

**MINUTES OF THE SPECIAL MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY,
MAY 22, 2019 AT SUMMIT HEALTHCARE
4951 S. WHITE MOUNTAIN ROAD
BUILDING C
SHOW LOW, AZ 85901**

A. Call to Order

Chair Begovac called the meeting to order at 8:03 a.m.

Roll Call:

The following Members were present:

Jeanne Begovac	Chair
Ceci Byrne	Vice Chair (<i>participated telephonically</i>)
Chuck Teetsel	Member
Bill Gibson, Jr.	Member (<i>participated telephonically</i>)
Whitney Giokoris	Member
Angie Fabian	Member

The following Member was absent:

Kellen Nicholson	Member
Owen Laluk	Member
Simon Rizk	Member

Also Present:

Jill Akins	Deputy Town Clerk
Lynn Krigbaum	Councilmemeber
Malaina Spillman	Recreation Coordinator
Keith Johnson	Town Manager
Annie DeRosier	Visitor Center Consultant
Sam John	Larry John Wright Advertising (<i>participated telephonically</i>)
Rob Hephner	Birdman Media

Wiley Acheson	White Mountain Independent
Ally McDowell	White Mountain Independent
Robert Kastelic	Coffee News

B. Call to the Public

Chair Begovac called for public comments.

Rob Hephner offered the following comments:

“You need to address the open meeting law discussion and understanding in regards to the Committee. One of the comments made regarding that, which should probably be read into the record, was Kellen talking about common sense and what common sense should tell you. When we are trying to advertise to a market of 6.2 million people, where billions are spent in advertising, a budget of \$180,000.00 dollars is going to make little to no impact. So, your strategy has been “Let’s try to advertise to the Valley, let’s try to advertise to get people to come up here.” So, I, with a coalition of other individuals up here as marketers would like to come forward to you and discuss a different approach. And a different approach to what you are currently doing. That has to do with micro-marketing, which is not macro-marketing, and it has to do with influencing the people that are already here and taking the stories from here back to the Valley. That will have ten times the impact of any single ad you could place and get in front of somebody’s’ face in the Valley, Tucson, or anywhere else in the world. I implore you to start, you have a fiduciary responsibility, I think there is some reporting that you should have been given. If you are hiring a person to show you what is going on with your marketing, it is their job to give you this information. Not for you to ask for it, you need to be given it. And to not be given it month after month after month, so, I’m not going to bash you and I understand that this is something outside of your realm, but I would like you to at least be asking to having a presentation given to you.”

C. Special Business

C.1 Information, Discussion and Legal Action regarding Marketing and Advertising Strategy.

Chair Begovac announced that she will be stopping the meeting no later than 10:00 a.m. She said comments need to be limited to five minutes because this is a very broad topic and she would like to have a broad discussion and not get into a lot of detail. She would like the Committee to answer Who, What, When and How to

advertise as a plan going forward. She feels that the Committee is spit balling every month in regards to the advertising. She would like to have the Committee member's comments priority over the public and would like all comments to be five minutes or less.

Member Giokaris said that it came to her attention that she acted out of order in her email sent in the morning and said she would volunteer to read the email, if allowed, whatever time is appropriate. I am happy to read and share to the open public on record.

Chair Begovac stated that the first item would be how to market the Pinetop-Lakeside community for the fiscal year, answering broad questions. She said some of them are obvious, but she feels that it is best if they start from the beginning.

Member Teetsel felt that the group was jumping ahead with a shot gun approach of solutions before identifying the objectives.

Chair Begovac said she wanted to start broad and pull-in and said the Who, When and What are the easy questions that the group can answer and she feels this will guide the group to where they need to go. She said the "what" will get complicated and a lot of opinions. She said events will be promoted and advertised.

Mr. Hephner suggested to think different. He suggested relaxation and escape.

Ms. DeRosier said when the group is defining "what" have you backed up a little bit and defined Pinetop as a brand, because that is the base of the "what".

Chair Begovac stated that would be a "how", and said that would be between the "what" and the "how"; those will be some vague topics. She stated there is a lot to advertise about.

