

**MINUTES OF THE REGULAR MEETING  
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND  
PROMOTION COMMITTEE, HELD ON WEDNESDAY,  
SEPTEMBER 18, 2019 IN THE TOWN COUNCIL CHAMBERS  
325 W. WHITE MOUNTAIN BOULEVARD, LAKESIDE, AZ 85929**

**A. Call to Order**

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Chair Begovac called the meeting to order at 9:02 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
Angie Fabian	Member
Simon Rizk	Member
Bill Gibson, Jr.	Member

The following Member was absent:

Owen Laluk	Member
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Also Present:

Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Keith Johnson	Town Manager
Malaina Spillman	Recreation Coordinator
Annie DeRosier	Visitor Center Consultant
Sam John	Larry John Wright Advertising
Rob Hephner	Birdman Media
Lynn Krigbaum	Council Member Representative

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**B. Call to the Public**

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Chair Begovac called for public comments. No comments were offered.

**C. Approval of the Minutes of the August 21, 2019 Advertising and Promotion Regular Meeting.**

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Vice Chair Byrne moved to approve the minutes of the Regular Meeting held on August 21, 2019. Member Fabian 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		
Bill Gibson		
Kellen Nicholson		
Simon Rizk		
Angie Fabian		
Whitney Giokoris		

Member Laluk was absent.

**D. New Business:**

**D.1 Information, Discussion and Legal Action regarding the selection of a Chairman and Vice Chairman for the Advertising and Promotion Committee.**

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Member Fabian moved to select Jeanne Begovac as the Chairman of the Advertising and Promotion Committee and Ceci Byrne as the Vice Chairman of the Advertising and Promotion Committee. 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		
Bill Gibson		
Kellen Nicholson		

Simon Rizk  
Angie Fabian  
Whitney Giokoris

Member Laluk was absent.

**D.2 Information, Discussion and Legal Action regarding funding request  
for Show Low Film Festival.**

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Community Services Manager Alba said that he was asked by Martina Webster for the Town to be a sponsor for the Show Low Film Festival to be held October 17<sup>th</sup> through the 20<sup>th</sup>, 2019 at the WME Theatres in Lakeside. The request is to be a luncheon sponsor for \$500.00, which includes an advertisement in the program and on the website.

Member Nicholson said that Whispering Pines has been a sponsor in the past and that the event does bring in people from out of state to the Town and feels that it is great exposure for the Town. She feels that being a luncheon sponsor is a good idea.

Member Rizk said he had people at his hotel from out of state and he heard the event will be even larger this year. He said that it is an event happening in Town during the off season and feels that a sponsorship is a good idea.

Member Nicholson said that between the film festival last year and this year she has had return visitors to the area.

Chair Begovac said it is a great way to partner with Show Low on an event.

In response to Member Gibson, Manager Alba explained that the name “White Mountain Film Festival” was taken, but the event is being held in Pinetop-Lakeside and the marketing include the entire region.

Member Nicholson stated that she asked the same question and was told that Show Low is a recognizable name, but said Ms. Webster is expanding the event and wants it to include the entire region.

Member Fabian moved to fund \$500.00 for the Luncheon Sponsorship for the Show Low Film Festival. 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		
Bill Gibson		
Kellen Nicholson		
Simon Rizk		
Angie Fabian		
Whitney Giokoris		

Member Laluk was absent.

**D.3 Update on the Current Financial Standing of the Advertising and Promotion Committee**

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Vice Chair Byrne provided the following written report for September 2019:

FY2020 Budget

1) The adjusted FY2020 Budget is still in the planning stage. We will present budget scenarios for discussion by the Ad Pro committee at the October 2019 meeting.

2) Ad/Social Spending YTD

Snapshot of our Ad/Social Media Spending mix for the first 3 months of FY20

Ad Spending		% of Ad Budget
Seasonal	\$ 38,000	76%
Community Shout	\$ 2,765	6%
Trade Shows	\$ 509	1%
Local Print Ads	\$ 700	1%
Regional Print	\$ 600	1%
Ad Consult fee	\$ 7,500	15%
	<hr/>	
	\$ 50,074	100%

Details

- *\$38,000 Seasonal Campaign/Social Media Spending, July-Sept 2019*

	<u>YTD</u>	<u>July</u>	<u>Aug</u>	<u>Septem</u>
Video	\$28,000	\$10,000	\$11,000	7,000
Social	\$ 9,000	\$ 4,000	\$ 3,000	2,000
Give Aways	\$ 1,000	\$ -	\$ 500	500
Total	\$38,000	\$14,000	\$14,500	\$9,500

- *\$2750 to Community Shout*
- *\$700 to Maverick Magazine*
- *\$600 to AZ Tourism Guide*

3) Other Notable Spending through Aug 31, 2019:

The first of 2 installments, \$10,000, has been paid to White Mountains Partnership to support regional promotional and social media campaigns spotlighting White Mountains tourism and communities.

