

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY, JULY 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 9:01 a.m.

Roll Call:

The following Members were present:

Jeanne Begovac	Chair
Lynn Krigbaum	Vice Chair
Bill Gibson, Jr.	Member
Chuck Teetsel	Member
Simon Rizk	Member
Kellen Nicholson	Member
Roger Leslie	Member

The following Members were absent:

Owen Laluk	Member
Angie Fabian	Member
Ceci Byrne	Member

Also Present:

Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Jennifer Brimhall	High Mountain Half Marathon
Jim Snitzer	Councilmember
Kathy Dahnk	Councilmember
Keith Johnson	Town Manager
Mark Chilton	Santa's White Mountain Adventure
Eric Fogel	High Mountain Half Marathon
Rob Hephner	Birdman Media

Sam John	Larry John Wright Advertising
Aaron Casey	Pinetop-Lakeside Chamber of Commerce
Malaina Spillman	Recreation Coordinator

B. Call to the Public

Chair Begovac called for public comments. No comments were offered to the Committee.

C. Meeting Agenda Approval

Chair Begovac suggested moving agenda items G1 and G3 after agenda item D. Minutes. She said the people in attendance reporting on these agenda items need to leave for other meetings.

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

D. Minutes

Vice Chair Krigbaum moved to approve the minutes of the Regular Meeting held on June 20, 2018. Member Nicholson seconded the motion and was carried unanimously.

E. Reports

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

Chair Begovac read a statement from Member Byrne who was unable to attend the meeting:

Sam John's proposal to spend \$14,500.00 each month for the months of July 2018 and August 2018 is on track with the 2019 budget. I will add a breakdown of money spent by advertising type on future 2019 budget reports.

Chair Begovac announced that Finance Director Kevin Rodolph said he did not have much to report at this time. She reported the information provided by

Director Rodolph that June sales tax reports had not been released from the State yet and he has not had any time to work on the financials.

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

Vice Chair Krigbaum reported the following TRACKS and White Mountain Nature Center Report update:

TRACKS Report

For the past three weeks the TRACKS Trail Crew worked on the new trail beside Billy Creek on the Town leased land. We are completing a non-motorized trail in the one mile along Billy Creek. With the monsoons we hope there will be water in Billy Creek and this will be a delightful place to walk and hike, right in the middle of Town, much like having the trail around Woodland Lake. TRACKS built a trail connection in Mountain Meadow Park, but the Forest Service has not given their approval yet for the completion of that trail to connect to the Hitching Post Trail so there can be mountain bike competition rides based from Mountain Meadow. The TRACKS monthly meetings are now a potluck breakfast in the large Ramada at Woodland Lake Park. Everyone is invited to join TRACKS, which is free, and includes a monthly newsletter giving not only TRACKS information, but also Nature Center and Audubon Society events information.

White Mountain Nature Center Report

The Nature Center has been busy with the weekly 10:00 a.m. Saturday programs and recently hosted the 7th Annual Audubon Film Festival. The past month's programs have included Treasure of the Forest, which focused on our Tall Trees and FireWise information; a gardening and composting hands on event including a trip to the Sanitary District and the Digester; an excellent presentation about how birds fly and build their nests; Wonderful Wetlands, where lots of kids enthusiastically found critters in Big Springs with the help of two experts; an Eagle presentation including a fundraising bar-b-q lunch with the Mountain Saddle Band and finally, last Saturday, Around the World with Honey and Bees. The programs scheduled for the next month include STEM Saturday, a Dinosaur Dig, Beetlemania, Mighty Mammals of the White Mountains and Nature Bingo. You can see we present a wide range of programs and there will be the big finale – the 13th Annual Woodland Wildlife Festival, coming Labor Day Weekend.