Member Fabian said the "pillars" would be activities, places to stay and events.

Chair Begovac said she was thinking some of the broad pillars are entertainment, events, restaurants, stores; she thinks trails could be another pillar, including hiking, mountain biking and cross country skiing. Water as a pillar for fishing and kayaking; but this was moved to under activities.

Member Teetsel said he did not know why they were getting into this minutia at this point and he thought they were going to try and identify what the objectives are for the marketing program and come up with a new set of objectives.

Chair Begovac answered that this is not small stuff and that they are trying to figure out what is needed and where to advertise and this process is how we are going to do that.

Mr. Hephner said that recreation covers everything and said the discussion should be on how to promote recreation in the area. He said, to Member Teetsel's point, the Committee has done all of this in the past.

Chair Begovac said we are doing this to start fresh and get a plan of when we are going to this, and said right now the Committee does not have a month by month plan.

Member Fabian said she asked at last month's Advertising and Promotion meeting for Sam John to come to us with a plan and give the Committee some new options. She referred to Member Nicholson's email she talked about advertising in different magazines down in the Valley and Tucson and hitting the older demographics who are not on digital. But if we are sending people to a website that has nothing on it and we are not obtaining their information, we need to do something to obtain that information and then there would be a steady email stream to send out stuff to people who are not here. I think the Committee has talked about this in the past and it has never come to fruition. She said we have to rework what we have to make the marketing work for this community and said that word of mouth is huge. She said that she has learned a lot from the agency that represents the partnership and how we should spend our money and said they are the experts and bring their ideas to them. She said every industry is different but the same when it comes to marketing, you want to hit that niche, but we need those recommendations to come to us. We have the resources here locally to help us with most of that, but we also have Mr. John who can help us with the Tucson and other areas, but we have to make it work.

Chair Begovac said we are the people that are here, we know what our visitors are looking for and we know what our visitors are asking us for and said she feels we need to listen to that and market to that. She is trying to do something broad and not focus on, for example, \$200.00 for a certain magazine, but wants a broad re-evaluation of how we are going to do this.

Ms. DeRosier said she understands what is trying to be done, but said the element of brand definition that is missing is what Pinetop excels at and what are we lacking and we need to know our strengths and our weaknesses; and also, who is our customer, then there can be a plan on how to talk to that customer. We know what we are going to talk to them about and we are all very familiar of what we want to talk about, but we have never defined who it is we are talking to and then we can define the best paths to reach them.

Mr. Hephner said one of the biggest failures in any organization is they always ignore the fact that the internal customer is incredibly valuable. He said he has continually heard in Committee discussions that we do not need to talk to the locals because they know what is going on, but they do not. The locals are our best word of mouth distributors and they are the highest level of influencers that we could ever possibly hope to influence. If someone with a million followers was brought into this area and they loved it, it would have a huge impact and then we need to have outreach to the outliers. He said you want to take the people that are coming here, there is a huge amount of second homeowners and visitors that come into the area and that we can educate the locals and that will take that message back out and it becomes a seeding process that really grows things.

Member Fabian said going off of what Ms. DeRosier stated, our strengths and weaknesses need to be identified.

Member Giokaris said in the spirit of Member Nicholson's email and her email, she personally feels that you do not want to set a limitation by naming a singular demographic that you want to reach. She feels it is more "how do we reach people that are not in this community and bring them here" as well as having the locals being our word of mouth marketing. If the locals know what is happening they can tell the visitors what is going on in Town.

Ms. DeRosier said defining the demographic group is not a limitation it is the language of the details and when you get into the details we know we want to talk to the locals on an equal level with visitors.

Mr. Hephner suggested starting with who we do not want to talk too, for example gamers. We want to talk to people that are interested in the outdoors and people that are tired of being in 110 degrees.

