 2019 budget: 2 Months (83.3% of Fiscal Year elapsed)

% Ad and Promotion budget spent: 84%

\$\$ Committed through the end of June: 98% of \$231,000

Breakdown of Ad, Event, Promotion and Visitor Service Spending through April 30, 2019

Seasonal Ad Campaign & Social Media	61%
Community Shout Podcast	5%
Trade Shows	1%
Local Print Advertising	3%
Website	1%

Events Ongoing)	17%. (10% on new Events; 7%
White Mountain Partnership	10%
Community Image	2%

3) Highlights of Ad Pro spending in April.

- \$5500 for Digital Advertising and Social Media Campaigns
 - \$3000 for Digital Video Ads
 - \$1500 Banner Ads
 - \$1000 Facebook/Instagram
- \$250 Arizona Office of Tourism Visitor Information Center Application. The Center will be up and running in time for the summer tourism season.
- Pinetop Lakeside Promotional Brochure is going out for bids and should be available soon for the Visitor Center, Trade Shows and other promotional purposes.
- Don't forget to look at a copy of the Summer AAA Via magazine where Pinetop is featured (including a callout on the cover!).

In response to Member Gibson, Vice Chair Byrne stated that any unused funds will be re-allocated to the Visitors Center and used before July 1, 2019.

G.2 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for June 2019 Advertisement

Sam John reported on the following for the month of May 2019: Monthly Website Visitors, Monthly Organic Search, Monthly Targeted Banner Ad Impressions, Monthly Pre-Roll Full Video Views, Monthly Pre-Roll Video Website Clicks, Monthly Targeted Banner Ad Impressions, Monthly Banner Ad Website Clicks, Monthly Targeted Pre-Roll Impressions and Facebook Month End Likes.

Mr. John recommends for June 2019 advertising \$6,500.00 for Digital Video Pre-Roll, \$1,500.00 for Digital Banner Ads and \$1,000.00 for Facebook/Social Media.

In response to Member Fabian, Mr. John explained that the click through of eighty-five hundred is very good, but said right now the pre-roll is planning for summer vacations and promoting the balloon festival.

Member Fabian said she feels there is more bang for the buck with social media, especially for the balloon festival and she suggested changing the advertising funds putting more towards social media.

Mr. John said regarding bang for your buck, you get a lot more depending what you are advertising towards.

Member Fabian said she feels the balloon festival would receive more attention with social media using Facebook and Instagram.

Mr. John stated that social media is being utilized to a great extent, but said the advertising funding is up to the Committee and where they want the advertising dollars spent.

Member Fabian moved to authorize \$6,500.00 for Digital Video Pre-Roll, \$2,500.00 Facebook/Social Media and \$500.00 to Give-a-Ways to Larry John Wright Advertising for the month of June 2019. Member Giokoris seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Angie Fabian		
Bill Gibson		
Simon Rizk		
Owen Laluk		
Ceci Byrne		
Whitney Giokoris		

Member Nicholson was absent.

G.3 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce

Mechelle Martinez, Pinetop-Lakeside Chamber of Commerce Director, was not in attendance and no report was provided.

G.4 Update and Information from Birdman Media

Rob Hephner provided the following written report from Birdman on the Mountain, WMI TV and Community Shout Video:

A reminder that these are all reflective of 100% Organic Growth and Engagement. (No boosting or paying for anything to be seen at all.)

Numbers below represent Views, not impressions.

Community Shout	Facebook	YouTube	Podcast
April			
4	318	86	7648
11	360	101	7702
18	301	96	8201
25	390	97	8604
May 2	817*	112	10,754

Special one-minute Pinetop-Lakeside Blast shared with Visit Pinetop-Lakeside page April 23 - 200 views.

Show Low TV Times - Tuesday and Thursday at 3:00 p.m. and Wednesday and Friday at 7:00 a.m. Filled in during other times during the week.

G.5 Update and Information Regarding the Nature Center and TRACKS

Ms. Krigbaum provided the following written report:

TRACKS

There were thirty-two (32) people at the meeting last Saturday at Darbi's. This coming Saturday TRACKS members will have an aid station for the Sue's Crew event. We are working on trails every Monday morning. We have improved the Springs, Ghost of the Coyote and Country Club trails recently. We will be working on the Crook Connector and then making the Nature Center trail spiffy for the Walk for the Woods which is June 1st. Most of the volunteers who make that event possible are TRACKS members.

At 4 PM at the large ramada at Woodland Lake Park on June 1st TRACKS will have the Annual National Trails Day celebration with a pot luck dinner. All are invited!

White Mountain Nature Center

The first Kite Festival was a wonderful success. About 250 people attended. There were 100 kite kits and all of them became works of art flying on the Nature Center property. Children as young as 7 months and adults enjoying being young used washable marker pens to create designs on the kites and then assembled them with help from many volunteers. They took them outside and enjoyed the light breezes to see how high they could fly. There were also "professionals" flying kites of various shapes and sizes. The contests after the hot dog lunch resulted in many children taking home trophies and prizes. A wonderful event was enjoyed by all. Many thanks to Ad & Pro for support of this new event which will surely be included in the schedule next year.

