

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY, MARCH 21, 2018
TIMBER MESA FIRE AND MEDICAL DISTRICT, STATION #13
2922 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

A. Call to Order

Chair Begovac called the meeting to order at 9:02 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
Bill Gibson, Jr.	Member

The following Member was absent:

Simon Rizk	Member
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Also Present:

Malaina Spillman	Recreation Coordinator
Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Jim Snitzer	Councilmember
Keith Johnson	Town Manager
Kellen Nicholson	Member Applicant
Diane Tilton	Game and Fish Department
Ron Hehner	Birdman Media

B. Call to the Public

Councilmember Snitzer announced that the Arizona Town Hall topic for 2018 of Criminal Justice in Arizona and asked for support or to attend a Community Town Hall event. He said the Blue Ridge culinary class has agreed to provide refreshments. The Nature Center or the Town of Pinetop-Lakeside will provide the facility for the meeting. He said he will provide more information regarding the event at a future meeting.

C. Meeting Agenda Approval

Chair Begovac announced changes to the Agenda. She stated that at 11:00 a.m. agenda item G. 12 would begin interrupting the current agenda item being discussed.

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 January 17, 2018. Member Teetsel seconded the motion and was carried unanimously.

Member Fabian moved to approve the minutes of the Work Session Meeting held on February 21, 2018. Vice Chair Krigbaum seconded the motion and was carried unanimously.

E. Reports

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

Member Byrne presented an updated 2018 Advertising and Promotion Committee Budget to the Committee stating the Commission is on track with their spending. She explained that the Town Marquee funds would remain in the 2018 Budget and there will be a five year installment payment plan for the new website.

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

Vice Chair Krigbaum reported the following TRACKS update:

TRACKS has a new President. Nick Lund resigned after 12 plus years and Jim Snitzer is the new President. Jim is promising to make major changes as Nick had been doing an incredible amount of tasks personally and Jim intends to be the "Great Delegator." There will be five new committees, each headed by a Board member and consisting of regular TRACKS members. This may result in TRACKS becoming an even stronger organization.

At the next General Meeting of TRACKS on Saturday, April 14th, there will be a presentation by Arizona Town Hall from 8:00 a.m. to 9:30 a.m. at Darbi's. The public is invited. Come at 7:30 a.m. to order breakfast. AZ Town Hall is a private, statewide non-profit that has been a catalyst for civic action for Arizonans for more than 55 years. Last year the topic was "How should funding pre-K-12 be handled in Arizona?" This presentation will summarize that discussion.

Vice Chair Krigbaum reported the following Nature Center update:

On February 10th more than 200 people enjoyed a presentation by AZ Game and Fish on Eagles. Two live eagles were presented by Liberty Wildlife and especially the children were fascinated by their size and actions, especially being able to see them at such close range. Two weeks later a similar program was presented with a focus on Apache Culture and eagles. This was the first presentation secured by the newly formed group, Businesses for Visitors. They also scheduled Camp Shamrock which was at the Nature Center last Saturday from 4pm to 8pm. Kids ages 5 to 12 had fun while their parents could enjoy an evening "off". Movies, face painting, STEM activities, pizza, games and other fun filled the evening for the kids. Fifteen kids attended and a cost of \$20.00 per. Then on Saturday, March 31st a survivalist, Cody Lundin will come to the Nature Center to provide a program. This too has been provided by the Businesses for Visitors group.

The summer Discovery Series program has been printed and is available. Activities start in May and continue through September.

A fundraiser is planned for April 28th to focus on the Rohingys who are refugees in Bangladesh. Norris Dodd will share his experiences in Bangladesh and bring artifacts and photos from his recent trip to this country.

Finally, plans are being discussed for having a Santa's Adventure or North Pole Experience next November and December at the Nature Center.

