

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY,
JULY 17, 2019 IN THE TOWN COUNCIL CHAMBERS
325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

A. Call to Order

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

Roll Call:

The following Members were present:

Jeanne Begovac	Chair
Ceci Byrne	Vice Chair
Chuck Teetsel	Member
Whitney Giokoris	Member
Kellen Nicholson	Member

The following Members were absent:

Owen Laluk	Member
Angie Fabian	Member
Simon Rizk	Member
Bill Gibson, Jr.	Member

Also Present:

Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Malaina Spillman	Recreation Coordinator
Keith Johnson	Town Manager
Annie DeRosier	Visitor Center Consultant
Sam John	Larry John Wright Advertising
Rob Hephner	Birdman Media
Lynn Krigbaum	Councilmember
Wiley Acheson	General Manager, White Mountain Independent
Amie Rodgers	Maverick Magazine

B. Call to the Public

Chair Begovac called for public comments.

Andrew and Madison Olsen, Pinetop Bike Shop, offered the following comments:

“We just opened a bike shop/coffee shop in the Ponderosa Plaza on the end space and the drive-thru area was converted to an eight-hundred-foot patio which is dog friendly with free wi-fi and water. We are a full-service bike shop, offering repairs on any bikes coming in. We also offer rentals and have a fleet of bikes, four bikes for pavement and four bikes for trails and in the back of the store there is a full-service coffee bar with an outdoor patio. The mountain bikes are daily rentals and the cruisers are rented hourly. We just moved up here and are expecting our first child in September. We have been coming up here our whole lives and now we are ready to stay. Full service coffee, tea, smoothies and work out shakes.”

C. Meeting Agenda Approval

Member Teetsel moved to approve the meeting agenda as presented. 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		
Chuck Teetsel		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Members Laluk, Rizk, Gibson and Fabian were absent.

D. Minutes

D.1 Approval of the Minutes of the June 19, 2019 Advertising and Promotion Regular Meeting.

Member Giokoris moved to approve the minutes of the Regular Meeting held on June 19, 2019. Vice Chair Byrne seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

Jeanne Begovac
Chuck Teetsel
Ceci Byrne
Kellen Nicholson
Whitney Giokoris

Members Laluk, Rizk, Gibson and Fabian were absent.

E. Business Before the Committee:

E.1 Discussion and legal action regarding advertising in the Maverick Magazine.

Vice Chair Byrne stated the Committee is still waiting to have the budget confirmed by the Town Council and said there is a lot in flux right now. She suggested waiting until next month before making big commitments for the year. She would like to wait until the Town Council approves the budget.

Amie Rodgers said she is working on the August issue and is looking for information on Pinetop-Lakeside Days for that edition. She said she needs editorial information, pictures and a flyer for the event. She said the August edition will be distributed the end of July.

In response to Chair Begovac, Ms. Rodgers said that the deadline for the August edition was last Monday, July 15th.

Chair Begovac suggested to the Committee advertising just in the August edition of the magazine.

Member Nicholson stated that would be a good idea.

In response to Member Teetsel, Ms. Rodgers said the flyer can be put in the August edition for approximately \$200.00.

Manager Tony Alba stated that a flyer of Pinetop-Lakeside Days would be sent to Ms. Rodgers.

Member Teetsel moved to fund \$200.00 for an advertisement in the August edition of the Maverick Magazine. 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		
Chuck Teetsel		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Members Laluk, Rizk, Gibson and Fabian were absent.

E.2 **Information and Legal Action regarding Community Shout Sponsorship for Pinetop-Lakeside in conjunction with White Mountain Publishing and Birdman Media.**

Member Teetsel stated that the budget has not yet been approved and said that the Committee is in the same position as the previous agenda item, regarding making a commitment before the budget is approved by the Town Council.

In response to Member Teetsel, Mr. Hephner suggested \$1,000.00 for the month of July 2019.

Vice Chair Byrne suggested an expenditure of \$750.00 for the month of July 2019.

