

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY, JANUARY 17,
2018 IN THE TOWN COUNCIL CHAMBERS LOCATED AT
1360 N. NIELS HANSEN LANE, 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
Lynn Krigbaum	Vice Chair
Ceci Byrne	Member
Chuck Teetsel	Member
Angela Fabian	Member
Owen Laluk	Member
Simon Rizk	Member

The following Member was absent:

Bill Gibson, Jr.	Member
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Also Present:

Malaina Spillman	Recreation Coordinator
Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Cathy Penrod	Councilmember
Randi Corbin	Run to the Pines Car Show
Sam John	Representative of Larry John Wright Advertising
Bob Martinson	White Mountain Publishing
Wiley Acheson	White Mountain Publishing

B. Call to the Public

Vice Chair Krigbaum announced the Winter Watershed Conference would be held February 21-23, 2018 at the LDS Social Hall in Snowflake.

Vice Chair Krigbaum reported the Forest Service is looking for comments by February 2, 2018, regarding changes to the National Environmental Policy Act (NEPA) on Federal Land. She explained she is providing a comment because of her involvement in TRACKS.

Member Fabian announced Summit Hospital would have a ground breaking event on February 6, 2018 at noon. As soon as the event is finalized she will distribute the flyer to the members.

C. Meeting Agenda Approval

Chair Begovac announced changes to the Agenda. Item E.3 will be discussed before Item E.1 under Reports.

Vice Chair Krigbaum moved to approve the agenda with changes. Member Fabian seconded the motion and was carried unanimously.

D. Minutes

Vice Chair Krigbaum moved to approve the minutes of the Regular Meeting held on December 13, 2017. Member Teetsel seconded the motion and was carried unanimously.

E. Reports

E.3 Update and Information Regarding Sunrise Park Resort

Member Laluk announced that he is preparing for Winterfest being held January 20, 2018. He said Sunrise is expecting a large storm on Saturday the 20th and said that Winterfest will be a great event. He explained Roger Leslie was attending a Tribal Council meeting and was not able to attend the Advertising and Promotion meeting as planned.

In answer to Member Teetsel, Member Laluk said the pipes for making snow had frozen, but are now working again and making snow to the top of Sunrise Peak.

Sunrise is hoping to have the high speed quad open next week. Currently three runs are open on Sunrise Peak and there are no runs open on Apache Peak.

In answer to Member Teetsel, Member Laluk said he does not have an update on the lift replacement at Cyclone at this time.

In answer to Member Rizk, Member Laluk said the tribal elections will affect the management and the running of Sunrise Mountain.

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

Finance Director Rodolph reported the November financials are in good shape and cash through the end of November is \$122,999.50. The year to date income statement shows revenues of \$138,500.00 and the expenditures are \$67,000.00. Further, revenue over expenditures is \$70,700.00. Finance Director Rodolph reported the sales tax summary through December 2017 showing sales tax collected by the Town reflecting sales tax collected through November 2017 was up 16.77%. He said it may change with the lack of snow through January 2018. Restaurant and Bar tax is up 17%, hotels are up 17% and construction is up 75%. He said the special hotel tax funding Advertising and Promotion are up 3% over last year.

In response to Chair Begovac, Finance Director Rodolph said the Hotel and Bar tax numbers have been up consistently every month.

Member Byrne offered a spreadsheet of Advertising and Promotion year to date spending through January 2018 to the members. She pointed out to the members that there is \$2,200 fund available for website development.

E.2 Update and Information Regarding the Nature Center and TRACKS

Vice Chair Krigbaum reported on the following:

- There are three (3) turtles at the Nature Center who are always a point of interest for visitors, especially kids. The largest one is named “Tank” and she is a red eared slider. She has lived in a large aquarium for almost two (2) years. Because she is an “invasive species” she cannot be released into the wild so she is an educational animal. She has two (2) other friends who have been donated to the Nature Center. All three are looking for

sponsorship. If you would like to take on some of the financial support for them, please contact Lynn Krigbaum. Any help would be much appreciated and donations are tax deductible.