Member Teetsel agreed that is the bigger picture and we need to target people that want to get out of the heat and we are one of their numerous choices. They have the

beach, Colorado and Flagstaff, but we want them to include Pinetop in their decision-making process. We love the winter, but we know the summer is what drives the economy and we need to target those people. Once they come up for the summer, they find that they love it and they come back in the winter, but we have to get them up here in the Summer.

Mr. Hephner said there is not that many people are here right now and even when it is busy, not that many people are here as there are in Flagstaff, Prescott or Page, so our number one value is that we are a hidden secret and still have the small home town feel.

Ms. DeRosier said if we are going to talk to locals, people that enjoy the outdoors and second homeowners; which is our base strength, are we going to market to families, which is generally a younger demographic, or are we going to market to a little bit older demographic.

Member Fabian believes that the marketing should be to the older demographic.

Mr. Hephner feels that the marketing should be to the older millennials. He said they are the ones that have the time to get out, are making good money and are out having fun. He said we have the older crowd because they come up to their second homes, but the key sweet spot that is really coming into the marketplace and being a good demographic is the older millennial.

Member Teetsel stated that White Mountain Country Club is targeting people in their thirties and forties with kids. He said they are trying to attract numbers and they do a really good job of attracting numbers, people that will be around for ten to twenty years. He stated we are not doing as good of a job attracting the younger generation that we can keep around for thirty to forty years for generations. He feels we should target the younger people that we want to “buy” for the rest of their lives.

Vice Chair Byrne added the demographics that Mr. John gave us from Facebook are thirty-five to forty-year-old women that are our main demographic responding to our social media.

Member Giokaris wondered if it is possible to have multiple campaigns going on simultaneously and if that is the case, why not have multiple targeted campaigns to various demographics.

Ms. DeRosier said the groups still need to be defined, define the sweet spot and then break up the percentages and that would give a guideline for the budget.

Member Teetsel said he understands that we need to go after local people but we are really going after local people for their help. He believes local people are being reached through the podcasts, but said we are not effectively doing anything with the reach because there is not a call for action. He said we are not going to come up with a strategy for fifty different ideas today, but what are the key points that we need to concentrate on. Some of the ideas will go to Mr. John and let him know what the Committee has come up with. He explained that this was started because the Committee has not redefined the strategy in so long, there has been a shot gun approach and Mr. John needs to be given the opportunity, and anyone else in the future, given our objectives. Why aren't we asking the locals, our cheapest form of advertising, that we need their help to grow our economy. One of the strategies could be to like us on Facebook and invite their friends on Facebook to follow us on everything that we have in promoting, Pinetop. This could be a strategy and call to action for the locals.

Mr. Hephner said that people buy people they do not buy products. He explained that one of the things he wanted to do initially with this group, with his podcast show, was to have different members of the Committee and Town staff come in and do podcasts to talk about globally what the Committee is doing and how the public help is needed.

Member Teetsel stated from his decades of advertising that he likes things that have a measurable result. For example, with the Town, as we have spent more of the increased tax revenue, we have more people up here. It is hard to tie a percentage to it, but at the same time, if we are doing more locally and we see our likes and followers growing as we spend more, then the effectiveness can be gauged. He said advertising is very nebulous, but if some things can be identified for measuring, then we can more effectively spend our limited budget.

Robert Kastelic shared that he has had multiple homes in the area for over twenty-five years and has seen the good, the bad, the ugly and multiple failures in this Town. He said he loves Pinetop, he is passionate and he is going to start attending the Committee meetings. He said he had a public relations company for fifteen years, a marketing company for years, and said as he listens to everything being discussed today, locals are going to do what locals are going to do. He said his approach is to go after the second homeowners and feels they are the back bone to the economy. He announced he is not here to sell anything, but want the Committee members to

know what it is he does, which is the Coffee News. The Coffee News is in thousand of locations in Tucson and Phoenix and feels when people see the Coffee News in eighty locations on the mountain that they will pick it up because they have seen it in the valley. He says he goes after tourists and second homeowners.

Chair Begovac said the second homeowners and the visitors are very important and are the areas that we should focus on.