E.3 Update and Information Regarding Sunrise Park Resort

Member Laluk announced that Roger Leslie wanted to attend the meeting but said he had to be in California and was not able to attend the meeting. He said Mr. Leslie plans to attend the April Advertising and Promotion Committee meeting. Member Laluk said that Sunrise is now closed for the winter season and would re-open Memorial Day Weekend through Labor Day Weekend. The 3D Shootout will be held June 30, 2018 through July 8, 2018 at Sunrise Park Resort.

E.4 Update and Information from the Town Community Services Manager

Manager Alba provided a Community Services Report for January and February 2018:

- NACOG: Manager Alba attended the NACOG Economic Development Council Meeting in Flagstaff with Town Manager Johnson and Manager Alba was installed as a member of the Tourism Committee.
- AZG&FD: Diane Tilton and Chris Bagnoli from Arizona Game and Fish met with Town Manager Johnson, Manager Alba and Recreation Coordinator Spillman to discuss cooperative promotional opportunities. The Town agreed to sponsor fifty (50) kids' fishing licenses at \$5.00 each (\$250.00 max) at Family Fishing Day on May 5th at Woodland Lake Park. These funds will come from Parks & Recreation. Pinetop-Lakeside will provide stickers for the back of the licenses. The Town is also exploring reciprocal co-marketing opportunities on each other's website.
- AZ Game and Fish Outdoor Expo, March 24-26 in Phoenix: Manager Alba will attend the trade show, along with the City of Show Low and the Show Low Chamber of Commerce. Manager Alba will distribute various collateral pieces including the Nature Center Discovery Series calendar, the Town's 5-Easy Places to Camp in the White Mountains, and the new White Mountain Trail Systems Map, etc.
- Chamber of Commerce: Manager Alba is now the Town's representative to the Pinetop-Lakeside Chamber Ambassadors group. Town Manager Johnson and Manager Alba met with the Chamber to discuss working together more closely and also about tying in to the Chambers Mutt Strutt event, which is being moved to July 4th and being promoted as a pet-friendly, fireworks free

event. The Town will do Movies in the Park on July 4th and feature the movie “Homeward Bound”. Pets on a leash will be allowed only at this event.

- Hot-Air-Balloon Event: Town Manager Johnson and Recreation Coordinator Spillman reviewed the proposal from Arizona Events Group (AEG) and made a few requested modifications. AEG revised the proposal, which was conceptually approved at the Advertising and Promotion Committee Retreat last month. The contract will be formally approved by Advertising and Promotion Committee in March and the event is scheduled for June 16th at Mountain Meadow Recreation. A funding request for \$11,000.00 is included in your packet. The contract includes three payments of \$2,500.00 and one final payment of \$3,500.00 in June, which includes travel expenses.
- Tillman Honor Run: The route has been finalized, which will start at MMRC, proceed south on Woodland Road, east on Woodland Lake Road and into the Woodland Hills neighborhood before looping back to a finish at MMRC. Vice Mayor Jerry Smith worked with us to get approval from the Woodland Hill Homeowners Association to support this event. A map of the route is included in your packet. As of March 14, 2018, we have forty-seven participants registered.
- Media Appearances: Manager Alba and Recreation Coordinator Spillman conducted interviews on town events and activities with White Mountain Radio (both stations), Birdman Media’s Community Shout and with Bob Martinson of the White Mountain Independent.
- Businesses for Visitors Coalition: Manager Alba attended two meetings of this group in an attempt to stay updated on the group’s activities and also to convey the Town’s support for their efforts.
- The Town is supporting the Cody Lundin event on March 31st at the White Mountain Nature Center. This event was proposed by the Businesses for Visitors Coalition. At last month’s retreat, Advertising and Promotion Committee gave conceptual support to sponsor this event for \$500.00 if the coalition could raise the remaining \$4,500.00 needed to make the event happen. The coalition reports that it has met the financial commitment, which includes an additional \$500.00 from the Town Council’s Community Relations Budget.
- High Country Outdoors: A funding request for \$315.00 is in your packet for a quarter-page ad in High Country Outdoors, published by the White Mountain Independent. Twenty thousand copies will be distributed in the White Mountain independent, Payson Roundup and Casa Grande Valley Dispatch. It will also be distributed on counter tops in those communities as

well as a few locations in the east valley. One of the significant articles will spotlight Pinetop-Lakeside Councilman Norris Dodd and his contributions to Arizona Game and Fish and the Elk Crossing project near Star Valley, his elephant crossing project in Bangladesh and his upcoming elk and other wildlife crossings across Arizona.