- On Saturday, February 10, 2018, Arizona Game and Fish will present a program at the Nature Center on Eagles. There will be a lecture starting at 10:00 a.m. and then a field trip to observe Eagles on Rainbow Lake.
- The meeting to organize the summer Discovery Series of programs for the Nature Center will be at 10:00 a.m. on Monday, January 22, 2018. All input is welcome.
- The main focus of TRACKS recently has been the distribution of the motorized and non-motorized trails maps. One hundred thousand were printed and they are being snapped up quickly. This is apparently the first time that motorized and non-motorized users have worked together to produce an area map.
- The funding of the three (3) “Five Easy” trifold series has been approved. Now the pamphlets need to be produced. If this is something you could help with, Vice Chair Krigbaum sure would appreciate your help. Camping, hiking and fishing are the topics. Please contact Lynn Krigbaum to help with this project. We need to get them assembled and printed by the March Game and Fish Expo in Phoenix.
- TRACKS members reported volunteering 16,233 hours, valued at \$382,612.00 at events and other community service activities, including: Tour of the White Mountains, Walk for the Woods, White Mountain Nature Center, Catalina Bighorn Sheep Restoration, 4FRI, Cool Running, Mayo Clinic, Summit Regional Medical Center, Love Kitchen, Humane Society, Wildlife Festival, highway clean-ups and Sunrise Adaptive Sports. In addition to the valuation of TRACKS total volunteering worth \$412,864.00 for trail crew breakfasts and monthly meetings at local restaurants and the White Mountains Trails Systems.

E.4 Update and Information Regarding Community Services Department

Recreation Coordinator Spillman announced the Town has paid for the entire tubing hill for five year olds and older during the Winterfest event. She announced that she and Public Works Director Patterson will go to Sunrise Friday morning to make sure everything is a go for the Winterfest on Saturday, January 20, 2018.

Chair Begovac asked about the Winterfest banner across Highway 260. She suggested a banner sub-committee should be formed to decide on the next banner to be installed.

Vice Chair Krigbaum suggested to not have a banner installed for a couple of months because people get used to seeing a banner and do not notice the banner any longer.

Member Teetsel said people that come to visit do notice the banner.

In response to Chair Begovac, Recreation Coordinator Spillman said the only banner to install next would be Arizona's Recreation Destination. She said the next Town events would be the Easter Egg Hunt in March 2018 and the Town Community Picnic in May 2018. She said there is not a banner for either of these two events.

Member Rizk said if he was from Phoenix or Tucson an Easter Egg Hunt or a Community Picnic would not attract him to visit.

Member Fabian suggested not calling the picnic a Community Picnic but re-naming it to attract tourists and locals.

Recreation Coordinator Spillman said the Town is working with the Forest Service and NEPA to extend the Hitching Post Trail Loop from Woodland Lake Park into Mountain Meadow Park. This will help with access for mountain bike races.

Community Services Manager Alba announced the Tillman Honor Run to be held Saturday, April 14, 2018 from 9:00 a.m. to 12:00 p.m. at Mountain Meadow Park. It will be a 4.2 mile run using the trail system at Woodland Lake Park with the finish line at Mountain Meadow Park.

Recreation Coordinator Spillman said Easter in March 2018 is the next event and suggested to the members a banner for either Easter or the Tillman Run.

Chair Begovac announced that discussion on banners would be a retreat agenda item, specifically Easter and the Pat Tillman Honor Run.

E.5 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for February 2018 Advertisement

Mr. John presented an update of Website Visitors, Organic Search, OOIA Targeted Impressions, OOIA Website Clicks, OOTV Targeted Impressions, OOTV Full

Video Views, OOTV Website Clicks, Facebook Month End Likes and Facebook/Instagram Followers.

Mr. John presented two general audio/video scripts for winter and Arizona's Recreation Destination. He said upcoming events, like the Tillman Run, could be added into the scripts.

Mr. John said discussion of a new website has been going on for a while and he suggested in the meantime updating the current word press template and content. He said Larry John Wright Advertising could take the current content and give it a new shell or template. Mr. John provided the members with four different templates and asked the member to give their feedback to him on the template they liked. He said for \$500.00 he would be able to change the word press template and update the website content. Mr. John explained this would be a "band aid" for the website until a Request For Proposal can be put out for a new website. An RFP for a new website will be an agenda item at the retreat in February 2018.

Vice Chair Krigbaum moved to fund up to \$500.00 for the current website changing the template and updating the content by the end of February 2018. Member Byrne seconded the motion and was carried unanimously.

Mr. John recommended for the month of February 2018 to advertise winter/ski promotion of \$500.00 Facebook/Instagram Ads, \$5,000.00 OOTV and \$2,000.00 OOIA.

Member Fabian moved to authorize funding \$7,500.00 to Larry John Wright Advertising for the Month of February 2018. Vice Chair Krigbaum seconded the motion and was carried unanimously.

F. Old Business:

F.1 Discussion and Legal Action Regarding funding for wmicentral.com Pinetop-Lakeside Community Shout.