Mr. Hephner said Ally McDowell, White Mountain Independent, brought information that he would like the Committee to have. She does a lot with Facebook and Instagram and has measurable matrix from them that the Committee is not seeing.

Wiley Acheson, White Mountain Independent, said that when it comes to second homeowners there is a varied demographic that you are trying to reach. Some are children coming up to visit their parents and they are building memories while they are up here on the mountain, maybe eventually inheriting the second home.

Mr. Hephner agreed and said that telling stories on experiences happening here is what Instagram does, by telling stories through pictures.

Chair Begovac said the Committee has to decide on the percentages of funds to put towards print advertising, social media advertising and where to focus and spend the marketing dollars; and then give that direction to Sam John. She feels that it starts with the Committee to decide and provide direction.

Ms. DeRosier said that once the Committee decides, internal and external advertising percentages, there are really great resources on how to talk to the locals, what the message needs to be and how to use it. Engaging locals with events that are brought to the community is important because a local on social media saying they had a great experience at a local event will spread because they have friends all over the country through social media. How are you going to ask the locals and then how are you going to engage them for a natural and authentic endorsement.

Member Fabian stated that is why the Committee is starting over with the marketing plan and what needs to be done and enhance what is already in place.

Member Teetsel believes that the key points need to be identified for the marketing and advertising plan. Mr. John should be given the opportunity to take the Committee's new objectives and come up with a plan the Committee can review as

a suggested plan. He is not saying that Mr. John should tell the Committee how to spend all of the advertising funds, but to provide a plan. The objectives and the long list of minutiae should be provided, along with the budget, and what the Committee wants to accomplish. The Committee should be given their suggestions and something comprehensive to take a look at, and anybody should be welcome to take a shot at it. It is a big, time consuming project to look at and said that Mr. John has a vested interest to put something together and he would like to see what Mr. John comes up with because he has been with us for many years. He continues by saying that every meeting we throw something different at Mr. John, to do this, change this, so on and so forth, and the whole idea of this meeting is to start from scratch and give Mr. John a new set of objectives to develop a new marketing plan for review. Not that it is what the Committee would do or decide upon, but give the Committee a new plan to review, comment and tweak.

Chair Begovac asked if he is thinking of a new objective and plan from a marketing entity or a strategic plan for the Advertising and Promotion Committee.

Member Teetsel responded that it might come from a marketing company, for example Mr. John, but give the Committee something new to review. There is the list of things that need to be done, they need to start from scratch and tell the Committee how they would market and advertise. He said one of the biggest problems to solve is to provide exposure of Pinetop-Lakeside to our key markets, inside and outside of the state; Arizona Department of Tourism also needs to be a part of the plan; but the biggest thing is to provide the exposure that we do not have and provide that with a limited budget.

Ms. Spillman said it is important for the Committee to come up with the target demographic and what we want to accomplish and then have Mr. John come back to the Committee with options and a direction to go, which is essentially what he is being paid to do. But if Mr. John does not have a direction, then he is unable to provide a plan.

Member Teetsel shared that the White Mountain Partnership gave objectives to the different agencies they interviewed, they did not tell them how to do everything, just gave them their objectives so they could come back with a proposal. He said they ended up choosing OH Partners because they liked their plan, but said the original plan submitted still needed tweaking and input from the White Mountain Partnership.

Member Teetsel said people in Arizona do not know that Pinetop-Lakeside exists and our biggest, single issue is to provide exposure and, in the process, to inform them that we are not a ten hour drive away, that it is an easy beautiful drive to get here.

In response to Chair Begovac, Mr. Kastelic said that he is not privy to everything that Mr. John is doing and said he does not know what they are doing so he does not have the intellect right now to talk about that. He said he was a publisher in Tucson and Scottsdale for many years and said there are a lot of things that can be done to get people here that do not cost a lot of money. It is the theory of numbers that Ms. McDowell can talk about.

Member Teetsel said that what Mr. John is doing is not exactly to the point, and said the group is not here to beat up what Mr. John is doing but try to identify the problems so we can get a plan put together by somebody willing to do that.

