

PUBLIC NOTICE
TOWN OF PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE
MEETS

WEDNESDAY, JANUARY 16, 2019 – 9:00 A.M.

TOWN HALL EXECUTIVE ROOM

325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929

AGENDA

- A. **Call to Order** *Chair Begovac*
➤ Roll Call and Ascertain Quorum
- B. **Call to the Public** *Chair Begovac*
Action Taken as a result of public comment is limited to directing Staff to study the matter and reschedule for further consideration at a later date. The Committee may provide limited response to items that are not on the agenda. Individuals are limited to three (3) minutes for presentation.
- C. **Meeting Agenda Approval** *Chair Begovac*
- D. **Minutes**
D.1 Minutes of Regular Meeting held on December 19, 2018. *Jill Akins, Deputy
Town Clerk*
- E. **Old Business:**

No old business at this time.
- F. **New Business:**
- F.1 Discussion and Recommendation to Town Council regarding letters of interest received from Whitney Giokaris and Mechelle Martinez to fill the one vacancy on the Advertising and Promotion Committee with a term ending on April 1, 2019. *Chair Begovac*
- F.2 Discussion Regarding Advertising and Promotion February 20, 2019 Retreat. *Chair Begovac*
- F.3 Information and Discussion regarding the High Mountain Half Marathon. *Jennifer Brimhall &
Eric Fogle*
- F.4 Information and Discussion regarding Epic Rides Tour of the White Mountains. *Dave Castro & John
McCarrell*
- F.5 Information, Discussion and Legal Action regarding Advertising Winterfest in “Tucson Local Media”. *Tony Alba*

G. Reports

- G.1 Update on the Current Financial Standing of the Advertising and Promotion Committee. *Finance Director Kevin Rodolph & Member Ceci Byrne*
- G.2 Update and Information Regarding the Committee’s Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for February and March 2019 Advertisements. *Sam John of Larry John Wright Advertising*
- G.3 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce. *Chamber Director Mechelle Martinez*
- G.4 Update and Written Report Provided Regarding Birdman Media. *Rob Hephner*
- G.5 Update and Written Report Provided Regarding the Nature Center and TRACKS. *Lynn Krigbaum*
- G.6 Update and Written Report Provided Regarding Sunrise Park Resort. *Sunrise Representative*
- G.7 Update and Written Report Provided from the Town Community Services. *Community Services Manager Alba*
- G.8 Update and Written Report Provided from the Strategic Planning and Website Sub-Committee. *Member Fabian*
- G.9 Update and Written Report Provided from the Communications Sub-Committee. *Member Nicholson*

H. Adjournment:

Chair Begovac

Posted on January 11, 2019 at 5:00 p.m. at the following locations:



Remilie S. Miller, MMC
Town Clerk

Town Hall
325 W. White Mountain Blvd.
Lakeside, AZ 85929

Pinetop U.S. Post Office
712 E. White Mountain Blvd.
Pinetop, AZ 85935

Town Website
www.pinetoplakesideaz.gov

Lakeside U.S. Post Office
1815 W. Jackson Lane
Lakeside, AZ 85929

Note: This meeting is open to the public. All interested people are welcome to attend. A copy of agenda background material provided to the Committee Members, with the exception of material relating to possible executive session, are available for public inspection at the Town Clerk’s Office, 325 W. White Mountain Blvd., Lakeside, AZ 85929, Monday through Friday from 8:00 a.m. to 5:00 p.m. or online at www.pinetoplakesideaz.gov

AMERICAN WITH DISABILITIES ACT: The Town of Pinetop-Lakeside intends to comply with the A.D.A. If you are disabled or physically challenged and need special accommodations to participate, please contact the Town Clerk at (928) 368-8698 Ext. 223 at least 48 hours prior to the meeting.