Mr. Acheson stated he had presented twice previously to the committee and he is in attendance today to answer any questions from committee members.

Chair Begovac asked the members if they had any questions or thoughts regarding the Community Shout.

Vice Chair Krigbaum stated she would like to discuss this item at the retreat. Further stating the committee needs to discuss the item amongst them.

In answer to Chair Begovac, Mr. Acheson said there is flexibility to discuss with the funding, but said they would like a monthly commitment, but would work with the committee on funding and monthly content.

In response to Member Byrne, Mr. Acheson said the cost would be \$250.00 to promote per event.

Mr. Acheson stated ultimately the Shout Out is for Pinetop-Lakeside every other week, but the reach is not only local. He further stated that people in the community also want to know what the Advertising and Promotion Committee is doing on a local level, along with tourism, and this could be a way to help the image of the Advertising and Promotion Committee.

F.2 Discussion Regarding Monthly PSA Advertising and Promotion Progress and Discover Pinetop.

Chair Begovac said she would like a PSA to go out as soon as possible recapping what the Advertising and Promotion Committee has done for 2017. She said she would like something to go out in January 2018 so the public can know the committee is doing something for the community.

Member Teetsel has put together a short news statement regarding the Advertising and Promotion Committee. He stated he needs direction from the committee what they want to accomplish

Member Fabian suggested adding the successes of the Advertising and Promotion Committee to the press release on the accomplishments of the committee the past year and the plans going forward.

Member Teetsel presented the following press release to the committee:

The Pinetop-Lakeside Advertising & Promotion Committee develops and recommends to the Town Council plans and budgets for the advertising and promotion of tourism. Through effective exposure, awareness that Pinetop-Lakeside is Arizona's Recreation Destination is increased. Ultimately, the goal of the committee is to positively impact revenue for all segments of the community.

In spite of a budget dwarfed by other mountain destinations, targeted use of digital and social media marketing along with other efforts is producing positive results. Website visits between June and September of 2017 were 107,400. This was nearly double that of the 57,800 during the same period in 2016. Likes and followers on Facebook increased by 68%. More importantly, restaurant and lodging revenues grew by approximately ____%.

Based on the positive results, digital and social media marketing, tourism trade show participation and community enhancement efforts are all being expanded. When more Arizonans know that Life above 7,000' begins in Pinetop-Lakeside, everyone in the community prospers.

Member Fabian feels the presented press release is too short and suggested including the 2017 successes of the committee in the press release. She volunteered to work with Member Teetsel to help write the press release.

Chair Begovac said an Advertising and Promotion Committee press release has not been done in the past by the committee. Further stating the only way the public knows what the committee is accomplishing is by reading the agendas and attending the meetings and said she wants to get the word out to the public on the accomplishments of the committee.

Member Rizk suggested the members of the committee be listed on the press release.

Chair Begovac said she would like the press release to go out in the next week or two and asked Member Fabian to work with Member Teetsel and Recreation Coordinator Spillman on the press release.

Member Bryne said she would also contribute the 2017 accomplishments to the press release.

Member Teetsel gave a quick update on the Discover Pinetop website. He said the site is moving along well and said he will be meeting with Recreation Coordinator Spillman and Community Services Manager Alba to work on the content of the website and the Facebook page. He is reviewing hundreds of photos for the website and the Facebook page. He said the Facebook page started December 6, 2017 and now has over seventeen hundred followers and adding forty-three followers a day.

Member Fabian said Channel 12 met with the White Mountain Partnership to discuss the same opportunity.

F.3 Discussion and Legal Action Regarding Funding Request for \$1,500.00 from Eric Kramer for Native American Women's Event.

Chair Begovac said additional information was not provided regarding the Native American Women's Event.

Councilmember Penrod stated the event is very specific and there are no outside people that attend the event. Further stating, it is a lovely event but it does not bring in any visitors or tourism for the Town.

Recreation Coordinator Spillman said it has been brought to their attention to make this a tourism event and grow the event.

Member Fabian said they are asking for marketing funds, and said the committee can promote the event through current advertising and not specifically fund the event.

No action was taken.

F.4 Discussion and Legal Action Regarding Funding Request for \$500.00 from Lynn Lewis for Hogs & Hot Rods.

Chair Begovac said Lynn Lewis did let her know that she spoke with Hon-Dah Casino and Hon-Dah was excited about another event in Town similar to their bike run event and did not have a problem at all with the event.

Vice Chair Krigbaum moved to fund \$500.00 to Hogs & Hot Rods of AZ event. Member Rizk seconded the motion and was carried unanimously.