Member Nicholson moved to fund \$750.00 for July 2019 advertising with Birdman Media and White Mountain Publishing. Member Giokoris seconded the motion and by show of hands the following vote was recorded:

<u>AYES</u>	<u>ABSTAIN</u>	<u>NAYS</u>
Jeanne Begovac		
Chuck Teetsel		
Ceci Byrne		
Kellen Nicholson		
Whitney Giokoris		

Members Laluk, Rizk, Gibson and Fabian were absent.

E.3 Consider announcement of vacancies to the Advertising and Promotion Committee.

Chair Begovac announced that there will be two terms expiring the end of July 2019.

Manager Alba said that the two vacancies will be posted and applications of interest to serve of the Committee will be requested.

E.4 Update on the Current Financial Standing of the Advertising and Promotion Committee

Vice Chair Byrne said that fiscal year 2019 is still being reconciled and said the Committee is right on target for the 2019.

Town Manager Keith Johnson explained that it is indicated that the TPT tax will be \$237,000.00 for revenue coming in, which is a little higher than originally projected. He said as the fiscal year budget for 2019/2020 was being wrapped up to present to the Town Council, he and Finance Director Rodolph discovered there has been a carry forward accumulating over the last several years at approximately \$76,000.00. He said his desire is to present to the Town Council at the July 18, 2019 meeting that this is one-time money should go towards making the Visitor Center Coordinator a full-time position and hopefully making this a permanent full-time position. It will also give us the opportunity to look at local or regional advertising. He said tourism is our economic driver and we need to do everything that we can to increase tourism.

In response to Chair Begovac, Town Manager Johnson explained that the full-time Visitor Center position will be posted internally and advertised.

E.5 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for August 2019 Advertisement

Sam John provided a detailed and comprehensive social media report including reporting on the following for the month of July 2019: Monthly Pre-Roll Full Video Website Clicks, Monthly Targeted Pre-Roll Impressions (in thousands), Facebook Fans, Instagram Followers, Social Ads and Post Performance.

Ms. Sam John reminded the Members that the pre-roll are videos are commercials that are run on the website, for people searching vacation destinations and on You Tube. If the video is watched 30 seconds or less and skipped there is no charge. He said that the rest of the advertising dollars are spent on banner advertising, either on Facebook or websites.

Mr. John recommends for August 2019 advertising \$11,000.00 for Video Ads, \$500.00 Give-A-Ways and \$3,000.00 for Facebook/Social Media.

DISCUSSION

Chair Begovac stated that Mr. John is recommending a similar expenditure for August 2019 as he recommended spending for July 2019.

Ms. Annie DeRosier said that two months ago it was changed because they were directing everyone to the website and at that time the website was not capturing any information or providing any information. It was discussed to capture that information from Facebook and not drive them to a website that was not adequate. In the meantime, improvements have been made to the website and the site is more engaging. She said Facebook was being used as a band aid for an issue that is not an issue any longer.

Chair Begovac reiterated that Mr. John is proposing to fund each month like it was before because a band aid is no longer needed.

In response to Member Nicholson, Mr. John said with the current proposed budget they will be promoting getting out of the heat and events. Towards the end of July through September they will begin promoting the Fall events like Fall Festival and the Car Show, which had been done in the past. He said that he recommends moving away from focusing on just events and focus on the big picture of what Pinetop has to offer. He said that there is also a branding proposal being discussed. He still recommends spending the bulk of the budget advertising during the peak time and said there are a lot of reason for doing so, but said some advertising should also be done during the shoulder seasons.

Member Nicholson said her concern is spending the bulk of the money when people are here, trying to get them here for events that they are already here for, and that we are missing out on advertising and getting people here in October and

November. She feels that money should be spent trying to get people back up here in October and November.

Chair Begovac stated the budget has changed and our focus has changed and things are up in the air right now, and said that next month there will be a lot more clarity.

