

**MINUTES OF THE REGULAR MEETING
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND
PROMOTION COMMITTEE, HELD ON WEDNESDAY,
MARCH 20, 2019
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
Kellen Nicholson	Member
Owen Laluk	Member
Angie Fabian	Member
Chuck Teetsel	Member
Whitney Giokoris	Member
Bill Gibson, Jr.	Member <i>(arrived at 9:40 a.m.)</i>

The following Member was absent:

Simon Rizk	Member
------------	--------

Also Present:

Jill Akins	Deputy Town Clerk
Tony Alba	Community Services Manager
Keith Johnson	Town Manager
Malaina Spillman	Recreation Coordinator
Mechelle Martinez	Pinetop-Lakeside Chamber of Commerce
Lynn Krigbaum	Councilmember
Kathy Dahnk	Councilmember
Sam John	Larry John Wright Advertising
Rob Hephner	Birdman Media
Steve Bermann	Pinetop Lakes Association

Cindy Shaffstall	Spider Trainers
Dave Castro	Epic Rides
John McCarrellll	Epic Rides

B. Call to the Public

Chair Begovac called for public comment and the following comments were offered:

Dick Bruneau, Made in Greer, offered the following comments:

Thank you very much for all of your help and support. My wife and I have been in business in Pinetop for three years having moved our business from Greer to Pinetop and it has been a really neat experience. One of the reasons for our success is the support we have received from other local businesses and in particular from the Town of Pinetop-Lakeside. We have developed some great relationships but it has become time for us to move forward. My wife and I are having a house built in Texas and will be moving the beginning of June 2019. The really good news is that we have sold Made in Greer to Jill and Richard Meyer. We are in the process of training them on running a business, running the accounting system, etc. They have fulfilled our desire to have Made in Greer continue in the same manner that it has been run the past few years. We are very pleased to make that announcement and we would like to invite all of you to visit the store located on the second floor in the Time Square Plaza. Come on by and meet the new owners the Meyers.

Steve Meyer offered the following comments:

They are delighted to be in a town that we frequented and now live in and to be participating by owning a business.

Rob Kastelic, Coffee News, offered the following comments:

I am actually here to ask for money. I've had a cabin up here for twenty-two years and have permanently lived here for the last three years. For the last two and a half years I have been publishing the Coffee News and I used to own the Tucson Coffee News. I have never asked for money the past two and a half years, but now with the events and so forth I would love to be involved in that out pouring of cash. The past year I have started the Bison Living and Torreon Living magazine that is going straight to the second homeowners, the people that have expendable cash.

This will come out May 1, 2019. I am also in negotiations with Pinetop Country Club and White Mountain Country Club, but they want to see the first edition in May before they take it to their board. My rates are in the handout that is being passed around and my rates for any event are fifty percent off.

Chair Begovac informed Mr. Kastelic that there is a funding request form for advertising that can be submitted to the Committee for an agenda item at a future meeting. The form can be submitted to Tony Alba or Jill Akins.

C. Meeting Agenda Approval

Chair Begovac stated that due to a time restraint for Rob Hephner she would like to move agenda item G.4 to the beginning of Item G. Reports.

Member Teetsel moved to approve the meeting agenda with changes. 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		
Angie Fabian		
Kellen Nicholson		
Owen Lahak		
Ceci Byrne		
Whitney Giokoris		

Members Gibson and Rizk were absent.

D. Minutes

D.1 Approval of the Minutes of the January 16, 2019 Advertising and Promotion Regular Meeting and Minutes of the Retreat held on February 20, 2019.

Vice Chair Byrne moved to approve the minutes of the Regular Meeting held on January 16, 2019 and the minutes of the Retreat held on February 20, 2019. Member Nicholson seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

- Jeanne Begovac
- Chuck Teetsel
- Angie Fabian
- Kellen Nicholson
- Owen Laluk
- Ceci Byrne
- Whitney Giokoris

E. Old Business:

None

F. New Business:

F.1 Discussion and Recommendation to Town Council regarding letter of interest received from Whitney Giokaris for re-appointment on the Advertising and Promotion Committee with a term ending on April 1, 2021.

Chair Begovac stated that Member Giokaris term will expire April 1, 2019 and said Member Giokaris submitted a letter of interest to continue her term until April 1, 2021.

Member Nicholson moved to recommend to the Town Council the re-appointment of Whitney Giokaris to the Advertising and Promotion Committee with a term to extend through April 1, 2021. Member Fabian seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

- Jeanne Begovac
- Chuck Teetsel
- Angie Fabian
- Kellen Nicholson
- Ceci Byrne
- Owen Laluk
- Whitney Giokoris

Members Gibson and Rizk were absent.