The Fly Fishing Club has an event this Saturday at the Nature Center.

All Blue Ridge 4th graders will come to the Nature Center for five presentations on May 21st. The programs range from Birds and how they fly, Turtles and what is an invasive species to Bear Biology and petting of wild animal pelts. This is the time of the year when classes especially enjoy visiting the Nature Center and finding the Guardian of the Forest.

The Annual Spring Carnival will again be at Mountain Meadow Recreation Complex for Memorial Day weekend. This benefits the Nature Center. Pre- event tickets are now on sale. (\$20 instead of \$25 for an all-day all ride wristband)

Proceeds from the Walk for the Woods are shared with Save Our Park. Sponsors have been found and tee shirts provided at the event will showcase logos of all sponsors including the Town of Pinetop-Lakeside. The event is June 1st and registration begins at 7:30. Everything begins at the Nature Center - the 8AM Birding Walk, the 5K non-competitive walk to Walnut Creek, the 5 mile hike including Woodland Lake, the Nature "stroll" with a delightful nature guide who hides treasures along the Nature Center trail and a 10 mile Mountain Bike ride through Woodland Lake Park. The cost is \$25 now and \$30 on June 1st. This enables you to participate in one of the experiences, gets you a tee shirt, allows chatting with sponsors, door prizes, lunch and a concert by Fat Chance (dancing optional). All this to raise funds to help the Town purchase Woodland Lake Park and support the programs of the Nature Center. Register online at www.wmnature.org or by filling out the registration materials found at the Town Hall and sending a check to Save Our Park, Inc., POB 2375, Lakeside or White Mountain Nature Center, POB 581, Pinetop.

Register NOW to join us for a delightful morning to celebrate National Trails Day!

Nature Camp begins in June as soon as school is out and continues for 6 weeks. This is in collaboration with the Town. And the schedule for the entire summer Discovery Series is available now. Programs are every Saturday and focus on a wide range of topics from Sustainable Gardening to Planets to Jaguars. These are family friendly hands-on presentations. Come enjoy all the free fun available at the Nature Center!

G.6 Update and Information Regarding Sunrise Park Resort

Member Laluk provided the following written report:

After such a wonderful winter Sunrise is looking forward to a great summer. We will be opening on Friday, May 24th from 9:00 a.m. to 4:00 p.m. daily. Below is a list of upcoming events:

- Saturday, May 25th: Elevate Your Dog Power – Test your dog’s strength. Trainers on hand to teach pulling techniques. For more info go to outdoorssw.com.
- Saturday, June 22nd: Steep Camp Sunrise – six-mile loop, 1,965 feet of gain. Six hours, twelve hours or twenty-four hours.
- Saturday, Sunday, June 29-30th: Sunrise Mountain Pow-Wow – 27 Dance Categories, Drum Contest, Four Man Hand Drum, various specials.
- Thursday-Sunday, July 4-7th: 32nd Annual Sunrise 3D Shootout – Largest Outdoor 3D Archery Shoot in the West.

Other various weekly events will be held: First Annual Sunrise Mountain Pow-Wow on June 29-30th and the annual 3D Shootout which will take place July 4-7th.

Member Laluk announced that improvements and upgrades are happening at the Sunrise Hotel and there are new crew members, new chef for the restaurant with new menu items.

In response to Member Teetsel, Member Laluk said the Apache High Flyer Zip Line will be the only zip line open this summer.

G.7 Update and Information from the Town Community Services Manager

Manager Alba provided the following written report for the Community Services Department for May 2019:

- The Town has been notified by the Arizona Office of Tourism that its application to be the official Arizona Visitor Information Center was approved last month. Tony is working on an opening plan with a projected opening date of May 31, 2019. Manager Alba conducted a phone call with AOT and ADOT on May 7 and it was determined that ADOT will relocate the signage on SR 260 directing visitors to the new location on May 30, 2019. Summit Healthcare has provided a few brochure holder racks from a few of its clinics that will be relocating to the new hospital facility. We will be hiring Annie DeRosier as a consultant to help with the opening and also with staffing the AVIC. Annie will begin on May 13, 2019 and will continue through June as a consultant. Our hope is to add a part-time Visitor Information Specialist position in the new fiscal year with the idea that Annie will assume that position.
- Hot-Air Balloon Event – We are moving forward with plans for the 2019 White Mountains Hot Air Balloon Festival. This year’s event will expand to 3-days, June 28-30. It will include a media day the morning of Friday, June 28, where invited media guests and major sponsors will have the opportunity to take an actual balloon ride, not a tethered ride. We have secured The Alley Cats out of Los Angeles to perform at our kickoff concert Friday night. The Alley Cats are an award-winning 50s acapella do-op band that regularly performs at Downtown Disney, serves as the opening act for Jay Leno in Las Vegas, won first-place at an International Acapella competition in Moscow last year and performed at President Bill Clinton’s final White House event. We have 13 balloons secured as of now and several sponsors have come on board. Our event website is up and running and can be seen at www.wmbfaz.com. Thanks to Annie DeRosier for her work on the site. We are in need of volunteers to help serve as chase crew members. We’ll be reaching out via Facebook, but we welcome other volunteer recruitment ideas.
- White Mountains Partnership – OH Partners, a large Phoenix-based public relations/advertising agency has begun its work promoting the White Mountains of Arizona as a visitor destination. The OH Team visited the area