- Explore Arizona Travel Expo: A funding request for \$375.00 is in your packet for a booth at the 2018 Explore Arizona Travel Expo presented by KJZZ Radio. The Explore Arizona Expo gives consumers the change to discover out diverse state from the Colorado River to the missions of Southern Arizona. The event is open to the public for \$10.00 per person and is scheduled for Saturday, May 12, 2018 at the Mesa Convention Center.
- Manager Alba has been in contact with the Arizona Office of Tourism (AOT) about its official Local Visitor Information Center (LVIC) program and also about its calendar of events. The staff member responsible for overseeing the LVIC program is leaving the agency and the program is being evaluated and refined as part of the shift to a new staff member. It likely will be at least two months before AOT rolls out the new LVIC program. Manager Alba will stay in touch and will provide an update when he has one. Also, the Arizona Office of tourism publishes an events calendar on its website and also shares a calendar of coming events throughout the state with media. Manager Alba spoke with AOT and asked if the Town or the Chamber typically submit information on our major events. AOT hasn't received submissions from our area in a long time, but they still include events such as Run to the Pines and Tour of the White Mountains because they know about them and know how big they are.
- 2018 Youth Skills Basketball: This year the Town had a record number of kids signed up for the Youth Skills Basketball. Each Saturday the kids had a practice and a game, ending the season with a tournament. There were 23 teams from around the White Mountains that participated.
- Adults Men's Basketball: The Town had eight men's teams sign up for the basketball league, they play each Tuesday and Thursday nights at Blue Ridge East Gym.
- Easter Egg Hunt: The Town's Easter Egg Hunt is scheduled for 10:00 a.m. on Saturday, March 31st at MMRC. There will be 15,000 eggs and participants will be divided into four age groups for the hunt. The Easter Bunny will arrive by fire truck at 10:30 a.m. and Tommy Boy from 98.5 FM will do a live remote broadcast.

Recreation Coordinator Spillman reported that she solicited for forty donated prize baskets for the golden eggs. She said baskets are needed for kids 0 to twelve years of age. Donated baskets must be received by March 31, 2018.

E.5 Update and Information from the Strategic Planning and Website Sub-Committee

Member Fabian stated the Strategic Planning and Website Sub-Committee had their first meeting several weeks ago and discussed the website. She said she would like to receive a presentation on what the new visitor website would look like. She would like to form community groups to receive their input on what they would like to see on the website.

Town Manager Johnson said there would be a kick off meeting that Advertising and Promotion Committee members would be also be invited.

Member Fabian said on March 22, 2018 the sub-committee will be attending a meeting with the White Mountain Partnership held in Show Low and said Town Manager Johnson and Manager Alba would be attending. She expressed her opinion that the region needs to work together in marketing the entire White Mountains and not individual cities or towns.

Member Fabian stated the sub-committee suggested reallocating the funds from OOTV to digital marketing. She explained that OOTV is targeting the Phoenix area, but said it is the local community who is not seeing what Advertising and Promotion Committee is doing. She said Sam John is going to work up a proposal to be submitted to the Committee with new marketing initiatives.

E.6 Update and Information from the Banner and Decoration Sub-Committee

Chair Begovac provided the following report from the Banner and Decoration Sub-committee:

The purpose of the committee is to effectively promote the community spirit of Town events through decorating and banners to provide festive and colorful decorations to visitors of Pinetop-Lakeside. The goals of the sub-committee are to provide notice of Town events through banners, determine the best designs and materials to use for long term use, greatest impact and decide what Town events to

highlight with banners and/or decorations. The Balloon Festival Banner will replace the Pinetop-Lakeside green banner.

