

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY, APRIL 18, 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 9:04 a.m.

Roll Call:

The following Members were present:

Jeanne Begovac	Chair
Lynn Krigbaum	Vice Chair
Ceci Byrne	Member
Chuck Teetsel	Member
Simon Rizk	Member
Angela Fabian	Member (Participated telephonically)
Owen Laluk	Member
Roger Leslie	Member
Bill Gibson, Jr.	Member

The following Member was absent:

Kellen Nicholson	Member
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Also Present:

Malaina Spillman	Recreation Coordinator
Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Jim Snitzer	Councilmember
Kathy Dahnk	Councilmember
Keith Johnson	Town Manager
Russ Mead	Mead Publishing
Sam John	Larry John Wright Advertising
Wiley Acheson	White Mountain Publishing

Kevin Rodolph	Town Finance Director
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B. Call to the Public

Vice Chair Krigbaum announced the free Arizona WUI & Firewise Summit Living with Wildfire to be held at Hon-Dah Resort Casino and Conference Center on April 27 and 28, 2018, and Innovation Nation at the Show Low Junior High School on April 28th from 10:00 a.m. until 2:00 p.m. Vice Chair Krigbaum announced the Taste of the Mountain would be held at the White Mountain Country Club on Saturday, April 28, 2018 from 11:30 a.m. until 2:00 p.m.

C. Meeting Agenda Approval

Vice Chair Krigbaum moved to approve the agenda as presented. Member Teetsel seconded the motion and was carried unanimously.

D. Minutes

Member Gibson moved to approve the minutes of the Regular Meeting held on March 21, 2018. Member Rizk seconded the motion and was carried unanimously.

E. Reports

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

Finance Director Rodolph reported that the available cash for the month of February 2018 was \$96,930.92 and the special tax revenue for the month was \$8,789.05. He said the year-to-date for February 2018 is \$173,853.85. He explained the available cash for the month of March 2018 is \$85,920.76 and the special tax revenue for the months was \$9,637.33. He said the year-to-date for March 2018 is \$183,491.18.

In response to Member Gibson, Director Rodolph conveyed that typically March and April have less tax collected, but it also depends on the winter season. He explained that both February and March were lower in comparison to last year, but explained year-to-date is still ahead from last year.

Member Byrne reported that she and Chair Begovac will present the Advertising and Promotion Committee's 2018/2019 Budget to the Town Council on Thursday,

April 19, 2018. The presentation will include a power point and a short summary to the Town Council. She explained the Council will be asked for a budget of \$231,000.00 for fiscal year 2018/2019 which is higher than the cap of \$180,000.00 that the Committee has had historically. She explained pending the approval of the Ordinance change by the Town Council the \$231,000.00 budget will be presented to them. She said the budget highlights presented to the Town Council would include the new website, changing social media ad spending mix, more regional ad spending through regional partnerships and new events like the balloon festival in June 2018 and the holiday market in December 2018.

Member Byrne stated that the Committee's 2018/2019 Budget requests for funding need to be known ahead of time for budgeting and spending purposes.

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

Vice Chair Krigbaum reported the following TRACKS update:

After 12 years Nick Lund retired as President of TRACKS. Jim Snitzer has been elected as new President. He is busily settling into his role a Delegator in Chief. We are beginning trail work on Monday, April 16 at 8 AM. We are working on the Billy Creek area that is leased to the Town by Navajo County. This will be the venue for the 3rd Annual Community Wildfire Awareness Day which is May 5th. Pinetop Fire will be thinning and brushing in the area East of the Billy Creek Bridge. On May 5th, WMOTA (the local ATV group) will help to get the cut wood and branches out of the area with help from TRACKS and local community people. The purpose of all this work will be to make a Town-owned property FireWise as an example for townspeople.

Vice Chair Krigbaum reported the following Nature Center update:

There were 2 Eagle programs in February. The first had live eagles and 200 people came. The 2nd had 50 people with no live eagles. Then in March Cody Lundin attracted 100 people to a big program which included a 2 hour presentation, a special (sold out) program about fire building, and Search and Rescue did a map and compass/ orienteering course for those not involved in the fire program, food trucks provided dinner then an evening program concluded the day.

