

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY, AUGUST 15, 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 9:03 a.m.

Roll Call:

The following Members were present:

Jeanne Begovac	Chair
Angie Fabian	Member
Ceci Byrne	Member
Chuck Teetsel	Member
Kellen Nicholson	Member
Owen Laluk	Member

The following Members were absent:

Lynn Krigbaum	Vice Chair
Bill Gibson, Jr.	Member
Simon Rizk	Member

Also Present:

Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Jim Snitzer	Councilmember
Keith Johnson	Town Manager (arrived at 10:15 a.m.)
Rob Hephner	Birdman Media
Sam John	Larry John Wright Advertising
Aaron Casey	Pinetop-Lakeside Chamber of Commerce
Tim Matykiewicz	Arizona Events Group
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

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

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Angie Fabian		

D. Minutes

D.1 Approval of the Minutes of the July 18, 2018 Advertising and Promotion Meeting.

Manager Alba asked to strike the following from the July 18, 2018, meeting minutes: page 9, second paragraph end of the first sentence “but said he did not want to have a conflict of interest.”

Member Fabian moved to approve the minutes of the Regular Meeting held on July 18, 2018, with the above referenced correction. Member Laluk seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Angie Fabian		

Reports

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

Member Byrne provided the following report:

Ad & Pro Budget Subcommittee Report August 2018:

Kevin Rodolph and Tony Alba met with Ceci Byrne to close out the FY 2018 Ad & Pro Committee Budget on 8/6/18.

Highlights from FY 2018 Closing

- *Total Ad & Pro Committee FY 2018 Expenditures (July 1, 2017- June 30, 2018): \$216,400*
Note: As of 6/30/18 Ad & Pro Committee has spent \$212,600. An estimated additional \$3800 in bills may be charged to 2018 projects as we finish up the reconciliation process in the next month.
- *Estimated Carryforward of \$4600 - \$8401.*
A carryforward is budgeted funds that we did not spend in the appointed fiscal year being moved for use in another fiscal year. The Ad & Pro Committee 2018 carryforward is primarily a result of two FY18 budget items being moved from the FY18 budget.
 - *The fee we pay for sponsoring Tour of the White Mountains used to be paid in June, but as of FY 2019, the tour fee is now paid in July per agreement, to match the actual fiscal year in which the event takes place. Thus, \$3750 budgeted for this fall's Tour of the White Mtns. is being carried forward.*
 - *A legacy budget request for \$2950 for Geocache participation was included in the FY 18 events budget. But there doesn't appear to be a commitment to participate in FY 2018 after all so those funds will be carried forward.*
- *Record Ad & Pro Committee / Special Hotel Tax Revenues for FY 2018: \$228,207*

- *Thanks to strong spring tourism and a new 3% rate (as of 12-1-17), total special hotel tax revenues that fund Ad and Pro came in 10.7% higher than last year.*
- *This is the strongest spring showing in the 6 years recorded in Kevin's tax reports*
- *For comparison, the 5-year tax revenue average has been \$163,742, FY18 revenue is 14.3% higher than average.*
- *FY 2019 Budget Year Started as of July 1, 2018.*
 - *Distributed a copy of the FY 19 Budget, with several new events, a new website, regional marketing partnerships and higher social media ad spending in store for the next fiscal year.*

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

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

TRACKS Report

The trail crew is back working on the White Mountain Trailsystem in the National Forest. Chihuahua Pines connector and Los Burros trails have been the focus.

White Mountain Nature Center Report

The 13th Annual Woodland Wildlife Festival is Saturday, September 1, 2018. This event is always very well attended. Then the Annual Benefit Dinner is September 15, 2018 at 5 PM at Hon-Dah. This is the major fundraiser for the Nature Center. Tickets are \$50.00 each and are available at the Nature Center or from Board Members.

The August Discovery Series programs included Beetlemania, Mighty Mammals of the White Mountains and Nature Bingo. In addition, there will be a Family Camp-out opportunity with a Wilderness Survival Specialist on the campus of the Nature Center.

Manager Alba announced that he attended the Nature Center Board Meeting and reported that the Kids Camp was very well attended and a profit of \$1,200.00 was made.

Manager Alba announced that the White Mountain Nature Center Annual Fundraising Dinner would be held on Saturday, September 15, 2018 at Hon-Dah Resort and Casino.

Manager Alba said the Nature Center will have a Harvest Festival the Saturday before Halloween and he said it would be similar to a County Fair with baked goods and a contest and a pumpkin smash.

E.3 Update and Information Regarding Sunrise Park Resort

Member Laluk reported that Sunrise Park Resort has a new Interim General Manager Taren Burke. He announced that there would be a mountain bike race on September 15th and 16th and he said that the Junior Pass Promotion would be held on October 6th and 7th at Sunrise Park Resort. He stated that Sunrise is working on snowmaking and hoping to open in November 2018.