Four local groups are now holding their monthly meetings at the Nature Center since the old town Hall is no longer available; Audubon, TRACKS, Save our Park

and the Friends of Rainbow Lake. A “Members Only” event will be held July 27th at 7:00 p.m. in conjunction with the Hummingbird Festival July 28th at Sipe Wildlife Area. Please do a “Save the Date” in your calendar for the 13th Annual Nature Center Benefit Dinner which will be at 5:00 p.m. at Hon-Dah on September 15, 2018. This is our annual fund raiser and tickets are available now from Nature Center Board Members and at the Nature Center on Monday, Wednesday, and Fridays from 10:00 a.m. to 2:00 p.m. or at any Nature Center program or event.

We had our first injured visitor to our Rehab facility recently. A juvenile Great Horned Owl was tangled in a barbed wire fence. It was rescued by Arizona Game and Fish and brought to the Nature Center Rehab to be treated and nursed back to health. While the owl was present, the 2nd Wildlife Rehab Fundraising Dinner was held. Thanks to cameras in the facility, the attendees were able to see the owl on the monitor in the Nature Center as it was recovering. A few days after the dinner the owl was released at Timber Mesa to the delight of many cheering friends as it took flight back into the wild which was the intention of having this facility.

This report would not be complete without a description of the Discovery Camp which was held from June 4th to July 12th. The campers explored areas which dove-tailed with our summer Discovery Series of Saturday programs. An average of twenty-five (25) children entering 2nd through 5th grade enjoyed activities, games, presentations, breakfast and lunch and, most importantly, hikes each day. There were two excellent certified teachers and two aides who interacted with the kids and also included visits from experts in the various activities even including a whole day with a “survivalist”. This is the second year we have presented this opportunity and it was a great success.

You are invited to visit the Nature Center for any or all of our Saturday morning programs or to explore our presentations and displays and especially the “Please Touch” table. An education and fun time is available to everyone.

Vice Chair Krigbaum announced that the Timber Mesa and Pinetop Fire Firewise and Block party will be on Saturday, July 21, 2018 at the fire station on Bucksprings Road in Pinetop.

Vice Chair Krigbaum stated that TRACKS would not be finishing the one mile along Billy Creek because there are too many rocks along that section.

Vice Chair Krigbaum announced that every Saturday at 10:00 a.m. the Nature Center holds a program and said this Saturday, July 21st would be STEM Saturday and have activities for the entire family.

Councilmember Dahnk announced that on August 18, 2018, TJ, a survivalist on the Discovery Channel also known as the “Wilderness Man”, will be holding a weekend camp out at the Nature Center for families.

E.3 Update and Information Regarding Sunrise Park Resort

Roger Leslie reported that Sunrise Park Resort had a good 4th of July week with a really good turnout and the 3-D archery event was a success. He said the biggest challenge was when the monsoons came in everyone left the mountain. He said the Tribe is looking into their marketing strategies and planning for the upcoming winter season. The big project is doing the upgrade to the snow making equipment and there are engineers proposing how to enhance the snow making capabilities. The mountains needs to be cleared to expand the snow making equipment and he said the decision was made to close Sunrise after the weekend of July 21, 2018, and will not open until the winter seasons begins. This will give Sunrise time to start pulling pipe and prepare for snow making. He announced that on Saturday, July 21st Sunrise is holding a Native American appreciation day and then Sunday, July 22nd will be the last day Sunrise is open until winter.

Member Gibson thanked Member Leslie and the entire Sunrise team for their work. He said he and fifteen (15) kids went to Sunrise on Sunday, July 8th and the kids had a fantastic time. They arrived at 9:00 a.m. and left at 2:00 p.m. and the cost for each was \$80.00 for the entire day and this included lunch. He announced he will be taking another group of kids to Sunrise, July 22nd.

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

The Community Services Department Report for June 2018 is as follows:

- Hot-Air Balloon Event – The event has been rescheduled for Saturday, October 13. All ticket purchasers who requested refunds have received them. Others who purchased tickets in advance can use them in October. To date, only one food vendor has canceled for October because of a conflict. We are working on the addition of a kickoff concert on Friday night, October 12. We hope to have a contract signed prior to next week’s Ad & Pro meeting.