4) Tax Receipts through July 2019; Special Hotel Tax Receipts down 8% from last year at this time.

The summary report for the first month of FY20 Town tax receipts is attached. Town Finance Director Kevin Rodolph says tax receipts are down in most areas for the first month of the fiscal year. But the July report only reflects tax receipt activity from June and not taxes recorded late or adjustments. We'll have a better picture of the summer season revenue in October, which will comprise July-Sept activity.

Vice Chair Byrne said at the meeting next month the entire budget will be reviewed in more detail. She said that the sales tax revenues are looking better this month.

In response to Member Gibson, Vice Chair Byrne explained that the \$500.00 for the film festival sponsorship will come out of community partner events.

**D.4 Update and Information Regarding the Committee’s Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for October 2019 Advertisement**

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Mr. John provided an update on the Monthly Targeted Pre-Roll Impressions, Monthly Pre-Roll Video Clicks, Facebook Fans, Instagram Followers and Social Ads for September 2019.

Mr. John covered the following highlights:

- Monthly pre-roll campaign went well.
- Cost per clicks were thirty-two cents.
- Effective cost per thousand was low at \$13.52.
- Banner campaign under social ads – 1.3 million impressions were served with the banner campaign at \$2.30.
- Facebook fans and Instagram followers – shifting the focus from more people following to trying to get more engagement.
- Start promoting fall colors the week of September 23, 2019.

Mr. John recommends for October 2019 advertising \$1,500.00 Banner Ad campaign for Facebook/Social Media promotion fall colors

**DISCUSSION**

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In response to Chair Begovac, Ms. DeRosier said she is working on creating a fall colors projection for people to follow on the website. She said that Anne Groebner has a driving tour for fall colors which will be in the Visitors Center and a video is being created for Facebook.

Vice Chair Bryne said historically funds spent on advertising in October are small.

Manager Alba said in October 2018 additional advertising was done due to promoting the Balloon Festival

Mr. John said he would spend more in April than October for advertising.

In response to Member Nicholson, Ms. DeRosier said that OH Partners has requested winter pictures and said she feels that when the Partnership starts

pushing winter that we should too and that the launch should be coordinated for fall and winter.

Mr. John agrees with this idea and said that there are both fall and winter pictures that will be shown. He said that in the past if we start talking about snow when there is not any, that it has gone over badly. He explained that in the past a larger budget was set aside for November and December that may or may not be spent depending on the snow. He feels it is best to be flexible with the budget, depending on when the snow arrives, but said that other activities can be talked about and promoted.

Member Nicholson said that it sounds like the best option would be to leave the October budget as Mr. John proposed.

Mr. John said that the Tour of the White Mountains is not being promoted, per a directive that they received, but said they will be sharing the information on Facebook. The majority of the \$1,500.00 will go towards promoting fall colors from October 1<sup>st</sup> through October 15<sup>th</sup> and promoting the Show Low Film Festival.

Manager Alba said that the Tour of the White Mountains asked us not to promote the event but to just share information.

Member Fabian moved to authorize funds of \$1,500.00 for Facebook/Social to Larry John Wright Advertising for the month of October 2019. Member Giokoris seconded the motion and by show of hands the following vote was recorded:

AYES  
Jeanne Begovac  
Chuck Teetsel  
Ceci Byrne  
Bill Gibson  
Kellen Nicholson  
Simon Rizk  
Angie Fabian  
Whitney Giokoris

ABSTAIN

NAYS

Member Laluk was absent.

**D.5 Update and Written Report Provided by Birdman Media.**

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Rob Hephner provided the following written report:

**BIRDMAN ON THE MOUNTAIN / WMI TV - COMMUNITY SHOUT VIDEO**

The Balloon Fest continues to yield good attention to Pinetop-Lakeside and the Medieval Mayhem Coverage also yielded great results, (30,000 views cross platforms.)

	Community Shout	Facebook	YouTube	Podcast
Aug				
	1	682	503	13,832
	8	482	480	12,466
	15	402	478	12,563
	22	288	305	13,100
	29	232	298	12,785
Sept	5	238	380	10,404

Special 1-minute PL Blast shared with Visit Pinetop-Lakeside Page Aug 6 - 862 Views

Birdman Media Live Music promotions were the top trending items for August.

In response to Member Giokoris, Mr. Hephner said he would be in Show Low covering the Cavalcade of Cars and said he would be in Pinetop-Lakeside for the Fall Festival Parade.

**D.6 Update and Written Report Provided by the Town of Pinetop-Lakeside Community Services Department.**

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

- White Mountains Partnership – Updates to the White Mountain Partnership website have been made and now includes Pinetop-Lakeside as a partner. The website will be the focus of our efforts over the next month. The website can be found at <https://azwhitemountains.net/>.