Upcoming Banners/Decorations:

- Flags on poles for patriotic days from Memorial Day through Flag Day, May 24th through June 18th.
- Pinetop-Lakeside Days Banner June 18th.
- Fall Festival Banner July 30th.
- Santa Banner October 2nd (tentative)
- Winterfest Banner

The Sub-committee is working on the following pending items:

- Design Pinetop-Lakeside Days banner, possibly with picture of barn.
- Determine how much we have left in budget to spend on banners and decorating for FY 2018.
- Possibly add more tree lights on poles for Christmas 2018
- Continue to design and schedule banners and décor for upcoming events.

E.7 Update and Information from the Communications Sub-Committee

Manager Alba provided the following report from the Communications Sub-Committee:

The purpose of the sub-committee is to effectively communicate the marketing activities and accomplishments of the Town's Advertising and Promotions Committee to the local business community and residents.

The sub-committee goals are as follows:

- Improve communications to constituents
- Develop a system to survey visitors and attendees at specific events
- Elevate level of cooperation with the "Businesses for Visitors" group
- Create a monthly public service announcement. Following each meeting of the Advertising & Promotion Committee, the team at Larry John Wright will create and submit a "PSA" explaining the actions taken by the committee at the meeting. This PSA will be disseminated to local media as well as be included in "Talk of the Town" to help spread the word on what Advertising & Promotion Committee is doing to promote the area. This PSA will be part of the monthly report by the committee to the Town Council.

E.8 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for April 2018 Advertisement

Chair Begovac stated usually Sam John's report is the longest, but said since he is not in attendance she will provide updates on the following items: revamping the current website, monthly website visitors, monthly organic search, full video views, website site clicks, OOIA, OOTV, and Facebook/Instagram.

Chair Begovac said Mr. John and Member Fabian recommendation is to remove OOTV advertising and increase funding for Facebook/Instagram.

Member Teetsel moved to authorize funding of \$1,000.00 for Facebook and \$2,000.00 for Instagram to Larry John Wright Advertising for the month of April 2018. Member Gibson seconded the motion and was carried unanimously.

F. Old Business:

F.1 Discussion and Legal Action Regarding funding for Four (4) \$250.00 each Community Shout-Outs wmicentral.com.

Rob Hehner explained he launched Birdman on the Mountain three years ago and said he has been covering Pinetop-Lakeside. He said he is the only White Mountain tourism show on Spotify. He stated he is driving people to Town events and requesting funding to continue to move forward with promoting community events and activities.

Member Gibson said surprisingly he has a positive comment and he said his wife explained to him how podcasts work. He said it is an interesting medium and he said he believes podcasts do work and he supports the Community Shout Out 100%. He recommended taking the \$1,000.00 per month from OOTV and moving forward and funding the Community Shout Out.

Member Fabian said she supports funding the podcasts with Birdman Media.

Member Gibson moved to authorize funding to the Community Shout Out with Birdman Media through White Mountain Publishing of \$1,000.00 each month for a one year contract with a provision at six months into the contract to be able to break the contract. Member Fabian seconded the motion and was carried unanimously.

F.2

Discussion and Update Regarding Discover Pinetop.

Member Teetsel provided the following update on the Discover Pinetop Campaign for the month of February:

- Overall CTR increased from 2.15% to 2.24%
- The Ads received a total of 5,811 clicks, from these clicks 3,039 people made it to the Discover Pinetop website, 2,164 users engaged with the post and seven users liked the Facebook page.
- A total of 7,056 actions were taken on the ads.
- The top performing ad produced 1,597 website clicks.
- There was a total of 2,127 comments and shares on the post in February. This is a 10% increase compared with January.
- There was 2,774 engagement on the content.

