

**MINUTES OF THE REGULAR MEETING  
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND  
PROMOTION COMMITTEE, HELD ON WEDNESDAY,  
SEPTEMBER 19, 2018 TIMBER MESA FIRE AND MEDICAL DISTRICT,  
STATION #13  
2922 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

**A. Call to Order**

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Chair Begovac called the meeting to order at 9:00 a.m.

**Roll Call:**

The following Members were present:

Jeanne Begovac	Chair
Lynn Krigbaum	Vice Chair
Ceci Byrne	Member
Chuck Teetsel	Member
Kellen Nicholson	Member
Simon Rizk	Member
Owen Laluk	Member

The following Members were absent:

Angie Fabian	Member
Bill Gibson, Jr.	Member

Also Present:

Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Jim Snitzer	Councilmember
Aaron Casey	Pinetop-Lakeside Chamber of Commerce
Rob Hephner	Birdman Media
Sam John	Larry John Wright Advertising

**B. Call to the Public**

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

**C. Meeting Agenda Approval**

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

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Lynn Krigbaum		
Chuck Teetsel		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Simon Rizk		

**D. Minutes**

**D.1 Approval of the Minutes of the August 15, 2018 Advertising and Promotion Meeting.**

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Member Byrne moved to approve the minutes of the Regular Meeting held on August 15, 2018. Member Nicholson seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Lynn Krigbaum		
Chuck Teetsel		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Simon Rizk		

**E. Reports**

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

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Member Byrne provided the following Budget report:

At the end of the first 2 months of FY 2019, here is a summary of where Ad & Pro has spent money:

- 1) **Social Media advertising** was \$4,000.00 (+38%) for July and \$2000 (+16%) higher than 2017 spending in the same period. The increased spending went to placing more Video Pre-Rolls and doubling of Facebook ad buying.

**Social Media Spending  
To 8/31/18**

<b>Breakdown:</b>		<i>% of spending</i>
Video Pre Roll	\$20,000	69%
Banner Ad	\$6,000	21%
Facebook Insta	\$2,000	7%
Giveaways	<u>\$1,000</u>	3%
<b>Season Campaign</b>	<b>\$29,000</b>	
<b>Birdman</b>	<b>\$2,040</b>	
<b>Regional Print Ads</b>		
<i>Wt Mtn</i>		
<i>Outdoors</i>	<b>\$322.00</b>	

- 2) **Events Expenditures** were active in July and August, with spending on:

- a) Popular returning annual events: *Tour of the White Mountains* (\$3,750.00) and *High Mountain Half Marathon* (\$1,000.00).

b) And New Events: *Pinetop-Lakeside Days* (\$1939) and *White Mountains Balloon Festival* (\$5,000.00 for music and additional day for event)

3) **\$7,500.00 originally allocated to *Discover Pinetop*** can be reallocated to other line items. One recommendation is to allocate some portion to **Regional Print Ads**, where we have had recent opportunities to advertise in publications such as *White Mountain Outdoors* (\$322.00 in August) and *Maverick* (\$350.00 request)

4) There is **\$3,000.00 additional allocated to Social Media Advertising** (total = \$107,000) not committed to in Sam John's Seasonal Campaign budget (\$104,000)

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

Vice Chair Krigbaum stated TRACKS members are working on the Country Club trail and the Los Burros trail.

Vice Chair Krigbaum said the Nature Center Annual Dinner was held on Saturday, September 15, 2018 and 270 tickets were sold, which is about average. She provided the following demographics breaking down where the attendees came from and provided the following percentages: Lakeside 35%; Pinetop 22%; Metro Phoenix 21%; Show Low 8%; Metro Tucson 8%; Yuma 3% and Out of State 3%.

### E.3 Update and Information Regarding Sunrise Park Resort

Member Laluk reported that Sunrise Park Resort has hired Sharon Steeley as their Human Resource Director. He announced that Ms. Steeley and the General Manager, Tarin Burke, would be attending some of the Ad & Pro Meetings.

Member Laluk stated that the Mountain Bike event had one hundred and seventy participants and said the event went pretty well.