F.2 Information, Discussion and Legal Action regarding funding request of \$3,000.00 for 2019 Run to the Pines Car Show.

Chair Begovac stated that Run to the Pines has turned in a funding request for \$3,000.00 for the 2019 Run to the Pines Car Show.

Randi Corbin stated she submitted an informational package and a funding request form for the 2019 Run to the Pines Car Show. She said this will be the 36th year for the event with over six hundred registered vehicles for the car show and they turn away several hundred each year. The vehicles come from all over the southwest. All of the proceeds from the event go back into the local community and local charities. In 2018 the charitable donations were \$23,085.00, \$21,860.00 in 2017 and in 2016 \$24,010.00. Some of the local charities are the White Mountain Humane Society, White Mountain Meals on Wheels, The Love Kitchen, Shop with a Cop, Pinetop-Lakeside Senior Center and the Pinetop-Lakeside Historical Society. They established a memorial scholarship fund at Blue Ridge High School for a graduating senior that will continue schooling in the automotive related industry. She stated that the contribution to the community is the huge amount of visitors and tourists the event brings to the area. This has a good impact on the community's hotels and restaurants and exposure to the area. Their operating funds are minimal as far as what is generated and the registration fees are only \$45.00 per vehicle. She said they are requesting advertising funds of \$3,000.00.

Member Teetsel stated the Corbin's do a great job and he is glad that the Committee supports the event. He said they give back a large amount of money to the community.

In response to Chair Begovac, Ms. Corbin said there were five hundred and ninety-five vehicles registered last year.

In response to Member Teetsel, Chair Begovac stated she receives bookings a year to two years in advance for the car show weekend.

Member Nicholson said she is three quarters booked for the car show weekend and said it is not a weekend that she worries about.

Ted Corbin stated that Hon-Dah Resort and Casino books reservations for one and two years in advance for that weekend; it is not just for the weekend and a lot of folks plan their vacation around that weekend to stay for an entire week.

Rob Hephner stated that the podcasts regarding the car show from June up until the car show have a listenership in the couple thousands every year.

Manager Johnson mentioned there are many entries in the car show but said there are a lot of cars that come up that could not get into the show.

Mr. Corbin said for over twenty years there has been the cavalcade of cars from Show Low to Hon-Dah Resort and Casino to kick off the weekend and they invite anyone to participate in the cavalcade. He said many people come just to participate in the car parade. He explained that they mail out twelve hundred registration letters and that they are full within ten days and had to turn people away. Many people come up to participate in the cavalcade and the BBQ that is held at Hon-Dah Resort and Casino.

Member Teetsel moved to approve funding of \$3,000.00 for 2019 Run to the Pines Car Show. Member Nicholson seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

Jeanne Begovac
Chuck Teetsel
Angie Fabian
Kellen Nicholson
Owen Laluk
Ceci Byrne
Whitney Giokoris

Members Gibson and Rizk were absent.

**F.3 Information, Discussion and Legal Action regarding funding request
of \$200.00 for Innovation Nation.**

Lynn Krigbaum, on behalf of Innovation Nation, announced that the 3rd Annual Innovation Nation will be held on April 27, 2019 in the Fab Lab at the old Blue Ridge Elementary School. There will be lots of activities for students and families. Last year fifteen hundred people attended. She is hoping that Sam John will include this in the advertising. She said people know about Innovation Nation state wide. She is asking for \$200.00 and for Pinetop-Lakeside to be a sponsor of the event.

In response to Chair Begovac, Kathy Dahnk said it is statewide and a lot of families attend from out of the area.

Member Nicholson said she is unfamiliar with the event and asked for additional information.

Ms. Krigbaum explained that this is the third year for the event. There are booths and separate rooms for games, an escape room and robotics. She said it is advertised statewide through S.T.E.A.M (Science, Technology, Engineering, Arts and Math).

In response to Member Nicholson, Vice Chair Byrne said that the Committee could fund this request; however, the Committee needs to discuss if this helps promote tourism to the area. She said a few years ago she attended as a judge and a lot of people do attend and there is good promotion for our area. She indicated that there is a promotional function for this event.

Member Nicholson moved to approve funding of \$200.00 for Innovation Nation. Vice Chair Byrne 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		
Angie Fabian		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Whitney Giokoris		

Members Gibson and Rizk were absent.

F.4 Information, Discussion and Legal Action regarding funding request of \$300.00 for Walk for the Woods.

Lynn Krigbaum announced the 12th Annual Walk for the Woods will be held on June 1, 2019, benefiting the Nature Center and Save Our Park. This will help the Town acquire funding for the purchase of Woodland Lake Park. She asked for \$300.00 to sponsor the event.