Arizona Events Group will work with us on support and on-line ticket sales for the concert. We are confident that the October event now has a chance to be bigger and better than even the June date. Tim Matykiewicz will attend the August Ad & Pro meeting to update the committee on plans for the event.

- Media Appearances – Tony appeared on Birdman on the Mountain on June 12 and Malaina appeared on June 19. Additionally, Karen Warnick did a story on the reschedule of the Balloon event for the White Mountain Independent.
- The Discovery Learning Camp at the White Mountain Nature Center wraps up this week. Meghan Dorsett and John Jarchow report that the camp was a success, both programmatically and financially. They will make a few tweaks to next year’s programming to appeal to a broader audience each week, but overall, the camp has been a popular success.
- Pinetop-Lakeside Days – We have changed the date of this event to August 18 so as not to conflict with a Fire Wise event on July 21. We’ve begun to promote “Mattress Down the Mountain” and response has been overwhelmingly positive. There is a great deal of excitement and social media chatter in the community and we know of at least four teams that already are planning to enter. We have at least five wood carvers interested in that aspect of the event and we’ll begin promoting the charity softball (mushball) event next week. The Pinetop-Lakeside Chamber will coordinate a “scavenger hunt” and the Historical Society will conduct its “milk can dinner” at the event.
- Tony has been a regular participant, along with Keith, on the weekly fire condition update call. Although our area has received some good rainfall, limited fire response resources and only scattered showers in other part of the region dictate that we remain in Stage 3 Fire Conditions at this time.
- Website – Ceci is the Ad & Promo representative working with Town staff and Civics Plus to help develop our new website. The new website was the specific topic of a strategic planning subcommittee meeting this week. The committee discussed the overall theme and message we desire to have incorporated into the new website and will continue to meet to refine the goals over the next several months. Overall, it was a very productive

meeting and helped in providing direction and support for the work Ceci has been doing.

- Businesses for Visitors Coalition – Tony, Malaina, Keith, Councilor Penrod and Councilor Dahnk met with Pat DeRosier, Annie DeRosier and Kellen Nicholson, along with Sam John, after the June 20 Ad & Promo meeting to discuss a transition plan to have the town assume responsibility for promoting events and activities. Sam will work closely with Annie, Pat and Kellen to ensure a smooth transition.
- Santa’s White Mountain Adventure is still planning to use the gym next to the Old Town Hall as a venue for the holiday event. The event will run November 13 through December 22. Tickets are on sale now on line at <https://www.santaswhitemountainadventure.com/>. We will be meeting with Mark Chilton next week to finalize a contract and ensure we’re all on the same page.
- Town staff and members of the Town Council served lunch at the P-L Senior Center on June 18. The next scheduled service is on July 26. The attendees always appreciate the opportunity to meet and talk to representatives of the Town.
- GCOT – Tony and Councilor Kathy Dahnk will depart for Phoenix immediately after the Ad & Pro meeting to attend the Governor’s Conference on Tourism, July 18-20. Steve North from the City of Show Low also will attend and he and Tony will meet with other regional tourism representatives from throughout the state to research best-practices for regional promotion. They will report their findings at the next White Mountain Partnership committee meeting.
- Tony has been extended an official invitation by the Pinetop-Lakeside Chamber of Commerce to serve as an Ex-Officio Member of the board. This appointment, along with his service as a Chamber Ambassador, will continue to help strengthen the Town’s working relationship with the Chamber.
- Tony has been named to the board of directors of the White Mountains Chapter of the ASU Alumni Association.

- Tony is in the process of applying for membership to the Rotary Club of the White Mountains.