Member Teetsel conveyed he is not seeing the updates that he would like to see and expressed his disappointment in the number of Facebook followers.

G. **New Business:**

G.1 **Discussion and Legal Action Regarding the Approval of Kellen Nicholson to fill the Advertising and Promotion Vacancy with a Term Ending August 1, 2020.**

Chair Begovac asked Kellen Nicholson to explain to the Committee why she would like to be a part of the Ad and Pro Committee.

Kellen Nicholson explained she was born and raised in Pinetop and recently moved back to Pinetop as a business owner of the Whispering Pines Resort. She is a business owner wants to be more involved in the community. She indicated that advertising is important to her because her business survives on tourism. She would like to have an opportunity to have a say on the advertising and promotion of the community. She also shared that her father was on the Committee for sixteen years and he has been encouraging her to join the Committee. Ms. Nicholson conveyed that her business is tourism based but said she has a deep love for this Town and wants to see the Town grow, thrive, and the entire community succeed.

Member Gibson moved to recommend to the Town Council the appointment of Kellen Nicholson to fill the Advertising and Promotion Committee vacancy with the term ending of August 1, 2020. Member Teetsel seconded the motion and was carried unanimously.

G.2 Discussion and Legal Action Regarding Roger Leslie to serve as Member to the Committee Representing Sunrise Ski Resort.

Town Manager Johnson said according to the Committee guidelines the representative from Sunrise needs to be identified and approved by the Advertising and Promotion Committee.

Member Gibson moved to recommend to the Town Council the appointment of Roger Leslie as the Sunrise Park Resort representative to the Advertising and Promotion Committee. Vice Chair Krigbaum seconded the motion and was carried unanimously.

G.3 Discussion and Legal Action Regarding the Changes to the Advertising and Promotion Committee Guidelines

Town Manager Johnson provided the following minor changes to be made to the Committee guidelines. He explained that the guidelines need to dovetail with Town Ordinance No. 11-345 which governs the Committee. He reported that in the past there were changes made to the guidelines but not to Ordinance No. 11-345. Further, Town Manager Johnson explained that the Chamber of Commerce was previously added as a member to the Committee but at this time there is not a representative attending the Advertising and Promotion Committee meetings. He suggested changing the wording to read “may” rather than “shall”. He said regarding Sunrise Park Resort’s representative his suggestion is to add the words: “and/or their designee”. He explained that in case the General Manager is unable to attend then they can send someone else in their stead and whenever there is a change in General Managers then that person would need to be approved. Town Manager Johnson said an additional change will also be presented to the Town Council at the April 5, 2018 meeting changing the wording to allow the Advertising and Promotion Committee to request a larger budget than what is currently allowed; \$180,000.00. This would allow the Committee to request additional funds for advertising but it is not guaranteed because this still allows the Council to redirect those funds in excess of \$180,000.00

Vice Chair Krigbaum moved to recommend to the Town Council changes to the Advertising and Promotion Committee Guidelines as presented. Member Gibson seconded the motion and was carried unanimously.

G.4 Discussion Regarding Town Marquee

Town Manager Johnson said the Advertising and Promotion Committee currently has \$25,000.00 budgeted for a Town Marquee. He said he spoke with Mark Sterling, High 5 Design, who built the current sign in front of the new Town Hall building and he said with refitting the current sign it would cost approximately \$20,000.00 for the new marquee sign. Town Manager Johnson said the goal is to have a working marquee sign working by mid May 2018.

G.5 Discussion and Legal Action Regarding Website Proposal from Civic Plus

Town Manager Johnson provided an update on the website proposal from Civic Plus. He reported that Civic Plus is a government approved contractor and because of this, the Town would not need to go out to bid. The proposal of the Town website and the visitor website is \$19,780.00, explaining half of which would be the responsibility of the Ad and Pro Committee. The annual hosting and maintenance fee beginning in year two would be \$4,272.50.