G. New Business:

G.1 Discussion and legal Action Regarding Funding Request for Run to the Pines Car Show.

Randy Corbin, Run to the Pines Car Show, said Hogs & Hot Rods will be a great event addition and said she is glad the committee is providing funds for the event. Ms. Corbin said the requested marketing funds of \$3,000.00 for Run to the Pines

Car Show will help cover the expenses of the posters, t-shirts and advertising materials. She said the Town of Pinetop-Lakeside is shown as one of the major sponsors. She said advertisements go out all over the Southwest and said there are participants attending from ten different states. She said all proceeds of the car show stay on the mountain, amounting to over \$20,000 to local charities. She said the event hosts five hundred and seventy-five entrants, turning away several hundred each year. Registrations are mailed out May 1st each year and by May 15th the show is full. She said the event has added the Thursday evening event, Burger Burn, for the show participants and said the event has grown to a four day event.

In response to Member Teetsel, Ted Corbin said the Advertising and Promotion Committee would be allowed to have a tent/table set up at the event to distribute flyers and brochures to the public promoting Pinetop-Lakeside.

Vice Chair Krigbaum moved to authorize funding \$3,000.00 to Run to the Pines Car Show with the condition the Advertising and Promotion Committee is able to have a booth at the Run to the Pines Car Show. Member Teetsel seconded the motion and was carried unanimously.

G.2 Discussion and Legal Action Regarding Funding Request \$324.30 for Printing Discover Series Brochures.

Vice Chair Krigbaum declared a conflict of interest and did not participate in voting on this item.

Vice Chair Krigbaum said the brochures will be distributed at the Game and Fish Expo in March and also locally. She said White Mountain Publishing will be printing the brochures.

Member Fabian moved to fund \$324.30 for printing 5000 copies of Discover Series Brochures for 2018. Member Rizk seconded the motion and was carried with a 6-0 vote, with Vice Chair Krigbaum abstaining as stated above.

G.3 Epic Rides Power Point Presentation.

Recreation Coordinator Spillman presented a Power Point on the 22nd Annual Tour of the White Mountains October 6th and 7th, 2017. She said Epic Rides put together the presentation to show how much the ride impacts the community. The presentation included the following from the 2017 Tour of the White Mountains:

- \$525,000 estimated economic impact for Pinetop-Lakeside
- 790 registered riders.
- 2,246 attendees
- 25% visited other attractions
- Tax revenue generated: City \$9.8K, County \$1.4K & State \$18K
- Fundraising total of \$10,900
- Estimated expenditures by type: Travel \$149K, Lodging \$81K, Restaurants \$108K, Groceries \$84K, Shopping \$68K, Hotel \$49K, Rental \$24K and Camping/RV \$7K
- Estimated 549 total room nights booked

G.4 Report Resignation of Tony Alba and Discuss Vacancy. Welcome Tony Alba as the new Community Services Manager.

It was the consensus of the committee to accept Tony Alba's resignation from the Advertising and Promotion Committee.

The Advertising and Promotion Committee welcomed Community Services Manager Tony Alba.

Chair Begovac asked that the Advertising and Promotion Vacancy be added to the press release.

G.5 Discussion Regarding a Sub-Committee for the Five Easy Tri-Fold Brochures.

Chair Begovac said Vice Chair Krigbaum would like a sub-committee formed to help with the Five Easy Tri-Fold Brochures.

Vice Chair Krigbaum said Councilmember Snitzer and the Forest Service would help with the brochure, but said she would also like one or two members from the committee to also be involved. Further stating she would work with Sam John to have the brochure done professionally.

Chair Begovac volunteered to be on the tri-fold brochure sub-committee.

G.6 **Discussion Regarding the February 21, 2018 Advertising and Promotion Retreat.**

Chair Begovac reminded the members the retreat would be held on Wednesday, February 21, 2018 from 9:00 a.m. to 3:00 p.m. at the Holiday Inn Pinetop. She said she is receiving quotes for lunch from El Rancho, Grumpy Jakes and Eddies Country Store.

Member Rizk offered the Holiday Inn breakfast for the members at the beginning of the retreat.

Chair Begovac asked the members to arrive at 8:30 a.m. for breakfast so the retreat can begin at 9:00 a.m.

Recreation Coordinator Spillman pointed out that Grumpy Jakes is located in the County.

Member Fabian suggested Los Corrales for lunch.

It was the consensus of the members that Los Corrales would be served for lunch.

H. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 12:28 p.m.

Jeanne Begovac
Chair