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

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

- Hot-Air Balloon Event – the balloon festival has been expanded to a two-day event and will take place October 12-13, 2018. The Bar D Wranglers will do a “kickoff” concert on Friday evening. Friday’s activities will be from 6-9 p.m. and will include the concert, tethered rides, a family fun zone, food and retail vendors and a beer garden. Also added a beer garden to Saturday’s event.
- Media Appearances – Malaina Spillman appeared at the Birdman podcast on August 14th and Tony Alba started to do regular appearances with Tommy Boy around the same time.
- Pinetop-Lakeside Days – Pinetop-Lakeside Days is set for August 18th. The event will run from 1 to 6 p.m. with all events, including Mattress Down the Mountain, taking place at MMRC. ADOT did not want a one-way closure on White Mountain Boulevard, so we moved the event to MMRC with all other events. Other activities will include an interactive equipment rodeo, food and retail vendors, a family fun zone, chainsaw carving contest with 4-6 carvers, music by the Fat Chance Band and Steve Bacon, face painting and

more. The Banner for Pinetop-Lakeside Day's was installed and the banner committee met on Tuesday, August 14th to discuss the next banner to go up.

- Town Marquee – The marquee has been installed and is now active. Tony and Malaina are administrators and have the ability to program and add events to the display. Currently working on a policy to have events included and we hope to share the policy at the September AD & Pro meeting. We need to be sure that we don't have "clutter" (too many events) so we don't lose impact.
- Businesses for Visitors Coalition – Businesses for Visitors met on August 8th. Tony Alba attended on behalf of the Town and the meeting was good. Annie DeRosier presented the August campaign that Larry John Wright produced and response was overwhelmingly positive. Pat DeRosier praised the work Sam John put in and encouraged the businesses to promote the campaign to their databases and on social media.
- 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/>. Mark Chilton reports that response to the event has been very good and he's optimistic about a successful event. Mark will have a booth at Pinetop-Lakeside days to promote the event.
- Town staff and members of the Town Council served lunch at the P-L Senior Center on July 26, 2018 and a great vocalist performed, Wendy Sweet, who was terrific. The next service is August 20, 2018.
- GCOT – Attended the Governor's Conference on Tourism in July along with Councilmember Dahnk. The conference was very good and we made some great connections that will help as we continue to work on the White Mountain Partnership and NACOG. AOT is interested in bringing a few staff members to Pinetop-Lakeside for a familiarization tour and Tony Alba is working with them to schedule the visit. Governor Ducey made an appearance and was the kickoff speaker at the conference.
- Submitted an application to become a member of the Rotary Club of the White Mountains and has been accepted, and is now a full-fledged Rotarian.

- Much of the Town staff will be attending the Arizona League of Cities and Town in Phoenix, August 21-24. Tony, Malaina, Keith, Kevin and several members of the Town Council, including Councilors Dahnk and Snitzer, will attend.

Other meetings and events attended since last report:

- White Mountain Communities Annual Fire Wise Block Party
- Town Council meeting
- P-L Chamber Board Meeting
- Perk Up
- WMNC Board Meeting
- Darrin Reed Memorial Scholarship Dinner
- Walking Down Ranch Board Meeting
- Sheriff's Posse BBQ
- High Mountain Half Marathon (5K)
- Blue Ridge Meet The Teacher Night
- NACOG Economic Development Meeting
- NACOG Tourism Committee Meeting
- Nexus Coalition for Drug Prevention Meeting

Manager Alba added that at the Pinetop-Lakeside Days on Saturday, August 18, 2018, at Mountain Meadow Recreation Complex (MMRC) from 1:00 p.m. to 6:00 p.m., there will be a charity dunk tank with Rob Hephner, Aaron Casey, Chief Jim Morgan, Chief Dan Barnes and Keith Johnson agreeing to be in the dunk tank. All of the funds received for the dunk tank will go to the Safe House, Walking Down Ranch and the Love Kitchen.

Manager Alba said he is still waiting for the Arizona Office of Tourism to unveil their new tourism program and visitors center and said the Governor's office now wants to review it. Manager Alba said he passed all of this information onto Aaron Casey.

Manager Alba announced he wants to document and have in the minutes and on the record the following:

"I attended the Chamber of Commerce board meeting and I continue to be asked and told that it is the Town's goal to take over the visitor's center and/or to make

the Chamber irrelevant. I want to go on record since this is a public body that is not our goal, it never has been our goal, to my knowledge has never been discussed. So I just want that on the record and if anybody has feelings different from that or has heard anything different than that, please speak up. It is about the third time that it has been asked of me and it is not true, and it gets old continually having to put those fears and thoughts and answer those questions.”

