



PUBLIC NOTICE
PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE
REGULAR MEETING
WEDNESDAY, AUGUST 21, 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
- 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. Approval of the Minutes of the July 17, 2019 Advertising and Promotion Regular Meeting.
- E. **New Business**
1. Information, Discussion and Legal Action to recommend appointments to the Town Council to fill two (2) vacancies on the Advertising and Promotion Committee with terms ending August 1, 2021. Applications received from:
- Angie Fabian
 - Chuck Teetsel
 - James Brimhall
 - Jay Zucker
- Chair Begovac*
2. Recap of the Governor's Conference on Tourism.
- Chair Begovac*
3. Update on the current financial standing of the Advertising and Promotion Committee.
- Vice Chair Byrne*
4. Discussion and legal action regarding advertising in the Maverick Magazine.

5. Information, Discussion and Legal Action regarding Community Shout Sponsorship for Pinetop-Lakeside in conjunction with White Mountain Publishing and Birdman Media.
Wiley Acheson & Rob Hephner
6. Discussion and Presentation regarding Up With People.
Tony Alba, Community Services Manager
7. Update and Information regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for September 2019 Advertisements.
Sam John of Larry John Wright Advertising
8. Information and Presentation on Brand Strategy.
Annie DeRosier, Visitor Information Specialist
9. Update and written report provided by the Town of Pinetop-Lakeside Community Services.
Tony Alba, Community Services Manager
10. Update and written report provided by the Arizona Visitor Information Center.
Annie DeRosier, Visitor Information Specialist
11. Update and written report provided by the White Mountains Partnership.
Member Fabian
12. Update and written report provided by the Pinetop-Lakeside Chamber of Commerce.
Mechelle Martinez, Director of Pinetop-Lakeside Chamber of Commerce
13. Update and written report provided by Birdman Media.
Rob Hephner
14. Update and written report provided by Sunrise Park Resort.
Sunrise Representative
15. Update and written report provided by the Nature Center and TRACKS.
Lynn Krigbaum
16. Update and written report from the Advertising and Promotion Committee Strategic Planning and Website Sub-Committee.
Member Fabian
17. Update and written report from the Advertising and Promotion Committee Communications Sub-Committee.
Member Nicholson

F. Adjournment - Chair Begovac

Posted on August 16, 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
<https://www.pinetoplakesideaz.gov>
Lakeside U.S. Post Office
1815 W. Jackson Lane, Lakeside, AZ 85929