On April 27th there will be a Members Only program about Ft. Apache with light refreshments provided by the Arrowhead Café. People are welcome to join at this program.

The Walking Down Ranch will host a Family Breakfast to celebrate Mother's Day on May 13th from 9 to 11 AM.

The Pinetop-Lakeside Chamber will have their annual dinner at the Nature Center on May 18th. Tickets are available on line and at the Chamber.

The annual Spring Carnival will be at Mtn. Meadow on May 24 to 28. This event benefits the Nature Center.

May 26th will be the first of the Saturday Discovery Series programs. It is entitled Nature in Art and Art in Nature. Several local artists will facilitate production of art pieces by attendees – a real “Hands On” program.

June 2nd will be the celebration of National Trails Day with the Walk for the Woods – a fundraiser which benefits the Nature Center and Save Our Park, Inc. (which recently paid \$20,000 to have the Forest Service do a certified appraisal of the 107 acres of the park which contains Woodland Lake Park).

Sign-ups are underway at the Town Offices for the Discovery Learning Camp which will be at the Nature Center for 6 weeks. The weekly activities are based on the Saturday morning programs of the Discovery Series. Camp will be in session Mondays thru Thursdays.

Walk to the Woods is June 2nd at Woodland Lake Park and the Nature Center is hosting the Discover Camp for second grade through fifth grade.

Information on all Nature Center Events is available at www.wmnature.org.

E.3 Update and Information Regarding Sunrise Park Resort

Roger Leslie reported it was a really tough snow season and stated Sunrise has good ideas for the summer season that they are preparing for. He stated the Forest Service possible closure of the forest and the fire season would have an impact on Sunrise summer activities and promotions. He announced that Sunrise has a new board and that Keith Johnson is now on the board representing Pinetop-Lakeside and the White Mountain region. He said the recent tribal elections elected the first

Chairwoman to office early in May 2018 and said the tribe is looking forward to a new council and new ideas. He explained that the tribe is working on an entire master plan of the reservation and looking at economic and tourism plans and community enhancement plans.

Member Laluk said the Sunrise 3D Archery Shoot is expecting a record turnout this year and said he is hoping to get local businesses involved to partner and sponsor the event. The 2018 3D Archery Shoot will be held July 4th and 5th and 7th and 8th.

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

Manager Alba provided a Community Services Report for April 2018:

- AZ Game & Fish Outdoor Expo – We attended this show with the Show Low Chamber of Commerce and the City of Show Low. Attendance was excellent and we were busy from start to finish. We distributed approximately 1,200 bags of collateral material including the Nature Center Discovery Series calendar, the Town’s 5 Easy Places to Camp in the White Mountains, the new White Mountain Trail Systems Map and the Cody Lundin event flyer.
- Hot-Air Balloon Event – Planning for the event is going very well. As of March 30, Arizona Events Groups had three food vendors verbally committed (Poppin’ Hot, Candy Cakes and Cleveland Corned Beef); 9 retail vendors interested and one (Made in Greer) sold; eight balloon teams secured and five bands interested in performing. Based on the response to our Facebook posts, I am very optimistic that this event will be a success. We have ordered a banner to go across Hwy. 260 and the banner will be visible to travelers both directions.
- Tillman Honor Run – As of April 11, we have 116 registered participants. About 25 percent are from outside of Navajo County. We have three people signed up from New Mexico and one gentleman from Temple, TX.
- Easter Egg Hunt – We had a strong turnout of around 2,500 people. All in all, the event was well-received, with just a couple of negative comments from parents whose kids only collected a couple of eggs. We are looking at ways to improve the event for next year.