Member Teetsel said it is safe to say that a year ago the relationship between the Chamber and the Town was not good and the subject did come up and that would be the extent of it.

Manager Alba responded that the subject of the Visitors Center did come up and he said he did report that back to the Chamber board. He said before he started with the Town the previous Chamber Director Crystal O’Donnell at one point said “We are not going to be doing it anymore”. Manager Alba continued by saying he was told that was not one hundred percent accurate, but he said that was what had been reported to him. Manager Alba said there has to be a Visitors Center and he said that it was his understanding that the board was looking at maybe the Town would be the Visitors Center. He stressed that it is the Town’s position that we want a strong Chamber, it makes sense for the Chamber to be the Visitors Center and he said he has shared very honestly with Aaron Casey and the Chamber Board that the Chamber of Commerce should be open on Saturdays. He said this is his personal opinion but it is the decision of the Chamber Board members. Manager Alba stressed that the Town wants the Chamber to be the Visitors Center, the Town feels that is appropriate and the Town wants a strong Chamber. He said he wants this to be very clear and he wants this on the record and part of the minutes because this is a public meeting.

Member Teetsel said it is safe to say as an overview that we all want a strong and effective Chamber of Commerce that has a good relationship with the Town and he said that was not always the case in the past.

Manager Alba said it benefits all of us if the Town supports the Chamber and the Chamber supports the Town and we all support the Business for Visitors and all work together.

Member Fabian said she feels that the Chamber Board members also need to let it go too and move on.

Chamber Director Aaron Casey said that it is hard to explain when two to three times a week since he has started as Director he has heard that repeatedly from members of the Advertising and Promotion Committee, the Chamber Board as well as members in the community.

Member Fabian said that going forward Manager Alba has addressed it multiple times and it might be said again in the Community, but she said the Chamber Board needs to remember Manager Alba addressed it and has squashed it.

Chamber Director Aaron Casey said that during the Chamber Board meeting that Manager Alba did respond with passion and he said the Board does believe that it is the Towns intention to support the Chamber of Commerce as they will support the Town.

Chair Begovac said you are sitting here now with the Advertising and Promotion Committee; you are part of the conversation and are aware first hand of the conversation so hopefully this will help with the relationship between the Town and the Chamber of Commerce.

Manager Alba says he understands what Member Fabian was saying and he said that he and Director Casey meet a lot and he believes they are both on the same page. He said they are making progress in having the Town and the Chamber work together. He and Director Casey have an agreement to be one hundred percent honest with each other and said they have been.

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

Member Fabian announced that they did not meet and there was no update to present.

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

Chair Begovac said there was a transition; Manager Alba stepped down as the sub-committee chairperson and Member Nicholson stepped in as the chairperson.

Member Nicholson said that the first meeting with her as chairperson is directly after the Advertising and Promotion Meeting and she said she would have more to report at the next Advertising and Promotion Committee meeting.

E.7 Update and Information from Birdman Media

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

July 2018 finished up with 5 Tuesdays and Facebook remains as the largest online viewing audience. Now that a schedule has been established on Show Low TV, he is hearing from individuals that are seeing the show there.

Instagram continues to have good numbers and YouTube has been slowly growing.

The Audio Podcast is stable at a consistent 12,000 per episode with bursts up to 18,000 depending upon events.

A reminder that these are all reflective of 100% Organic Growth and Engagement.

Community Shout	Facebook	YouTube
7-26-18	705 views	33 views
7-20-18	298 views	14 views
7-12-18	256 views	21 views
7-5-18	308 views	38 views
6-28-18	421 views	17 views

There have been 3 Bonus Special Editions that are posted for people running for Town Council, Mayor and the Home Rule Ballot Initiative. All Candidates have been notified and are slated to record shows as of 8-8-18.

Mazie Hastings	54 views	29 views
Lynn Krigbaum	45 views	19 views
Home Rule	92 views	38 views

Show Low TV Times: Tuesday and Thursday at 3 pm; Wednesday and Friday at 7 am.

Mr. Hephner said the video of the Pinetop-Lakeside Police wrestling with the escaped pig had 1500 views.

Mr. Hephner said he had been doing a series of videos of the political candidates and the home rule issue and said both had been receiving good viewership.

E.8 Update and Information Provided by the Pinetop-Lakeside Chamber of Commerce

Aaron Casey provided the following report:

Events:

Labor Day – Set up events at a couple of locations for the Arizona Coyotes Street Hockey team to come out with the team mascot, to put on some street hockey clinics for the youth on Labor Day weekend. Free of charge.