Mr. Kastelic stated that the marketing company should be doing this, not this group doing it.

Member Teetsel said that is exactly his point and said the Committee is not going to come up with a plan.

Ms. DeRosier said that it is useful to co-op marketing resources and can be and should be presented to anyone that bids on the project, but to define internally first gives a compass, a direction. She said most likely, anyone who bids on this, will not be local and so there needs to be some structure in place.

Chair Begovac explained that Mr. John is a part of this and said there are all sorts of other things that the Committee does; for example, Mr. John does not decide what print magazine to advertise in, he does not decide what podcasts to do, it is the Advertising and Promotion Committee that decides. Mr. John is a part of it and he has his things that he does, but broadly the Committee decides a lot of other things beside what Mr. John does for us.

Mr. Kastelic said three percent to local advertising is not enough, it should be fifteen percent.

Ms. McDowell said that she is going to focus on social media. Everything that is done on social media is tractable and said there are different ways to present graphs and data and narrowing down what you want to see and what you are doing. For

social media she narrows it down to demographics, who is engaging and where they are coming from. She said she works with several business in the White Mountains on their social media and those are the areas that they focus on. She said the ad budget is divided out by having conversations like this, which is why having these internal conversations is important. She said she loves the idea of influencers, which is super trendy right now. She gave a broad overview of what the White Mountain Independent does regarding social media. She said the boosted posts are key and are super trackable. Her thought would be to have someone local that can keep up with social media and events, not that she has anything against Mr. John. She said someone local could compliment and help with the social media aspect. She said she does this everyday and has had success with building a company and within six months the company gained over one thousand likes, with a small boost budget, by targeting the community in an engaging and fun way, which brought in people and then grew. Every time someone shares, likes or engages, it goes out to all friends and grows.

Chair Begovac asked the group what should be the broad objectives.

Member Teetsel suggested the following objectives:

- Provide maximum exposure with limited dollars
- Inform and educate the public, let the public know that we exist
- Funds spent are trackable and measurable and show results, to help with future adjustments
- Integrate and work with partners, i.e., Town of Pinetop-Lakeside, Summit Healthcare, Business for Visitors, Birdman Media, White Mountain Independent, Arizona Office of Tourism and White Mountain Partnership

Member Fabian said she is struggling with something to say because she does not want to offend anyone or overstep, but said she looks at Mr. John as our agency representative to bring the Committee recommendations on where we should spend our money. She knows that spending money locally is huge. We have a lot of local resources, and they all come and present to the Committee and we decide what to fund or not to fund. She suggested having them come and present on an annual basis for funding instead of on a monthly basis.

Mr. Hephner said he has already developed an entire local coalition that includes all of the partners that he can present to the Committee.

Chair Begovac agreed that this is something that has been missing in what the Committee has been doing and agreed that this is a good suggestion.

Mr. Hephner suggested a monthly story telling video that talks about Pinetop-Lakeside that would be a viral video.

In response to Vice Chair Byrne, Member Teetsel said the budget will be one of the things that will come out of the plan and said they are starting with a clean slate. He said social media could be 5% of the budget or 90%, but we have no idea at this point.

Chair Begovac said they have already determined what the Advertising and Promotion budget is for the next fiscal year, so whatever the plan is, it needs to work inside of that budget.

Member Giokaris feels it is important to explain the “why” behind the changes and to emphasize that we are adjusting the Advertising and Promotion Committee to be more of a tourism bureau focus. We need to give the context of why we are making all of these significant adjustments and reallocations of funds and explain the reasons why and said why would the Town not get behind it.

Ms. DeRosier said at the last meeting she brought up the concern about directing people to the website and said since then she has received training on the website. She feels she can fix it and will be able to add event information and more emotional engagement on the site.

In response to Member Fabian, Ms. DeRosier said the website will be able to provide trackable information.

Chair Begovac suggested that Mr. John bring his computer to the Advertising and Promotion Committee meetings and he can pull the reports up in real time and they will be able to ask him for specific reports.