Mr. John said that this has always been something in flux, and said that the reason for the recommendation the way that it is, and will continue to be this way, is for many years when the budget is provided and looked at, he looks at the percentage of budget spent versus the percentage of revenue gained. The amount of money spent to gain extra revenue during the peak seasons far out ways the amount of money received during the shoulder seasons. He said a dollar spent in the summer and the winter is far more valuable than a dollar spent during the shoulder seasons. Actually, the winter is only slightly better than the shoulder seasons. He said advertising is not going to pull people out of the Valley when it is beautiful in the Valley.

Chair Begovac said that during July and August we want to start planting the seeds for October and November.

Member Nicholson moved to authorize \$11,000.00 for Video Ads, \$3,000.00 Facebook/Social Media and \$500.00 to Give-a-Ways to Larry John Wright Advertising for the month of August 2019. Vice Chair Byrne seconded the motion and by show of hands the following vote was recorded:

AYES
Jeanne Begovac
Chuck Teetsel
Ceci Byrne
Kellen Nicholson
Whitney Giokoris

ABSTAIN

NAYS

Members Laluk, Rizk, Gibson and Fabian were absent.

E.6 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce

Mechelle Martinez, Pinetop-Lakeside Chamber of Commerce Director, was not in attendance and an update was not provided.

E.7 Update and Information from Birdman Media

Rob Hephner provided a written report from Birdman on the Mountain, WMI TV and Community Shout Video to the Committee members.

Highlights

Over 2700 people followed the Balloon Flight.

Over 400 shares directly related to Balloon Festival Content.

The Balloon Festival Content overall boosted the Arizona White Mountains to a 100 on Google Trends for the weekend.

Special 1-minute Pinetop-Lakeside Blast shared with Visit Pinetop-Lakeside Page.

Mr. Hephner said that he took part in a live balloon flight on Friday morning and said the coverage received over six thousand followers with over four hundred shared of the flight video. He said the podcasts during the 4th of July weekend had a high review rate. He shared when Walmart lost their freezer and refrigeration that he drove people to the Pinetop-Lakeside Safeway. The post reach from the video engagement was very high.

E.8 Update and Information Regarding the Nature Center and TRACKS

Ms. Lynn Krigbaum provided the following written report:

TRACKS Report

The trail crew continues to work each Monday morning. We have been working on the Four Springs Trail which is used for part of the Tour of the White Mountains Mountain Bike event in October.

The monthly TRACKS meetings are held in the large ramada at Woodland Lake Park at 8 AM the second Saturday of each month in the Summer. This is a potluck breakfast meeting and is open to the public.

TRACKS membership has risen to 527! Most people join for the Newsletter which is sent monthly and gives information not only about TRACKS, but also other meetings and events.

The Wednesday hikes continue to be well attended. Sending an email to Jim Meeker or signing up on for hiking on the TRACKS website (trackswitemountains.org) will get you information about the weekly hikes. Two

Baldy hikes as well as Four Springs and Chipmunk hikes are on the upcoming schedule.

TRACKS membership is free and many people make an annual donation. We have now had inquiries about designating TRACKS as a beneficiary in a person's will or trust document. It is heartwarming to see that people want to leave a legacy in supporting the trail system for hikers, bikers, equestrians and cross-country skiers. The two-hundred-mile system including the Emergency Responders Diamonds is a great asset for the region. As our license plate holders say - "TAKE A HIKE!"

White Mountain Nature Center Report

The Discovery Series of Saturday events has been very popular as usual this summer. The attendance has been at least fifty people at each program and Mary Ellen Bittorf's Feathers and Nests drew over one hundred people. The programs will continue through Labor Day weekend. There will be a few extra programs included such as a presentation for "Members Only." There are also extra special times scheduled for a group of people coming from Sun City. This is the second year for this group. I think this shows that the Nature Center is providing an excellent experience for people and acting as an economic "booster!"

The Discovery Nature Camp has been even more successful this year. This endeavor is in partnership with the Town and has been mostly centered in one of the "new" buildings on the expanded WMNC campus.