Other meetings attended since last report:

- White Mountain Communities Annual Fire Wise Block Party Planning Meeting (2)
- White Mountain Partnership Planning Committee
- Town Council meeting
- Town Council Public Hearing on Home Rule
- Hawley Lake Summit at Hon-Dah
- P-L Chamber Board Meeting
- Perk Up
- WMNC Board Meeting

Manager Alba stated that the hot air balloon event has been rescheduled for Saturday, October 13, 2018. He announced there is an opportunity to hold a kick-off concert on Friday evening October 12th.

Town Manager Johnson said the Town has contracted with the Bar D Wranglers to hold a concert at Mountain Meadow on Friday, October 12, 2018 and said admission will be charged to attend the concert. He said they had held a concert in Snowflake and had approximately five hundred to six hundred people attend the concert. He said that Manager Alba has worked out the ticket pricing with the balloon event organizers and he said a combination ticket can be purchased to attend the concert and the balloon event at a discount.

Manager Alba said the City of Show Low is loaning their stage at a discounted rate for the Town to use for the concert and the balloon event.

Manager Alba said Pinetop-Lakeside Days will be held on August 18, 2018, and he said the response has been great and the Mattress Down the Mountain is being promoted and response to the event has been fantastic. He announced that there will be a woodcarving contest and an equipment rodeo.

Malaina Spillman, Recreation Coordinator, said there would be a partial closure of Highway 260 from 8:00 a.m. to 11:00 a.m. for Mattress Down the Mountain and explained there would be one lane open in each direction for traffic.

Vice Chair Krigbaum thanked Sam John and Larry John Wright for the great banner design for Pinetop-Lakeside Days.

Manager Alba said he was asked by the Chamber of Commerce to serve as an ex-officio member. He said for future Advertising and Promotion Commission meetings the Chamber of Commerce would be listed as a permanent agenda item so that Director Casey can give an update on the Chamber of Commerce activities.

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

1. Larry John Wright - Sam
 - a. Information to see
 - i. Social media – Please provide a breakdown of all fees of the social media budget
 1. Social Media – There are no fees associated directly with Social Media. We are an advertising agency. We provide our full services to you (TV, Radio, Print, Billboards, media buying, production, consultation, etc., etc.) with a \$2,500 monthly retainer. When we advertise with commissionable media, like TV & Radio, we also keep the 15% agency commission, but it has been years since we did any of that. Long and short, we basically do whatever the board asks us to do
 - ii. Banner ads – on the spreadsheet you gave us the \$10k for one month with 6 million impressions or is it for a year?
 1. \$10k with 6 million impressions would be for 1 month.
 - iii. What is the cost of television spots in the valley and Tucson?
 1. We are buying PHX TV at around a \$135 Cost Per Point and Tucson around \$70. This could always change based on what we decided to buy, but what that means is, the cost to reach 1% of the population is \$135 in PHX and \$70 in Tucson. Cost per spots vary based on many factors like time of day, program and demand. If you would like a proposal, I can easily put that together.
 - iv. Please show us a recommendation for advertising dollars to be distributed over all months.
 - v. What do you consider social media?

1. We see social media as defined on the web “websites and applications that enable users to create and share content or to participate in social networking.” Examples would be: Facebook, Instagram, SnapChat, Pinterest, Twitter, etc. There are literally hundreds of social media options. We typically use those that reach the highest number of potential customers as possible for the money spent. I also view social media as having 2 sides. The “Free” side where you can post and share, comment and like and the “paid” side where you actually spend money to attract things like likes, views, engagement etc.
2. Website – Ceci is working with Tony and the website team for the tourism portion of the site.
 - i. Lodging – camping, cabins, hotels
 - ii. Restaurants
 - iii. What to do
 1. Family Activities
 2. Trails
 3. Water activities
 4. Recreation
 5. Seasons
 6. Shopping
 - b. For more information button to complete request
 - c. Calendar of events....
3. White Mountain Partnership
 - a. Meeting set with partnership for Friday, June 22
Other discussion:

Recreation Coordinator Spillman said she met with Member Byrne regarding the website on the dot.com part of the website and she said that October 5, 2018 will be the cut-off date for content and said any changes made after October 5, 2018 will not be migrated over. She explained that Member Byrne is going through the entire website and looking at everything to decide what to migrate over and what does not need to be migrated over and she is also checking the content and copy for any changes.