Member Fabian said Mr. John can bring in his computer and reports and see what he can show the Committee. She said they had tried to go away from the bar graphs, which was not well received, but said the Committee needs to see a little bit more detail rather than bar graphs.

Ms. Spillman said one of the biggest things she has thought and talked about is making sure that we have Town staff on all Facebook and Instagram as an administrator. Ms. DeRosier is now an administrator on the Visit Pinetop-Lakeside page and now she can run reports also and we can see real time data.

Councilmember Krigbaum stated the Committee needs to appreciate that Mr. John does things beyond what is seen, for example providing flyers and posters for the Town of Pinetop-Lakeside and Save our Park.

Ms. DeRosier added that Mr. John's deliverables exceed what we have seen and talked about today.

Chair Begovac said the objectives have been determined and also determined what they would like Mr. John to do going forward and asked the group if they want to spend sometime talking about the minutia and brainstorming.

Member Fabian opinioned that the brainstorming and marketing ideas should come from the professionals and they should bring us ideas and said she looks to Mr. John to tell the Committee where the money should be spent and why. Mr. John should give the Committee a marketing plan but said we also have other resources that can bring to us but they have to present to the Committee.

Member Teetsel agreed 100% with Member Fabian's remarks that Mr. John or anybody else can come to the Committee with their plan and that is when the Committee discusses the details. They can present a big overview of what they think should be in it and the Committee can decide what to have and not to have in the marketing plan and he believes that is the next step.

Chair Begovac stated that Mr. John is a part of Advertising and Promotion and what you are suggesting is that he recommends all of the decisions and that he does not tell us what to do but that the Committee is now deciding what to do.

Member Teetsel said all the Committee asks of Mr. John, or anybody else we want to give the opportunity too, is to give us their marketing plan and give us their pitch. If someone wants to be our agency, just give us your pitch. He would like Mr. John to make a suggested plan to the Committee, not tell the Committee that they have to follow that plan, but give the Committee a plan. He explained that he just went through this with OH Partners for the White Mountain Partnership, and said that they came back with a plan for the Partnership.

Chair Begovac asked who will be making the decision on, for example, an annual meeting for the local vendors and do we expect Mr. John to suggest to make the suggestions to the Committee.

Member Fabian said no, what Member Teetsel is saying is there are resources in the room, including Mr. John, come in with a recommendation. The money that the Committee spends every month, not all of the funds needs to be spent every month with Mr. John it can be spent on other resources. They can bring their recommendations to the Committee, for example, advertising monthly in the Maverick magazine for \$500.00 a month, that is where some of that money is spent and the Advertising and Promotion Committee makes that decision, not Mr. John nor anybody else.

Chair Begovac stated that is not something that Mr. John or anyone has done in the past, at least as far as she knows.

Member Teetsel stated that Mr. John has been around a lot longer than he has and said that he has no idea what his original marching orders were. He said here is a new set of marching orders and said the Committee is not telling him to move forward with this, but here is what our objectives are and come back to us with a plan. He feels that the next step should be, maybe the Strategic Planning sub-committee, should sit down with Mr. John and review the objectives, have a question and answer session and then let Mr. John come up with a plan and the Committee, as a group, will review his suggestions and see where it ends up.

It was the consensus of the Committee to plan a meeting with Mr. John before the June Advertising and Promotion regular meeting.

Member Fabian stated that if they meet with Mr. John then others that want to propose to the Committee, for example, The White Mountain Independent, should be given an opportunity.

Town Manager Johnson stated that right now Mr. John, with Larry John Wright, has the contract with the Advertising and Promotion Committee.

Member Fabian said yes, but the marketing dollars that we spend with him every month are not contracted with him.

Town Manager Johnson suggested meeting with Mr. John first out of respect and then if the Committee wants to expand it to meet with others, do that at a later time.

Chair Begovac stated she is still going back and forth between, is Mr. John going to recommend what to do or not to do, for example, to advertise in the White Mountain Independent or is Mr. John in this box where he does these things and everybody

else is in the box where the Advertising and Promotion Committee decides everything else.