Member Fabian moved to approve funding of \$300.00 for Walk for the Woods. Vice Chair Byrne 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		
Angie Fabian		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Whitney Giokoris		

Members Gibson and Rizk were absent.

F.5 Information, Discussion and Legal Action regarding funding request of \$275.66 for White Mountain Nature Center Discovery Series.

Lynn Krigbaum requested funding for the printing of the White Mountain Nature Center Discovery Series. The Discovery Series runs from May through September. She said two thousand flyers will be distributed at the Game and Fish Expo held the end of March in the Valley.

In response to Chair Begovac, Ms. Krigbaum said many of the events draw visitors from the Valley especially the Wildlife Festival and hopefully new events like the Fly Fishing and Sustainable Gardening will draw visitors.

Member Teetsel moved to approve funding of \$275.66 for White Mountain Nature Center Discovery Series. 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		
Bill Gibson		
Angie Fabian		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Whitney Giokoris		

Member Rizk was absent.

F.6 Information, Discussion and Legal Action regarding funding request of \$500.00 for Kite Festival

Kathy Dahnk said she spoke to Tony Alba and Town Manager Keith Johnson regarding having a Kite Festival during the windy season. The Kite Festival is on Saturday, May 11, 2019 at the White Mountain Nature Center and Mountain Meadow Recreation Complex. In the morning at the Nature Center the kids will make and decorate their own kites, a hot dog lunch will be served and after lunch they will walk to Mountain Meadow and fly their kites. There will be contests and awards for various categories. This is a shoulder season and this event should help bring visitors to Town. She explained that the \$500.00 funding request is a little more than they would normally ask for; but are asking for help with a little seed money in designing the brochures and a logo to be used for upcoming years. She said this new and free event to be held by the Nature Center and the Town of Pinetop-Lakeside.

In response to Member Teetsel, Vice Chair Byrne said there is a line item in the budget for new events and said there is approximately \$1,000.00 left in the budget until the end of the fiscal year. This would use of half of the new event budget.

Manager Alba said he has not heard from anyone regarding a new event and feels there is money available to fund this event.

In response to Member Laluk, Malaina Spillman said there are a lot of people that go over to Mountain Meadow and fly kites and said kite flying and stunt kites could turn into a huge event with a large drawing.

Member Teetsel moved to approve funding of \$500.00 for Kite Festival. Member Gibson seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

Jeanne Begovac
Chuck Teetsel
Bill Gibson
Angie Fabian
Kellen Nicholson
Owen Laluk

Ceci Byrne
Whitney Giokoris

Member Rizk was absent.

F.7 Information, Discussion and Legal Action regarding funding proposal from Birdman Media.

Rob Hephner explained his funding proposal for \$1,000.00 per month and the \$500.00 per month proposal with each having a one year commitment.

Member Fabian said she likes having someone local to capture things that are happening locally.

In response to Member Teetsel, Vice Chair Byrne said Birdman Media has been budgeted through the end of March 2019. Currently the new budget has not been finalized and the Committee would have to decide between the \$1,000.00 or the \$500.00 proposal. Technically there are funds available in the Tourism/Advertising line item of the budget, but it may impact regional advertising for the rest of the fiscal year, or there is \$800.00 remaining in regional tourism. She believes the Committee would be able to cover funding \$500.00 each month; however, the \$1,000.00 a month may be hard to commit to in this budget year.

Member Gibson said he has been seeing more and more of Birdman's podcasts and said at first he was concerned the podcasts would be hokey but said since he has started following the podcasts it is really nice communication, smooth and not second rate and feels it is a nice product. He expressed support working with Birdman Media as much as possible on the local level.

In response to Member Nicholson, Mr. Hephner explained the \$1,000.00 per month includes the addition of the newspaper callout every Friday in the Get Out section and the Show Low TV is included. The Show Low TV is significant because it is cable television that reaches the older demographic that social media does not touch. He said his reach is Tucson and Phoenix, especially with the podcasts, and says the newspaper has reached outside the area. He said the second homeowners are a big reach with an addition of ten thousand people each summer.

Member Giokaris said the reach is sort of like a net and the scope of the reach and a certain demographic at a certain age are not being reached. She feels if funds can

be reallocated it would be a good idea to broaden the net to reach more people that are not on social media or their computers on a daily basis.

Mr. Hephner said the biggest thing he wanted to drive home is that he does two shows a week, Mountain Talk on Monday and the Tuesday show which is posted on Thursday; both are driving people to events. He said making sure the locals know what is going on impacts everyone that comes into the area.