Recreation Coordinator Spillman said the Strategic Planning and Website sub-committee is coming up with “pillars” of what the community should be known as,

and explained it would be something to do with recreation; for example Arizona's Recreation Destination.

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

Members: Tony Alba
Lynn Krigbaum
Simon Rizk
Sam John
Jeanne Begovac

Purpose of Committee

To effectively communicate the marketing activities and accomplishments of the Town's Advertising & Promotions Committee to the local business community and residents.

Goals

- 1 – Improve communications to constituents
- 2 – Develop a system to survey visitors and attendees at specific events
- 3 – Elevate level of cooperation with the "Businesses for Visitors" group

We have been able to implement a regular, bi-weekly schedule to distribute "Talk of the Town." Where appropriate, an Ad & Pro "PSA." Since our last meeting, Tony revised the Ad & Pro Funding Request forms again and solicited input from the subcommittee. The proposed forms are included in today's packet for consideration by the committee. Finally, we have begun the transition process to have Sam John take over the production of the "Businesses for Visitors" promotional campaigns. Sam will address that in his report.

Manager Alba said the sub-committee has been working with the Chamber and Businesses for Visitors.

E.7 Update and Information from Birdman Media

Rob Hephner provided an update on the numbers for the Podcast audio, Youtube, Mountain Talk and Community Shout. He explained that in the Friday edition of the White Mountain Independent there is an announcement for the Community Shout! for the following week and what will be featured. He said Show Low TV now has the Community Shout! on Tuesdays and Thursdays at 3:30 p.m., Wednesday and Friday at 7:00 p.m.

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

Sam John reported on the following for the month of June 2018: 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.

In response to Chair Begovac, Mr. John said marketing funds could be shifted to promote and market the balloon festival to the Albuquerque, New Mexico area.

Member Nicholson agreed that this would be a good idea to look into.

Mr. John said he would look into marketing to the Albuquerque area.

Mr. John recommends for August 2018 Summer Events Promotion advertising \$10,000.00 for Pre-Roll, \$3,000.00 for Banner Ads, \$1,000.00, for Facebook/Instagram Ads and \$500.00 for Giveaways.

Member Kellen moved to authorize funding of \$10,000.00 for Pre-Roll, \$3,000.00 for Banner Ads, \$1,000.00 for Facebook/Instagram Ads and \$500.00 for Giveaways to Larry John Wright Advertising for the month of August 2018. Member Rizk seconded the motion and was carried unanimously.

F. Old Business:

No old business to report on at this time.

G. New Business:

G.1 Discussion and Information regarding Santa’s White Mountain Adventure

Mark Chilton, BC Productions and Santa’s White Mountain Adventure, said he has been a full-time resident of Pinetop for thirty-two years and that he had been involved on the Advertising and Promotion Committee and the Chamber of

Commerce. He explained that no snow means no business and he decided to think outside the box about what else can be done to bring visitors to the Town. He explained he came up with Santa's White Mountain Adventure and he has distributed posters throughout Town advertising the event and has banners up in several places. He said most people are familiar with the North Pole Experience in Flagstaff, but most people are not familiar that it first started in Greer, AZ. He and his wife partnered and formed a corporation with the owners of Annie's Bistro to put on Santa's White Mountain Adventure. They decided the White Mountains needed an event to boost the economy in the winter, especially if there is not any snow. He explained the Adventure will run from November 13, 2018 to December 22, 2018, he said there is a website, Facebook page, banners and posters in Town, tickets have already been sold on line and there might be a commercial with Johnny Johnson. The event will have "adventure stops" throughout Town which will help get the participants through the Town and hopefully benefit the businesses through Town; participants will check in at The Green Tree Hotel, in their conference room that Simon Rizk has donated the use of, there will be Christmas movies to watch while the parents are checking in and an Elk photo booth for pictures; and then move onto their adventure stops including The Burley Bear, Whispering Pines Resort, and a bakery in Town. At every stop in Town they will get a stamp on their ticket that can then be entered into a drawing for prizes. The last stop, or the stop that is made with an appointment time, is the old Town gym that will be set up as Santa's toy workshop and factory. The Greer event had ten thousand people attending and the reason it is not still in Greer is because it got too big. Mr. Chilton requested for the Advertising and Promotion Committee to help promote, advertise and support the event.