Fall Festival – Decided to try and fit more than double the number of vendors we have had in the past. We are happy to say that we have sold out and have a waiting list in case any vendors have to drop out. Music has been set up (Live Bands) and we are ready to go.

Run to the Pines Burger Burn – Have everything set up for this. A couple of details to iron out, but should be wrapped up by the end of this week.

Polaris Side-by-side raffle – Thank you to Show Low Motorsports for helping us be able to purchase a Polaris Ranger Crew 1000 EPS, with a fixed glass window, roof, snow blade, winch, street kit and a trailer. We will be raffling this off. The raffle will be held on Oct 27th. Only 500 tickets will be sold. One for \$100, or three for \$250. More details to come.

Association Health Plans (AHP) – We are one of only 2 chambers in the state to take a call from the US Chamber of Commerce about AHP's. Having an insurance specialist on the board helps. Under the new rule that is forecasted to be finalized August 20th. Any association, within specific guidelines, will be able to offer their members health plans as a group. Our final decision, as to whether or not to offer this, will depend on member interest.

Aaron Casey explained that Chair Begovac asked him to give the Committee his background and he said that he is ex-Air Force, jet engine mechanic, built helicopters, then got into post production audio, five mystery channel shows, when he moved to the mountain he worked in radio doing sales, marketing and

advertising over the last eight years. He was an ambassador for the Pinetop-Lakeside Chamber of Commerce for four years. He said when he first moved up here he knew little about Chambers but after being an ambassador and dealing with the Chamber and seeing the work the Chamber puts in and everything they do for the community it changed his mind.

Mr. Casey stated the Mission Statement for the Pinetop-Lakeside Chamber of Commerce:

The Pinetop-Lakeside Chamber of Commerce strives to promote and improve the local business environment, foster a vibrant local economy and collaborate with the Town, region and state to enhance the overall economic quality of Chamber members businesses.

Mr. Casey announced that double the amount of vendors will be at the Orchard for Fall Festival and they now have a waiting list for vendors. The Run to the Pines Burger Burn will be held on Thursday, September 27, 2018 at the Catholic Church in Pinetop. He stated the Chamber is still looking for a location for the Carnival during Fall Festival weekend because the Carnival does not want to be located at Mountain Meadow Recreation Complex.

E.9 Update and Information Regarding the Committee’s Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for September 2018 Advertisement

Sam John reported on the following for the month of August 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.

Mr. John said he presented information to Business for Visitors outlining the events that would be promoted and videos shown during the months of August and September. Later he will send out information on what is being promoted from October to the end of the year.

Mr. John recommends for September 2018 Summer Events Promotion advertising \$7,000.00 for Digital Video Pre-Roll, \$2,000.00 for Digital Banner Ads, Seasonal Give-a-Ways \$500.00 and \$1,000.00, for Facebook/Social Media.

Member Teetsel moved to authorize funding of \$7,000.00 for Digital Video Pre-Roll, \$2,000.00 for Digital Banner Ads, Seasonal Give-a-Ways \$500.00 and \$1,000.00 for Facebook/Social Media to Larry John Wright Advertising for the month of September 2018. Member Fabian seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Angie Fabian		

E. Old Business:

F.1 Update and Information Regarding Discover Pinetop

Member Teetsel stated that Discover Pinetop continues to move forward with some changes and said the Town is no longer funding Discover Pinetop, but said it would not take away the benefit that the Town would receive from Discover Pinetop.

F. New Business:

G.1 Discussion and Information regarding the October 13, 2018 Balloon Festival


Tim Matykiewicz announced that the decision to postpone the balloon event was the right decision and the new dates are Friday, October 12th and Saturday, October 13, 2018. A kick-off concert has been added to Friday night from 6:00 p.m. to 9:00 p.m. with the Bar D Wranglers from Colorado. The entire event will be set-up and start on Friday evening at 6:00 p.m. and continue to Saturday from 2:00 p.m. to 9:00 p.m. There will be food vendors, a beer garden, tethered ride, a stage on the northern end of Mountain Meadow and a laser tower for the show for Saturday night. Tickets can be purchased through a ticketing company and there

are combined tickets for the Friday event and Saturday. Vendors can participate in both days at no extra cost. Heavy promoting of the event will begin on September 1, 2018 and Larry John Wright has put together two great flyers and great video for the event. The beer garden has been added for both days with controlled security. There are banner sponsorships available for \$500.00, Rim sponsorship available for \$2,500.00 and Pine sponsorship for \$3,500.00.

Manager Alba stated the Chamber of Commerce has been very, very helpful to Tim Matykiewicz.

G. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 10:49 a.m.


Jeanne Begovac
Chair