Now is a good time to make plans to attend the main fundraiser for the Nature Center. The 14th Annual Benefit Dinner will begin at 4:30PM on Saturday, September 14th at Hon-dah Resort. As always, there will be silent as well as live and dessert auctions, raffles, balloons and games in addition to the buffet and music/dancing. It is always a great way to help the Nature Center continue to be an important asset to the region. If you have any gift certificates or items to donate for the event, please contact Kathy Dahnk, President of the WMNC. Visit a Saturday morning program and/or Monday, Wednesday Friday from 10 a.m. until 2 p.m. All are welcome!!

Ms. Krigbaum said she has had a lot of good feedback regarding the Collection Center and has been handing out the Collection Center brochures.

In response to Vice Chair Byrne, Ms. Krigbaum said she has not been involved in the Kids Camp in the last five weeks, but said it seems like a lot of grandparents enroll their grandchildren in the camp.

Ms. Spillman said she has facilitated the registration for the campers and said that forty percent, if not more, were visitors and not residents attending the camp.

Update and Information Regarding Sunrise Park Resort

E.9

Member Laluk was not in attendance and an update was not provided.

Update and Information from the Town Community Services

E.10

Manager

Manager Alba provided the following written report for the Community Services Department for July 2019:

- The Town opened the official Arizona Visitor Information Center, in partnership with the Arizona Office of Tourism, on May 31. In the first 31 days of operation (May 31-June 30), we recorded 303 visitors, although that number is higher because of guests who did not sign the register. Of those visitors, the breakdown is as follows: local residents – 10; Arizona non-local resident – 198; out of state – 91; international – 4. Engagement with visitors has been substantial. It is not uncommon to spend 15-20 minutes with visitors. Overall, we are very pleased with the operation in the first month.
- Hot-Air Balloon Event – We had an overwhelmingly successful event. The mass ascensions all went off as scheduled with the balloons taking flight all three days. Prior to the event, we anticipated a total attendance of about 2,000-2,500 people. Actual attendance was estimated to be 7,000-plus over 2.5 days. Even the early morning ascensions drew about 500 people on Friday and Saturday. The kickoff concert featuring The Alley Cats was a great success with about 2,000 spectators. Saturday's attendance was about 3,500. Vendors were very pleased with the event and sponsors also had positive comments. We were pleased to have the Nature Center host the beer garden, which generated \$4,975 for the Nature Center. We did learn that we need to have better signage to the facility, increased parking options, more food vendors a more spread out sight plan. We'll re-evaluate tethered rides as that seems to be both a highlight for those who were able to participate, but also a big source of frustration and disappointment for those who did not get to go up. All in all, given the disappointment of 2018, the event was a great success.

- White Mountains Partnership – Here is a summary of the report from OH Partners, the PR agency for the Partnership:

June was a busy month with the execution of the influencer trip and the influencer reporting. Moving ahead to July, we are looking forward to making updates to the White Mountains Partnership website and developing and delivering our PR plan for the next three months.

June:

- Media outreach for summertime press release (Phoenix + Tucson media)
 - Execution of "Arizona's White Mountains Summer Escape" influencer campaign in the White Mountains
 - Developed a comprehensive influencer report from influencer trip
 - Started drafting one-pager reports for local businesses involved in influencer trip
 - Media coordination/opportunities (Arizona Highways, Arizona Foothills, CitySunTimes)
 - Developed Fourth of July press release
 - Developed outline for Member Packages
 - Bi-weekly status call with Angie
- Tony has confirmed September 20-22 for a familiarization trip with AOT staff (4-6) to experience Pinetop-Lakeside. This date coincides with Crawtoberfest and will give AOT staff the opportunity to experience a large event in town in addition to other activities we'll plan for them. We'll likely include stops at the Nature Center, Fool Hollow Lake, Woodland Lake and perhaps a short hike on The Rim Trail. Tony and Annie will reach out to local restaurants and lodging partners for assistance.
 - Tony, Keith and Malaina have begun coordination and planning of Pinetop-Lakeside Days on August 17.
 - Tony will attend the Governor's Conference on Tourism July 22-24 in Tucson, along with Councilmember Kathy Dahnk and Ad & Pro Chair Jeanne Begovac.