Member Gibson moved to approve funding for half of the proposal amount for the visitor website as outlined in the contract with Civic Plus. Member Fabian seconded the motion and was carried unanimously.

G.6 Discussion and Legal Action Regarding Game and Fish Department Events and Programs

Diane Tilton, Information and Education Program Manager at the Arizona Game and Fish Department, presented the 2018 Arizona Game and Fish Department Pinetop Region Events schedule to the Committee. She highlighted the following events for the Committee:

- May 5, 2018 - Pinetop-Lakeside Fishing Clinic at Woodland Lake Park
- June 2, 2018 – Statewide Free Fishing Day
- Free Kayak/Paddling classes will be held at Fools Hollow Lake
- New fishing opportunity at Show Low Creek Meadows

- July 28, 2018 – Hummingbird Festival, Sipe Wildlife Area Round Valley from 8:00 a.m. to Noon
- October 6, 2018 – Elk Workshop, Sipe Wildlife Area

G.7 Discussion and Legal Action Regarding Funding Request of \$300.00 for Walk for the Woods Sponsorship

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

The Committee received a request from Save our Parks to fund \$300.00 for sponsorship for Walk for the Woods to help purchase and print shirts. For the past ten years Save our Park has held this fundraising event for Save our Park. Walk for the Woods would be held on June 2, 2018

Member Fabian moved to fund \$300.00 for sponsorship for Walk for the Woods. Member Byrne seconded the motion and was carried with a 5-0 vote, with Vice Chair Krigbaum abstaining as stated above.

G.8 Discussion and Legal Action Regarding Funding Request of \$200.00 for Innovation Nation

Vice Chair Krigbaum said last year the Innovation Nation was held in Snowflake and fifteen hundred people attended the event. This year the event will be held in Show Low at the Show Low Junior High School, and fifteen hundred to two thousand people are expected to attend the event. She announced in 2019 the Innovation Nation will be held at Blue Ridge in the Fab Lab. This is a regional event and she is asking Ad & Pro to be a sponsor for the event so the Town logo can be put on the marketing material.

Chair Begovac asked for a motion and no motion was made for funding this request.

G.9 Discussion and Legal Action Regarding Funding of \$500.00 to the Nature Center for the Cody Lundin Event

Member Fabian moved to fund \$500.00 to the Nature Center for the Cody Lundin event being held on March 31, 2018. Member Teetsel seconded the motion and was carried unanimously.

**G.10 Discussion and Legal Action Regarding Funding Request for \$315.00
for ¼ Page Advertisement in High Country Outdoors**

Manager Alba explained that the High Country Outdoors is a publication focusing on outdoor activities and the next publication will feature an article on Councilmember Norris Dodd. He said he and Town Manager Johnson feel a presence in the magazine is needed.

Member Fabian moved to approve funding of \$315.00 for a ¼ page advertisement for the Town of Pinetop-Lakeside in the High Country Outdoors magazine published by the White Mountain Independent. Vice Chair Krigbaum seconded the motion and was carried unanimously.

**G.11 Discussion and Legal Action Regarding Funding Request of \$375.00
for Explore Arizona Travel Expo May 12, 2018**

Manager Alba said the Explore Arizona Travel Expo will be held on May 12th in Mesa at the Mesa Convention Center. This is a tourism related show.

Member Teetsel moved to approve funding of \$375.00 for the Explore Arizona Travel Expo. Member Byrne seconded the motion and was carried unanimously.

**G.12 Discussion and Legal Action Regarding Funding \$11,000.00 for the
Hot air Balloon Festival**

Manager Alba presented an Inaugural Hot Air Balloon Festival proposal to the Town of Pinetop-Lakeside from the Arizona Events Group.

Tim Matykiewicz, President/CEO, Arizona Events Group, presented the following to the Committee:

- The Balloon Festival will be a one day event to take place on Saturday, June 16, 2018 at the Mountain Meadow Recreation Complex (MMRC); including a morning hot air balloon launch (weather permitting) an evening hot air balloon “Glow”, hot air balloon tether ride, laser show, inflatables for kids and a food festival.
- Hosting up to eight (8) hot air balloon teams which include.
- Ticketed event - \$5.00 at the gate for the entire day.
- Live Music entertainment of local talent.