Member Laluk announced that the Junior Pass Promotion will be held October 6<sup>th</sup> and 7<sup>th</sup>, 2018. He said Sunrise will hold a Job Fair for the winter season in late October 2018. He stated that for the winter season Sunrise Mountain and Apache Mountain will open, but the Cyclone Mountain will not open this year. The Cyclone replacement chair should be installed in two years.

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

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Manager Alba provided the following report for the Community Services Department for September 2018:

- Hot-Air Balloon Event – Preparations are going very well for the two-day event on October 12-13, 2018. Tim and his team continue to pursue sponsors and vendors and at last count, we were approaching a total number of thirty. They are still recruiting balloon pilots, but Tim is confident we'll have seven. We are just starting our ticket sales campaign, but as of last week, we already had 180 advance ticket sales.
- Media Appearances – Malaina Spillman appeared on the Birdman podcast on September 18, 2018 to promote Run to the Pines, the Fall Festival Parade, Cool Running, Tour of the White Mountains and the Balloon Festival. Malaina Spillman and Tony Alba appeared on Tommy Boy's morning show with White Mountain Radio on September 17, 2018 to promote the Fall Festival Parade and Cool Running. Birdman will also be covering the Fall Festival Parade live on September 29<sup>th</sup> at Town Hall.
- Pinetop-Lakeside Days – Pinetop-Lakeside Days was a great success for a first-year event. We think we had nearly 1,000 attendees throughout the day. The dunk tank and equipment rodeo generated \$450.00 in donations that were evenly split among The Love Kitchen, Walking Down Ranch and Safe House. The chainsaw competition was excellent, with four competitors each creating very unique works of art. Their works generated nearly \$3,500.00 in the live auction, topped by a \$2,200.00 winning bid by Trent Penrod, who won the competition. The vendors we had were extremely pleased. Made in Greer reported that their participation was their best weekend of the summer. We have some tweaks to make for next year's event on August 17, 2019, but all in all, it was a very good first-year event.
- Christmas Lights – We will give away free Christmas Lights to local businesses again this year. We got a great deal from Ace Hardware and we will be able to provide four boxes of lights to any business that comes to get them at Town Hall. Businesses must be located within the Town of Pinetop-Lakeside boundary and they must display them at their business location

during the holiday season. We have 100 boxes to start with, but they are warehoused and we can get more if needed.

- Christmas Tree Lighting – We will conduct our annual Christmas tree Lighting Celebration on Friday, November 30, 2018 at Christmas Tree Corner at Jack Barker Park. More details to come, but we're planning on adding a balloon glow and tethered balloon rides this year.
- Christmas Decorations – Public Works staff will begin decorations of Town facilities the middle of November. Public Works staff with the help of Navopache Electric will put the Christmas Wreaths over HWY 260 on Monday, November 26, 2018 Malaina is also looking into additional decorations to go below the wreaths.
- 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 is optimistic about a successful event. Mark had a booth at Pinetop-Lakeside Days to promote the event.
- White Mountains Partnership – Ceci Byrne has updated the overall business plan and Tony Alba has re-written the Request for Quote (RFQ) for marketing and public relations services. Both documents have been submitted to the committee for review and revision/approval. Tentatively, RFQ responses are due by mid-October. Once the RFQs are received, the committee can either select an individual or firm or it can request detailed proposals and presentations. In all likelihood, the White Mountains Partnership will not launch until early spring 2019.
- Businesses for Visitors Coalition – We had a meeting with Kellen Nicholson, Patrice DeRosier and Annie DeRosier to talk about plans for the fall and to talk about how to make improvements to our calendar of events and to the promotions Sam John is pushing out. Overall, things are going well and we'll continue to strive to improve our communications efforts to increase visitation, particularly in the off-peak months.

- Town staff and members of the Town Council served lunch at the Pinetop-Lakeside Senior Center on August 20, 2018. The next service is September 24, 2018
- We continue to work with Jennifer Brimhall on identifying a location for a High-Altitude Training Complex. Ms. Brimhall has a few options she is considering and we looking at grant-funding opportunities to assist her in bringing this project to fruition.