- Four staff members from the Arizona Office of Tourism will visit Pinetop-Lakeside September 20-22 for a familiarization trip. 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. A full itinerary is attached.
- The second annual Pinetop-Lakeside Days took place August 17 and was a success. We increased our chainsaw carvers from 4 last year to 7 this year. Our celebrity dunk tank and equipment rodeo allowed us to donate \$110 each to the Summit Cancer Center, the P-L Senior Center and The Love Kitchen.
- The Arizona Official Visitor Information Center welcomed 365 guests in August, up from the 333 guests in July. For the first three months, we have welcomed 1,001 guests to the Visitor Center. We have received approval from the Arizona Office of Tourism to begin closing on Sundays starting in October. The Visitor Center will re-open on Sundays next year for Memorial Day Weekend.
- We completed our first roadside clean-up of our adopted one-mile stretch of SR 260 between mileposts 351 and 352, from the entrance to Blue Ridge High School to the Northwood Resort. We had 25 staff members and Town Council members participate, which was a great turnout. We collected 20 bags of trash along the stretch of highway, which looks great now, perfect timing for the Cavalcade of Cars at the end of the month.
- Tony and Annie are working with Local First AZ on a "Weekendzona" trip for about 15-20 people October 18-20. Weekendzona is a program initiated by Local First AZ to encourage Arizona residents to vacation in our state. A working itinerary is attached.
- Annie DeRosier and I are working on the employee BBQ to be held in conjunction with the Cavalcade of Cars on Friday, Sept. 27. As a reminder, Town facilities will close at 3:00 p.m. that day. Please make sure all employees RSVP to Shannon Purcell by Sept. 18. A flyer is attached.
- Annie conducted an intensive two-day branding workshop with several community members to begin the process of identifying Pinetop-Lakeside's

essence or personality. This will be a process that she hopes to have completed by the end of 2019 or early 2020.

- Tony again will volunteer to be a reading tutor at Blue Ridge Elementary School this school year.

Other meetings and events attended since last report:

- White Mountains Partnership Meeting
- Rotary Club (2)
- White Mountain Nature Center Board Meeting
- Save Our Park Board Meeting
- ASU Alumni White Mountains Chapter Board Meeting
- Lunch Service at the Pinetop-Lakeside Senior Center
- Town Council Meetings (2)
- NACOG Tourism Committee Briefing
- White Mountain Business Owners Roundtable Luncheon
- Meeting with representative from Senator Martha McSally's office
- Orientation meeting for BRES Tutoring program

Malaina Spillman provided the following update on the Fall Festival Weekend:

- Public Works crew will have a kick-off breakfast at 4:30 a.m. on Saturday, September 28<sup>th</sup> and will go over the day's events and schedules.
- Cool Runnings crew will meet at the park at 6:00 a.m. with events beginning at 7:00 a.m.
- Fall Festival Parade will begin at 10:00 a.m. and the theme is Great American Hero's.

#### **D.7 Update and Written Report Provided by the Arizona Visitor Information Center**

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Ms. DeRosier provided the following update:

- Visitor Center has had 1,001 visitors over a period of 92 days.
- 303 visitors in June; 333 visitors in July; 365 visitors in August.
- Average of 12 people per day in August.
- Busiest day as follows: July 9<sup>th</sup>, August 6<sup>th</sup> and August 17<sup>th</sup>.

- Most requested information: Maps, Hiking, RV Camping, Fishing and Museums.
- Monday and Tuesdays continue to be the busiest days.
- 72% of visitors are from Arizona.
- Retail sales: \$1,400.09.

Ms. DeRosier said she is working with the Blue Ridge Fab Lab creating bumper and decal stickers to sell in the Visitor Center and said that eventually the students will design the stickers. She said the Visitor Center will have a fall colors driving guide and she is currently working on a leaf color monitor. She has fall images from seven local photographers and everyone has been very generous in sharing their pictures.

#### D.8 Update and Written Report Provided by the White Mountain Partnership

Member Fabian said that the White Mountain Partnership has three influencer couples visiting from Tucson the weekend of October 11, 2019. They will be touring and looking at fall colors and horseback riding along with other events in Town.

#### D.9 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 no report was provided.

Manager Alba said that the Chamber is holding the Burger Burn on Thursday evening September 26<sup>th</sup> and that the Town will be purchasing the burgers for the event and helping out as needed.

#### D.10 Update and Written Report Provided by Sunrise Park Resort

Member Laluk was not in attendance and no report was provided.

#### D.11 Update and Written Report Provided by the Nature Center and TRACKS

Ms. Lynn Krigbaum provided the following report:

Nature Center:

The annual fundraiser dinner was held on Saturday, September 14, 2019 at Hon-Dah and was a success with two hundred and eighty people attending the event.

TRACKS:

Still working on the trails and the trails are in great shape. The trails for the Tour of the White Mountains are in really good shape.

**F. Adjournment:**

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There being no further business at this time, the meeting was adjourned at approximately 9:54 a.m.

  
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Jeanne Begovac  
Chair