- Softball – As of April 11, we have 5 coed and 4 men’s softball teams signed up for the Pinetop-Lakeside Softball League. Last year, we were not able to field enough teams for a men’s league, so we are pleased with the response.
- Men’s Basketball – We had 8 teams participate in the town’s basketball league. The season is winding down with the season-ending tournament finishing this week.
- Media Appearances – Tony and/or Malaina once again conducted interviews on town events and activities with White Mountain Radio (both stations) and Birdman Media’s Community Shout. We also had coverage in the *White Mountain Independent* of the Tillman Honor Run and another article on related traffic restrictions.
- Businesses for Visitors Coalition – Tony has continued to meet with the leaders of this group and I believe we are working very well together in support of promoting tourism communitywide.
- The Cody Lundin event on March 31 at the White Mountain Nature Center was very well received. More than 100 people registered and attended and the private demonstration with Cody sold out with 14 participants.
- Explore Arizona Travel Expo – Tony will be attending this event on May 12 at the Mesa Convention Center. This event was approved by Ad & Pro last month. Tony is taking materials for 500, including the “5 Easy Places to Camp”, the Nature Center Summer Series, the new trails map, the Night of Apache Culture flyer and the White Mountains Hot Air Balloon Festival flyer.
- Tony has been in contact with the Arizona Office of Tourism about its official Local Visitor Information Center (LVIC) program. AOT is modifying its LVIC program and details will be announced at the Governor’s Conference on Tourism in July. Tony and Councilor Kathy Dahnk will attend.
- We have been in contact with the organizers of Santa’s White Mountain Experience about possibly using the gym next to the old Town Hall as a venue for the holiday event. Pickleball has a contract to use the facility through October, but we are working with both groups to explore a

compromise. We'll have an update next month after the Pickleball Board of Directors meets.

Manager Alba said there were one hundred and thirty-one registered participants for the Tillman Honor run. He said Pat Tillman wore number 42 at ASU and he said the event started at 9:42 a.m., it was 42 degrees out, and the White Mountain Alumni Chapter Association sold 42 commemorative glasses at the post event gathering at The Lion's Den. He said he was very pleased with the event and said he will survey the registers of the event.

Manager Alba announced that the hot air balloon event is less than two months away; there are four confirmed food vendors, four confirmed retail vendors and ten prospective retail and food vendors and a dozen potential sponsors. He said the event is coming together very, very well.

Manager Alba said he will be attending the Explore Arizona Travel Expo in Mesa on May 12, 2018.

Recreation Coordinator Spillman said she is working on planning the Santa's White Mountain Experience and hope to hold the event in the Lakeside gym.

In response to Member Gibson, Councilmember Dahnk said the Cody Lundin event was attended by a lot of people from out of Town and a few from out of state.

Recreation Coordinator Spillman said seventy-five percent of the people attending the Cody Lundin event were not Pinetop-Lakeside locals or from the White Mountains.

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

Member Fabian provided the following report:

Advertising and Promotion Committee Strategic Planning Subcommittee Meeting Report for April 2018. The Strategic Action Subcommittee pursued two major action items this month:

1. The White Mountains Partnership (WMP). Members of the subcommittee met with representatives from Show Low, Navajo County and Summit Healthcare to

discuss rejoining the White Mountains Partnership to pool resources for regional advertising and promotion projects.

Action: The advantages and costs of joining the WMP will be presented at the April 18th Advertising and Promotion Committee meeting.

2. The committee met with Sam John to discuss the pros and cons of different digital video and non-digital advertising options, especially in light of remixing our OOTV/OOIA and social media spending mix.

Action:

- Sam John will present at the April 2018 meeting a detailed explanation of what opportunities are available for online advertising and report on the effectiveness of no OOTV/OOIA spending and increased Facebook/Instagram by the Advertising and Promotion Committee in April 2018.
- He'll also provide an update on the *Visit Pinetop-Lakeside* Website fixes that his agency is working on.

The Strategy Committee will explore:

- Ways to get more engagement on our website, through more offers like email subscriptions and local business direct response (coupons) tracking.
- Doing more follow-up advertising/engagement with the email subscriber list we currently have.

E.6 Update and Information from the Communications Sub-Committee

Manager Alba said the sub-committee did not meet since the last meeting but said that there will be improved communications and the Talk of the Town has been resurrected and visitor's surveys will be sent out after each event.

E.7 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for May 2018 Advertisement

Sam John reported on the following for the month of March 2018: Monthly Website Visitors, Monthly Organic Search, Monthly Targeted Impressions, Monthly Full Video Views, Monthly Video Website Clicks, Monthly Targeted Banner Ad Impressions, Monthly Banner Ad Website Clicks and Facebook Month

End Likes. He also reported on the new and revised website that will go live in the next week or two.