Other meetings and events attended since last report:

- Town Council meeting
- Perk Up
- Save Our Park
- WMNC Board Meeting
- ASU Alumni White Mountains Chapter Board Meeting
- Chamber Ambassador Meeting
- Retail Rush
- NACOG Economic Development Meeting
- NACOG Tourism Committee Meeting
- Nexus Coalition for Drug Prevention Meeting
- Volunteer reading to 2<sup>nd</sup> grade class at BRES (White Mountains Rotary Club)
- Arizona League of Cities and Towns Annual Conference

Manager Alba stated the Town will hold the Business Decorating Contest again this year and that will be discussed at the October 2018 Ad & Pro Meeting.

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

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Member Byrne provided the following update:

Planned Headers, Navigation and Features for New Pinetop-Lakeside Website:

Global Navigation Choices

Home

Explore

**Attractions** *Link to info on Notable Natural and Local sights, Salt River Canyon, Petrified Forest, White Mountain Apache sights open to visitors, Archaeological Sites, Route 66.*

**History** *Link to historical museums and interesting stories about Pinetop-Lakeside.*

## **Things to Do**

### **Events & Festivals**

#### **Recreation**

*Feature photo slideshow of bike rider in the fall, skiers, horse sleigh rides, hunting in the winter, wildflowers and fishing in the spring, golf, hiking, kids on a lake in the summer.*

**Trails**

**Horseback Riding**

**Camping**

**Skiing**

**Fishing and Water Sports**

**Hunting and Shooting**

**Golf**

**Biking**

**ATV and UTV**

**Parks and Sports Facilities** *(link to Civic Rec site)*

### **Shopping**

*Feature Map with store locations, and highlight a store regularly.*

#### **Cabin Life**

*Rotate feature stories about Pinetop life, people and fun ways to spend a weekend or longer in Pinetop-Lakeside, also link to White Mountain, Maverick and AZ Recreation Guide. Links to shops and special programs such as Nature Center summer camp. Links to Realtor and Property Rental sites.*

### **Family Adventures**

*Package family fun ideas and itineraries, also promotional packages from local shops restaurants and lodging for weekend visitors as well as second home owners.*

## **Where to Stay**

*Similar to current website, with map showing locations, Need good feature photo to rotate among lodging groups. Maybe also a link to a chart of all local lodging (as in AZ Tourist Guide).*



## Where to Eat

*Similar to current website, with map showing locations, Add a Menu link for restaurants to post menus. Also Rotate a blurb about a Restaurant and/or chef or Dining Experience with good food photos.*

## Calendar

### Gallery

*Have local businesses, photographers and bloggers add photos and links here.*

### **Content Area Choices:**

- **Climate**, features weather report, with 10 day forecasts. Also if possible, road closures and fire updates. Maybe link to Sunrise Ski for ski reports.
- **Leaf-o-meter and/or Snow-o-meter graphic and text?** *Weather.com info on peak leaf areas and snowfall predictions?*
- **Alert Center** – To appear AS NEEDED for road closures and fire alerts, will have links to emergency response sites when necessary.
- **How to Get Here:** Map and Directions, *Can we Highlight 3 major routes from Phoenix, Tucson and Mexican Border?*
- **Upcoming Events**, *links to selected event flyers from Malaina.*
- **Quick Links**
  - Pinetop-Lakeside Town Government** (.gov site)
  - Relocation Info** (link to Realtor site? P-L Demographics on .gov site)
  - Pinetop-Lakeside Chamber**
  - Send Me More Info about Pinetop-Lakeside**
  - Pinetop -Lakeside Civic Rec site**
- **Top Ten Things to Do** in Pinetop-Lakeside
- **Find a Room** link to Where to Stay or a booking engine?), *maybe a small button at top of page to right of Navi headers?)*

### **Footer**

- *Two Large Send me more info Buttons (Pinetop-Lakeside copy and links to come)*
- **Sample**

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

Member Nicholson said that the communications sub-committee is working on getting more information out to the Community on what the Advertising and Promotion Committee does people know that this meeting is a public and open meeting; anyone can attend.

Member Nicholson stated that Business for Visitors are pushing the upcoming September and October Town events and are trying to get Town businesses involved in the Santa’s White Mountain Adventure, even if they are not an official stop. She said the Business for Visitors are working on a “Tour of Lights” map for Town businesses.

Manager Alba said that the Town businesses will be encouraged to put up latex balloons at their businesses the week of the White Mountain Balloon Festival.

Member Nicholson said that Ace Hardware will offer 15% discount off any lights or Christmas decorations to any of the businesses in Town.