April 23-25 for a familiarization tour and had a very productive trip. Among the stops they visited were Fool Hollow Lake, Sunrise, Big Lake, Greer, the White Mountain Nature Center, the Rim Trail, Summit Healthcare and many others. OH is currently working with the Partnership on a blogger/influencer fam trip scheduled for June 7-9.

- The Tillman Honor was a great success with 113 registered participants. For comparison, Flagstaff, which has had a run for several years, set a record this year with 75.
- We continue to work with AZ Family and CBS 5 on the installation of a weather station and TV camera at Town Hall. We have ordered a pole for mounting both items and it should be ready for installation of the camera and weather station by the middle of this month. Thanks to Matt and the Public Works team for helping get this done. This will be a big boost to our exposure we receive statewide from channels 3 and 5.
- Tony is working with the staff at AOT to conduct a familiarization trip to Pinetop-Lakeside for AOT staff members later this summer. We'll likely include the White Mountains Partnership in this effort.
- Tony attended the Arizona Game & Fish Free Family Fishing Day event at Woodland Lake Park on May 4. The Town partnered with Game & Fish to purchase combination hunting and fishing licenses for youth. A total of 26 licenses were provided for kids. The event was very well attended, but the fishing was a little slower than at last year's event. Tony caught nothing. But, it was great to see the lake full and being used by so many people.
- Tony has been working with Ad & Pro members Whitney Giokaris and Angie Fabian on producing a Pinetop-Lakeside Tourism rack brochure. We're hoping to have it ready in the next month.

Other meetings and events attended since last report:

- White Mountains Business Owners Roundtable Luncheon
- Town Council meetings (2)
- Easter Egg Hunt
- Safe House Dinner
- Lunch Service at P-L Senior Center

- White Mountains Partnership Meeting
- Apache Cultural Night Planning Meeting
- Rotary Meeting
- White Mountain Nature Center Board Meeting
- ASU Alumni White Mountains Chapter Board Meeting (2)
- Ad & Promo Strategic Planning
- Save Our Park Board Meeting

G.8 Update and Information from the Strategic Planning and Website Sub-Committee

Member Fabian announced that at the last sub-committee meeting they discussed the 2019-2022 fiscal year budget and Epic Rides. She said she went to Prescott during the Prescott bike race. Since then she has talked to Epic Rides and said they can make the Tour of the White Mountains more involved in the community, for example, staying at hotels instead of camping. She said that Summit Hospital does not want to see the event go away and Epic Rides told her that is not their intent. She explained that next year, 2020, the hospital would like to participate more in the event, possibly holding the Oktoberfest on the same weekend as Tour of the White Mountains.

Manager Alba said he had a very direct conversation with Mr. Castro and Mr. McCarrell from Epic Rides and explained to them that his job is to help Epic Rides sustain this event and that the Town does not want the event to go away either. He said he was direct with them regarding some of the Committee's concerns regarding funding, their position and approach and their attitude. He told them that he did know if \$15,000.00 is ever going to be able to be funded, but his job is to help them and be creative working together to make the event happen. He said Mr. McCarrell will be here pretty regularly, including the end of May, and he suggested to start getting together and have a small focus group to creatively come up with solutions, because no one wants the event to go away. He said they agreed to this suggestion and were very happy with the suggestions. They said they would like to have Member Teetsel in the focus group because he asked great questions and offered a good perspective. Manager Alba said Member Giokaris, Member Fabian (as a hospital representative), Member Nicholson and Malaina Spillman expressed a desire to be involved in the focus group.

Member Fabian said the sub-committee also discussed advertising and marketing strategies.

Chair Begovac announced that she would like to set a date for a Special Advertising and Promotion Meeting to discuss the 2019/2020 advertising and marketing direction and strategies.


It was the consensus of the Committee to hold the Special meeting of the Advertising and Promotion Committee on Wednesday, May 22, 2019 at 8:00 a.m. at Summit Hospital.

G.9 Update and Information from the Communications Sub-Committee

Member Giokaris said the sub-committee has been working on the tourism brochure and after the pictures are decided on, it will be sent out to print.

H. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 10:22 a.m.



Jeanne Begovac
Chair