Other meetings and events attended since last report:

- White Mountains Partnership Meeting
- Rotary Meeting
- White Mountain Nature Center Board Meeting
- Ad & Promo Strategic Planning
- Save Our Park Board Meeting
- National Night Out Planning Meeting – Tuesday, August 6 at MMRC
- Attended Memorial for Tommy Boyy
- Appeared on morning radio shows on both 98.5 and 105.5 to promote balloon festival
- Appeared on Birdman live podcast to promote balloon festival
- Conducted interview with Trudy Balcom about balloon festival
- Pinetop-Lakeside Collection Center Grand Opening on July 8, 2019.

Manager Alba said he has received great feedback from the Balloon Festival. He said they learned a lot and that they severely underestimated the crowds. They estimated around seven thousand attended the event. He acknowledged the Nature Center for being a tremendous partner.

Manager Alba said that Annie DeRosier, Kathy Dahnk and Jeanne Begovac will be attending the Arizona Governor's Tourism Conference beginning on July 22, 2019.

E.11 Update and Information from the Arizona Visitor Information Center

Annie DeRosier provided a report for the Arizona Visitor Information Center to the Committee hi-lighting the following:

- June 2019 had 303 Visitors; as of July 9, 2019 115 Visitors; June average of 11 people per day; July average of 12 people per day; busiest day on July 9, 2019 with thirty-one people.
- Most requested information: Lakes, maps, events, hiking, fishing, hotels, RV camping, museums, real estate and restaurants.
- Monday's are the busiest, followed by Saturday.
- Retail sales - \$512.00
- Consignment items from Made in Greer, The Burly Bear, Meade Publishing and Walkalone Design.
- Hat and t-shirts available to purchase, produced by Little Blue Bird.
- Soon will be offering souvenir mugs, travels mugs and keychains.

DISCUSSION

Ms. DeRosier said that visitor engagement is at least ten to fifteen minutes per visit and that some people stay longer.

In response to Member Teetsel, Ms. DeRosier said she does not have printed material on every business in Town. She explained that it has been a challenge to obtain printed material from every retail business and restaurant in Town.

In response to Member Teetsel, Ms. DeRosier stated that building our own directory brochure is very important.

In response to Chair Begovac, Ms. DeRosier said that T-shirts and mugs as souvenirs are popular and said the next area she would look at would be more child specific.

In response to Vice Chair Byrne, Ms. DeRosier said she does not know the profit margin right now, but she said that most of the products being sold are consignments products.

In response to Vice Chair Byrne, Ms. DeRosier said people are curious where the lakes are, where to go fishing and what activities are available at the lakes.

In response to Member Giokaris, Ms. DeRosier said the average age has been sixty years old.

Manager Alba explained that collecting brochures from businesses has been difficult because some of the business do not have printed brochures, and said that they rely on the internet as their advertising. He said the demographic visiting the Center wants to have a paper brochure.

Ms. DeRosier explained that she has put together a quick reference on where to camp, where to fish and said that eventually she will have printed information available to hand out on all of the requests that she receives. She said printed material is not only driven by the age factor, but by the fact that a lot of people do not have cell service when they are here and that they do not have access to a computer or the internet.

In response to Chair Begovac, Ms. DeRosier said the top questions have been where to camp, where to RV camp, where the lakes and trails are located and then business specific questions are usually asked; where to eat and cabins, either for rent or for sale.

E.12 Update and Information from the Strategic Planning and Website Sub-Committee

Member Teetsel said that the sub-committee has continued to meet and said that they are talking about redefining how the marketing dollars are spent. He said there will be more to report after the budget is approved and they will discuss how they feel the funds should be allocated.

E.13 Update and Information from the Communications Sub-Committee

Member Nicholson said the Communications sub-committee has not met and she does not have anything to report.

F. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 10:15 a.m.



Jeanne Begovac
Chair