- Fireworks show or laser show.
- Family Fun Zone area including inflatables and kid's activities – locally sponsored.
- Partner with a local media group (radio station/newspaper) or Chamber to solicit retail vendors and sponsorships.

Arizona Events Group would have the role of exclusive event coordinator for the inaugural Pinetop-Lakeside Hot Air Balloon Festival at MMRC. The Town of Pinetop-Lakeside would have complete ownership of the inaugural hot air balloon festival. This would be under a Service Agreement on a monthly rate managing the entire production and coordination of an inaugural hot air balloon festival at MMRC in Pinetop, Arizona on Saturday, June 16, 2018.

The Arizona Events Group will:

- Administrate a complete timeline of all production and coordination activities. Including bi-weekly status details and reports.
- Create a recommended budget for the Town of Pinetop-Lakeside to oversee income and expenses.
- Co-promote all events and activities on social media platforms.
- Coordinate event staff training, communications and operations including Town staff.
- Recruit volunteers, train and manage a local volunteer program.
- Research, prepare and negotiate all on-site vendor services and activities per the approval of the Town of Pinetop-Lakeside and Advertising and Promotion Committee. This includes managing all service vendors on site.
- Consult/Solicit local sponsorships and retail vendors in all categories including providing fact sheets, sponsorship deck templates and retail vendor agreements and documents. This also includes tracking all sponsors and retail vendor components and agreements.
- Manage and direct event site plan and direct event logistics with the coordinated assistance of the Town of Pinetop-Lakeside staff. This will be from site set-up to site clean-up.
- Operate all functions of the events.
- Recommend advertising/promotion and marketing of all activities for the event per the approval of the Town of Pinetop-Lakeside Advertising and Promotion Committee. Including press releases, conferences, announcements and media notices prior to the event. Will assist with the creation/establishment of all event branding (logos) and titles including suggested collateral material.

Arizona Events Group would receive 20% of all sponsorships and vendors sold and collected. Commissions would include presenting, closing, collecting and servicing all new sponsors and retail vendors business. The remaining 80% would be returned to the Town of Pinetop-Lakeside.

Projecting 800 to 1000 people and this would be the along with vendor and sponsorship and beer sales and merchandise. Twenty to Twenty-five volunteers would be needed for the event.

Member Teetsel moved to fund \$11,000.00 for the White Mountain Balloon Festival to be held June 16, 2018. Member Byrne seconded the motion and was carried unanimously.

G.13 Discussion and Legal Action Regarding 2018/2019 Advertising and Promotion Committee Budget

Town Manager Johnson explained the current Ordinance regarding the Ad and Pro Committee states the Committee cannot exceed \$180,000.00 per fiscal year and said he would present the revised Ordinance to the Town Council at the April 5, 2018 meeting. He said any excess revenue generated currently goes to community and recreation facilities, and said the change in the Ordinance will allow the Committee to present a budget to the Town Council asking for a higher budget. He believes the more funds put into advertising will bring more visitors to Town which will increase the Town revenues. He explained that the Town does support all the Town events with staffing which is a huge expense. He stated he is not sure how the Town Council will vote on increasing the yearly Ad & Pro budget.

Councilmember Snitzer said he does not know how the Council will vote either, but said from his standpoint the tax has been put on the business people and the Town agreed to use the funds for promotion and said he is in favor of increasing the budget because the tax revenue is there and to keep directing that money for advertising and promotion of the Town.

Member Teetsel moved to recommend to the Town Council the 2018/2019 Advertising and Promotion budget of \$231,000.00 as presented. Member Fabian seconded the motion and was carried unanimously.

H. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 11:46 p.m.

Jeanne Begovac
Chair