**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:

August 2018 finished up with 5 Thursdays and Facebook remains as the largest online viewing audience.

Instagram continues to have good numbers and YouTube is continuing slow consistent growth.

The Audio Podcast is showing that some of the summer traffic is waiting until later to come up on weekends.

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

Community Shout	Facebook	YouTube	Notes
Aug 2	149	28	1
9	319	41	1
16	459	32	2
23	446	40	2
30	276	38	2
Sept 6	299	36	2

1 - Previous to Crossposting availability

2 - Crossposting was available

YOUR VOTE 2018 - Viewership (Show in reverse of posting order)

Chuck Nicholson	961	38
Sterling Beus	67	58
Stephanie Irwin	77	18
Mazie Hastings	61	76
Lynn Krigbaum	48	59
Home Rule	97	46

Show Low TV Times are Tuesday and Thursday at 3:00 pm and Wednesday and Friday at 7:00 am.

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

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Aaron Casey stated that the Fall Festival is all set and ready to go, but the Chamber is still looking for items to put into the swag bags that will be given out at the Fall Festival and at the Car Show.

Mr. Casey announced that Local First AZ will be in Pinetop on October 12<sup>th</sup> through October 14<sup>th</sup>, 2018.

In response to Chair Begovac, Mr. Casey said the Chamber of Commerce is receiving a lot of first time visitors, an increase in people wanting information on relocating to the area and real estate information.

In response to Manager Alba regarding the Chamber sharing their monthly visitation report, Mr. Casey said that the task has just fallen through the cracks and said he will make sure visitors sign in and provide the information to the Committee.

In response to Member Nicholson, Mr. Casey said the Chamber Board is not interested in having the Chamber open on Saturdays. He stated he would like to be open on Saturdays but said he is being told repeatedly by the Chamber Board that due to the past statistics there is no reason to be open.

Vice Chair Krigbaum stated that the Nature Center was serving as the weekend visitors center but the Nature Center will be closed on the weekend during the winter.

Mr. Casey announced that the next Chamber Board meeting would be held on Tuesday, September 25, 2018 at 5:00 p.m. at the Chamber of Commerce.

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

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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 stated there are great events coming up the end of September and the beginning of October and they will have camera men shooting at the events for future use. He said they will also be shooting the fall colors for video for future commercials.

Mr. John recommends for October 2018 advertising \$5,000.00 for Digital Video Pre-Roll, \$2,000.00 for Digital Banner Ads and \$500.00, for Facebook/Social Media.

Vice Chair Krigbaum moved to authorize funding \$5,000.00 for Digital Video Pre-Roll, \$2,000.00 for Digital Banner Ads and \$500.00, for Facebook/Social Media to Larry John Wright Advertising for the month of October 2018. Member Nicholson seconded the motion and by show of hands the following vote was recorded:

**AYES**

Jeanne Begovac  
Lynn Krigbaum  
Chuck Teetsel  
Kellen Nicholson  
Owen Laluk  
Ceci Byrne  
Simon Rizk

**ABSTAIN**

**NAYS**

**F. Old Business:**

None

**G. New Business:**

**G.1 Information and Legal Action regarding a full page advertisement on the back page of the Maverick Magazine.**

Manager Alba announced that the Maverick Magazine had an opening on the back cover and said he went ahead and committed to a full page advertisement on the back cover of the Maverick Magazine. He said the advertisement was offered at half price for the next issue and said it would be distributed at the Run to the Pines Car Show.

In response to Chair Begovac, Manager Alba said the ad would be supporting the Balloon Event and Sam John has already sent the artwork to Maverick Magazine.

Member Teetsel moved to authorize funding \$325.00 for a full page advertisement on the back of the Maverick Magazine. Vice Chair Krigbaum seconded the motion and by show of hands the following vote was recorded:

**AYES**


**ABSTAIN**

**NAYS**

- Jeanne Begovac
- Lynn Krigbaum
- Chuck Teetsel
- Kellen Nicholson
- Owen Laluk
- Ceci Byrne
- Simon Rizk

**E. Adjournment:**

There being no further business at this time, the meeting was adjourned at approximately 10:40 a.m.

  
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 Jeanne Begovac  
 Chair