Mr. John presented and explained the services offered by the Larry John Wright Advertising Agency: full service advertising agency, been in business for 35 years, TV, radio, print, digital and outdoor advertising, the agency has over forty employees working for the Town, and the agency is located in Mesa, Arizona.

Mr. John recommends video pre-roll and banner advertising and continue with Facebook and social media.

Mr. John recommends for May 2018 Summer Vacation advertising \$7,500.00 for OOTV, \$2,500.00 for OOIA and \$500.00 for Facebook/Instagram Ads.

Member Gibson moved to authorize funding of \$7,500.00 for OOTV, \$2,500.00 for OOIA and \$500.00 for Facebook/Instagram Ads to Larry John Wright Advertising for the month of May 2018. Vice Chair Krigbaum seconded the motion and was carried unanimously.

F. Old Business:

F.1 Discussion and Update Regarding Discover Pinetop.

Member Teetsel provided the following update on the Discover Pinetop Campaign for the month of April 2018:

- Member Teetsel met at the Channel 12 office to review performance and discuss strategy.
- Changes focusing on Facebook have been implemented with more to come.
- Similar work on the website is also underway.
- Social advertising increased in March 2018.

G. New Business:

G.1 Discussion and Legal Action Regarding Advertising in the Arizona's White Mountains Magazine half-page advertising for \$1,200.00.

Chair Begovac explained she asked Russ Mead to attend the meeting and said Mead Publishing is a legacy advertiser for the Town of Pinetop-Lakeside but said

the Committee does not need to be complacent in advertising dollars and needs to continue to look at everything that the Committee is doing to make sure the advertising is getting the best bang for the buck.

Russ Mead said this would be the 64th year for the magazine, it is a family publication started by his father, there are three distribution methods; to their advertisers, with two hundred locations throughout the White Mountains from Alpine to Heber, to retail outlets, for example Hon-Dah, Eddies Country Store and Western Drug in Springerville; to trade shows partnering with cities, towns and the local Chambers. Mr. John creates the advertisement.

Member Gibson moved to approve funding of \$1,200.00 for a half page advertisement in the 64th Arizona's White Mountains Magazine. Vice Chair Krigbaum seconded the motion and was carried unanimously.

G.2 Discussion and Legal Action Regarding Advertising in the Arizona Drive Guide.

Manager Alba presented on the Arizona Drive Guide and said the guide is distributed primarily at car rental counters throughout the state. He said they are working on the summer issue and are proposing giving a discount for a full page advertisement for \$1,600.00 which is regularly \$4,000.00. The closing date for the advertisement is April 28, 2018 and would have to be funded from the 2018 budget.

Manager Alba recommended not advertising in the Arizona Drive Guide.

Mr. John agrees with Manager Alba and said it is a very passive advertisement.

Member Gibson moved to deny advertising in the Arizona Drive Guide. Member Byrne seconded the motion and was carried unanimously.

G.3 Discussion and Legal Action Regarding Advertising in the Visit White Mountain Apache Tribe Guide.

Wiley Acheson explained on June 9, 2018, there would be a kick-off for the Annual Apache Woman's Scholarship to be held at Mountain Meadow. He said there has not been enough exposure for the tribe and all of the events they have to offer. He stated the Independent newspaper is putting together a sixteen page White Mountain apache Tribe insert that will publish June 1, 2018 with an advertising deadline of May 9, 2018. He said Pinetop-Lakeside will be featured as

the Gateway to the White Mountain Apache Reservation. He said he is approaching the Committee to advertise in the publication and expressed there is a renewed excitement towards the tribe.

Member Byrne explained that some of the funding for the Podcasts came from the regional advertising line item. A budget prospective the Committee does not have any money to spend on regional advertising. She said this event could be supported through the podcasts.

Mr. Acheson said the invoice would not be generated until July 1, 2018 and payment could be deferred until the 2018/2019 budget.

Member Gibson stated he wants to use the resources that the Committee is already paying for, but would like to support the event through the Podcasts.

Town Manager Johnson stated this is a special section that is in the White Mountain Independent

Manager Alba stated he thought it was worth it to run an ad in the special section and indicated the advertisement could be paid for out of the 2018/2019 budget.

Member Byrne stated there are not a lot of extra funds to pay for this in the 2018/2019 budget, further stating there are no funds budgeted to advertise in this type of item for 2019. She suggested using event promotion funds for more specific event advertising. She said a large amount of money was taken out of the regional print ad budget.