Member Teetsel stated that the Committee is defining the objectives that we need to do local advertising, etc. Again, all it is, is that Mr. John brings to the Committee a suggested marketing and advertising plan, and there is no commitment at all other than we are committed to then review the plan and decide what we like and do not like.

Town Manager Johnson stated that the Town's purchasing policy has to be followed.

Member Teetsel said the Committee is not committing to spend dollars, but said they need to wait and see what plan Mr. John proposes.

Ms. Spillman stated that Mr. John seeing what the objectives of the Committee, will give him the opportunity to have more direction.

Member Teetsel said that the Committee should redefine what reports they expect from Mr. John.

Ms. McDowell said that the White Mountain Independent would be very interested in presenting to the Committee, after speaking with Mr. John, and said that being local gives them an edge and input because they are based locally.

Member Fabian stated that an annual plan would be a good plan rather than changing the plan every month. Having the dollars budgeted annually would be helpful for Vice Chair Byrne.

Vice Chair Byrne stated that Mr. John does do an annual plan every year and she does not know why the Committee has to approve funding every month.

Member Fabian agreed that Mr. John does present an annual plan, but said that the local people do not, for example, the local paper and magazines, and have them present annually also.

Member Teetsel said, to the White Mountain Independent and Birdman Media, once there is a plan and a budget, there will be things that can be handled locally by them. He believes it is important to have Mr. John, or any other agency, to propose a plan, and once the Committee puts a really good plan in place then they farm out to White Mountain Independent, The Coffee News, Birdman Media etc.

The Committee members discussed the following areas and formed them into the following:

Who is doing the advertising and marketing:

- Advertising and Promotion Committee
- Sam John with Larry John Wright
- Rob Hephner, Birdman Media
- Strategic Partners
- Print Ads (WMI, Anne Groebner)
- Customers (visitors and locals)
- Older Millennials
- Second Home Owners
- Visitor Information Specialist (Annie DeRosier)
- 30-40 age range and families
- Talk to locals
- Outdoor enthusiasts
- Target: get out of the heat, second homeowners, internal and external customers, locals and non-local

When:

- Market Monthly
- Market Events
- Market snow, weather, fire
- Daily and weekly marketing
- Seasons
- Market Quarterly

What:

- Events
- Relaxation
- Escape
- Hiking
- Fishing
- Golfing
- Skiing, snowboarding
- Winter activities
- Camping
- Biking
- Recreation Activities

How:

- Brand Pinetop-Lakeside
- Pinetop-Lakeside – Arizona’s Recreation Destination
- How did you hear about Pinetop-Lakeside
- Tell the story, i.e., Instagram
- Build memories

Activities – Places to Stay – Entertainment:

- Water
- Trails
- ATV/UTV
- Hiking
- Biking
- Horseback Riding
- Wildlife Viewing
- Bird Watching
- Golfing

Pinetop-Lakeside Strengths:

- Local people
- Four seasons / great weather
- Outdoor recreation
- Access to Nation Forest / wilderness
- Day trip possible
- Close to larger city
- Great lodging
- Less traffic
- Remote location but still have convenient amenities
- AZ Backyard
- Maintain a small town feel

Pinetop-Lakeside Weakness:

- No downtown area
- No 5 star hotels
- No foot traffic, difficult
- Transportation options are limited

- People do not know that we are here
- Local education is needed / talk to locals

Vehicles:

- Website(s), White Mountain Independent, Podcasts, Instagram, Social Media, Arizona Office of Tourism, White Mountain Partnership, Maverick Magazine, Business for Visitors, local influences, Discover Pinetop.

Objectives:

- Provide maximum exposure with limited dollars
- Inform and educate the public, let the public know that we exist
- Funds spent are trackable and measurable and show results, to help with future adjustments
- Integrate and work with partners, i.e., Town of Pinetop-Lakeside, Summit Healthcare, Business for Visitors, Birdman Media, White Mountain Independent, Arizona Office of Tourism and White Mountain Partnership

D. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 9:40 a.m.



Jeanne Begovac
Chair