Community Services Manager Alba said that Mr. Chilton is not asking for funding from the Advertising and Promotion Committee. The Town of Pinetop-Lakeside is involved as a partner and is in the process of working out the final details in using the old gym. The Town understands this is good for the businesses in Town.

Rob Hephner invited Mr. Chilton to come to Birdman Media to promote the event. In response to Member Gibson, Mr. Chilton said Flagstaff is still holding their event, but the benefit that the Town has is our event will not be a "rushed event" and there will be more quality time with the Elves, Santa and at the adventure stops.

In response to Councilmember Dahnk, Mr. Chilton stated that all of the different pricing options are listed on the Santa's White Mountain Adventure website.

G.2 Discussion, Information and Legal Action regarding funding for the Tour of the White Mountains October 13, 2018.

Community Services Manager Alba explained this is a line item in the budget for the 2018/2019 fiscal year budget.

Member Teetsel moved to fund \$3,750.00 to the Tour of the White Mountains. Vice Chair Krigbaum seconded the motion and it carried unanimously.

G.3 Discussion, Information and Legal Action regarding funding for the High Mountain Half Marathon August 4, 2018.

Jennifer Brimhall announced that the Third Annual High Mountain Half Marathon will be held on Saturday, August 4, 2018. She is hoping for seven hundred and fifty runners this year, so far there are two hundred and fifty runners registered. Approximately fifty percent of the registered runners do not live in the White Mountains. She explained this race helps to benefit the youth in the White Mountains through scholarship opportunity for kids. The core focus this year is to earn money for the Blue Ridge Soccer team. There is one field without lights for four teams to play and practice on and the objective this year is to get a practice field with lights. The goal is to raise \$50,000.00 and the school will put in \$100,000.00 for the practice field and the next objective would be to raise funds for the lights for the fields. She said Navopache would donate their time, people and equipment for installation of the lights that would cost \$200,000.00. She explained it is expensive to put on the race and they are requesting \$500.00 from the Advertising and Promotion Committee and the Town would be listed as a primary sponsor of the event. She said they want to put the White Mountains on the map as a destination race and a destination place to stay and to train.

Eric Fogel, High Mountain Half Marathon, said they are trying to get high caliber and international runners to attend the event. They are always looking for donations and discounts for the event as prizes or for all of the vendors and people working the event. They want to get the entire community more involved in the event and asked the Committee members to send him any suggestions or ideas to better market the marathon.

Vice Chair Krigbaum moved to approve funding of \$500.00 to the High Mountain Half Marathon. Member Teetsel seconded the motion and it carried unanimously.

G.4 Discussion, Information and Legal Action regarding redesigning the Funding Request Forms.

Member Teetsel suggested the following change on the Request for Marketing Funds document: Fourth paragraph, last sentence to read as follows: “Please submit your request for funding by February 1st to be considered at the retreat and in the next fiscal year budget and have the best opportunity to be funded.”

Member Kellen moved to approve the Funding Request Forms with the change to the Marketing Funds document: Fourth paragraph, last sentence to read as follows: “Please submit your request for funding by February 1st to be considered at the retreat and in the next fiscal year budget and have the best opportunity to be funded.” Member Leslie seconded the motion and it carried unanimously.

H. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 10:46 a.m.



Jeanne Begovac
Chair