Town Manager Johnson stated this would be an event held in the Town and at a Town facility.

Member Byrne said it could be funded by event promotion and said there are funds available for that, but the budget is more specific for 2019 advertising spending, more for events.

Mr. Acheson said the ad could be as small as a quarter of a page for \$249.00.

Chair Begovac said she is leaning more towards what Member Gibson had said and using the Podcasts.

Member Byrne said there would be more advertising opportunities with the White Mountain Independent, for example the High Country Outdoors insert, and said it had already been built into the budget.

Vice Chair Krigbaum said the quarter page ad would only cost \$249.00 and asked if that could be found in the budget anywhere.

Member Byrne said she was hit with the additional \$5,000.00 for the Town marque sign that she has to find in the budget and said right now she could not guarantee finding the amount in the budget.

Member Gibson asked Mr. Acheson to call him and announced he would pay for the quarter page advertisement.

Town Manager Johnson announced that the Town would find it in the Town's budget to pay for the advertisement.

Member Gibson directed for a half page ad to be created and announced that he would pay for it. He directed Mr. Acheson to send the bill to him.

Town Manager Johnson suggested the Town would split the cost of the half page ad with Member Gibson.

Mr. John said he would create the advertisement.

Manager Alba said that is a very kind thing to do and said the Town would be noticeably absent if the Town did not place an advertisement in the special section.

Member Gibson said the support needs to be shown to the tribe and explained this is a personal thing for him. He believes this event needs to be a part of the Podcasts.

Mr. Acheson said this section will be distributed to the Arizona Department of Tourism.

G.4 Discussion and Legal Action Regarding the White Mountain Partnership.

Town Manager Johnson said he is in favor of joining the White Mountain Partnership and that it would be a positive partnership and working together regionally will benefit the Town.

Member Teetsel moved to fund \$20,000.00 for fiscal year 2018/2019 to join the White Mountain Partnership. Member Fabian seconded the motion and was carried unanimously.

G.5 Discussion and Legal Action Regarding Approving the Amended 2018/2019 Draft Advertising and Promotion Committee Budget

Member Teetsel moved to approve the proposed 2018/2019 Advertising and Promotion Committee budget for \$231,000.00. Member Gibson seconded the motion and was carried unanimously.

G.6 Discussion and Update Regarding Town Marquee

Town Manager Johnson reported that the Town is still working on the marquee sign, there are a couple of options, but said a full decision has not been made yet. He said the new Town Hall renovation bids were rejected at the last Town Council meeting because the bids were too high. He explained some of the work will now be done in-house. He said it has been recommended to use the existing sign at the building; that Option one would be to use a back lit panel, similar to the school districts marquee sign. The sign would include the Town logo on it. Option two would be to put the marquee in the entire existing sign, but his fear is that a portrait view sign would be too small. Other ideas the Town is considering is to incorporate the entry signs at both ends of Town and incorporate a similar sign at the driveway coming into the parking lot of Town Hall. Another suggestion is a Town Hall sign on the building at the peak of the eaves facing the highway.

G.7 Discussion Regarding Arizona Office of Tourism

Manager Alba said he was directed by the Committee to investigate and explore opportunities having the Town become the Visitor Center. He said the Arizona Office of Tourism is completely revamping that program and how it is run. He said they are looking at becoming more aggressively involved in how the Visitor Centers are run. The new program would be unveiled at the Governor's

Conference in July 2018. He announced that he and Councilmember Dahnk would be attending the Governor's Conference and said he would have more information after attending the conference. Further, Manager Alba stated he met with the new Chamber Director and the Chamber Director agreed they need to be open longer hours, on weekends and later on Fridays.

G.8 Discussion Regarding Redesigning the Funding Request Form

Chair Begovac asked that this agenda item be postponed to the May 2018 meeting so there could be more input from Committeemembers on revamping the Funding Request Form.

G.9 Discussion Regarding Upcoming Expiring Terms of Members

Chair Begovac mentioned terms are expiring in the next several months and stated letters of interest need to be submitted if they want to remain on the Committee.

H. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 12:00 p.m.

Jeanne Begovac
Chair