



PUBLIC NOTICE
PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE
REGULAR MEETING
WEDNESDAY, JUNE 19, 2019 AT 9:00 A.M.
IN THE TOWN COUNCIL CHAMBERS,
325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE AZ 85929


AGENDA

- A. **Call to Order - Chair Begovac**
Roll Call and Ascertain Quorum
1. Announcement of available Training Video on Open Meeting Law and Records Law from the Office of Arizona Ombudsman. *Chair Begovac*
- B. **Call to the Public - Chair Begovac**
This is a business meeting of the Pinetop-Lakeside Advertising and Promotion Committee. The Committee values and welcomes public input. Please address the Committee as a whole and not individual Committee Members. Do not address staff or members of the audience. Committee action on items brought up in the Call to the Public is limited by the Open Meeting Law. The Committee may direct staff to study the matter and reschedule for further consideration at a later date. Items on the agenda will not be heard or discussed in Call to the Public. Individuals are limited to three (3) minutes.
- C. **Meeting Agenda Approval - Chair Begovac**
- D. **Approval of Minutes - Deputy Town Clerk**
1. Minutes of the Regular Meeting held on May 15, 2019.
2. Minutes of Special Meeting held on May 22, 2019.
- E. **Business Before the Committee**
Public comments will be taken on each agenda item after the subject has been announced by the Chairwoman and explained by staff. Any citizen, who wishes, may speak one time for five minutes on each agenda item after the Committee's discussion. Questions from Committee Members, however, may be directed to staff or a member of the public through the Chairwoman at any time.
1. Presentation, Information and Recommendation regarding the Fiscal Year 2019/2020 Advertising and Promotion Budget. *Ceci Byrne, Vice Chair*
2. Presentation and Legal Action regarding one-year proposal for advertising in the Maverick Magazine. *Amie Rogers, Maverick Magazine*
3. Presentation and Information from the White Mountains Media Alliance.
Rob Hephner, Birdman Media

5. Update on the current financial standing of the Advertising and Promotion Committee.
Kevin Rodolph, Finance Director
Ceci Byrne, Vice Chair
6. Update and Information regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for July 2019 Advertisements.
Sam John of Larry John Wright Advertising
7. Update and written report provided by the Pinetop-Lakeside Chamber of Commerce.
Mechelle Martinez, Director of Pinetop-Lakeside Chamber of Commerce
8. Update and written report provided by Birdman Media.
Rob Hepher
9. Update and written report provided by the Nature Center and TRACKS.
Lynn Krigbaum
10. Update and written report provided by Sunrise Park Resort.
Sunrise Representative
11. Update and written report provided by the Town of Pinetop-Lakeside Community Services.
Tony Alba, Community Services Manager
12. Update and written report on the Arizona Visitor Information Center. *Annie DeRosier, Visitor Information Specialist.*
13. Update and written report from the Advertising and Promotion Committee Strategic Planning and Website Sub-Committee.
Member Fabian
14. Update and written report from the Advertising and Promotion Committee Communications Sub-Committee.
Member Nicholson

F. **Adjournment - Chair Begovac**

Posted on June 17, 2019 at 9:00 a.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
<https://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 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 Boulevard, Lakeside, AZ. 85929, Monday through Friday from 8:00 a.m. to 5:00 p.m. or online at <https://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 Deputy Town Clerk at (928) 368-8696 Ext 224 at least 48 hours prior to the meeting.