Vice Chair Byrne said this could be funded with the leftover in Event Promotion, which means there cannot be anything extra for other events. She also suggested funding through the seasonal campaign. There is not a lot left over for the next three months, for April, May and June. She suggested including in next year's budget. Currently the Committee has not committed with Birdman Media past March 2019. If we committed spending \$1,000.00 per month for the last three months of the fiscal year, the Committee would have to come up with the additional \$2,200.00 from another area of the budget.

Member Teetsel suggested \$500.00 per month and only commit through the end of the fiscal year. He said it is a problem for the Committee budget that the Birdman Media contract does not coincide with the Committee fiscal year budget. He suggested keeping active with Birdman Media through the end of the fiscal year, June 30th, which would be three months and then include this proposal as part of the Committee's discussion on where to allocate funds for the next fiscal year.

Manager Alba stated that it sounds like the Committee is looking at the \$1,000.00 per month and if that is the case maybe the Committee can fund \$500.00 a month for April, May and June and then \$1,000.00 per month starting in July 2019. He said this would actually be a fifteen month commitment.

Mr. Hephner said if the Committee agrees to Manager Alba's suggestion, he would continue with the \$1,000.00 per month coverage at the discounted rate of \$500.00 per month for April, May and June 2019.

Member Fabian stated that if the Committee funds \$500.00 each month until the end of the fiscal year for \$1,000.00 per month level of coverage and then starting in July 2019 could consider a commitment of \$1,000.00 per month for twelve months.

Member Gibson moved to approve funding of \$500.00 for April, May and June 2019 for Birdman Media with the Committee evaluating and discussing funding

\$1,000.00 per month for a new contract beginning July 1, 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		
Bill Gibson		
Angie Fabian		
Kellen Nicholson		
Owen Laluk		
Ceci Byrne		
Whitney Giokoris		

Member Rizk was absent.

F.8 Information, Discussion and Legal Action regarding funding proposal of \$15,000.00 from Epic Rides Tour of the White Mountains 2019 to 2012.

Chair Begovac asked if Dave Castro and John McCarrelllll could present a brief explanation regarding their proposal to the Committee.

Dave Castro thanked the Committee for looking at their proposal during the Advertising and Promotion Committee retreat. He said that Epic Rides is aligned with making Pinetop-Lakeside a recreation destination. He stated five objective points:

- Growing rider attendance to 950 in 2019 with future growth beyond 1000 riders
- Continue producing a top level event attracting visitors to Pinetop-Lakeside
- Seek ways to cultivate women and juniors in mountain biking
- Enhance involvement with local businesses (hotels and restaurants)
- Dedicated Event Manager overseeing all aspects of the event

John McCarrell stated he was hired by Epic Rides to focus specifically on Tour of the White Mountains.

Chair Begovac stated that when the Committee receives a funding request the Members like to know where the money will be spent. She noted that Epic Rides

was able to put this event on for \$5,000.00 but now asking for \$15,000.00 to put on the event. She believes this is a question shared by the entire Committee; Where is the \$15,000.00 going to be spent?

Mr. Castro explained in order to enhance and expand the event they needed a team to be built for this purpose, including Mr. McCarrell, and funds were needed for this purpose. The Forest Service permit is based upon registration revenue and as that increases so does the permit cost and insurance cost also would increase. T-shirts and other things for the riders would also increase.

Member Fabian asked if the event would be expanded to a three day event or an entire weekend event, like some of the other Epic Rides events. She said some of the events have activities for the entire family and that would bring more tourists to the area.

Mr. Castro said they kicked around the idea of having a kids ride on Sunday to sustain the visitors in the Town and giving them a reason to stay longer. He said that is something that could be explored, but right now it is about being able to sustain what is currently being done. He explained that when the riders arrive on Friday there is beer and bonfire and the ride on Saturday.

Member Teetsel said obviously the Committee does not have a big budget and the Members have a fiduciary responsibility to the Town of Pinetop-Lakeside and the residents of the Town and the businesses in Town that are actually funding the budget that the Committee has. He asked if Mr. McCarrell is “dedicated” to this event does it mean he is going to live up here for a year doing nothing but this event. What does that mean “dedicated event manager” and how did the event happen before without the “dedicated event manager”? He asked if there is an “amature” event manager before. He requested explanation of the difference. He asked what changes from this year to the next year with a dedicated event manager and how much time is spent on Tour of the White Mountains. What does it mean that you will be out contacting businesses; does this mean selling sponsorships to businesses?

Mr. Castro said he had been the Event Manager for all six of the Epic Rides events for an entire calendar year. His time spent on the Tour of the White Mountains and trips made to Pinetop was limited in the past and said in this model Mr. McCarrell is the Event Manager for this event and even though he will not live here, because he is a resident of Tucson; however, if he is able to make more trips here he will be

able to spend more time on the event. Mr. McCarrell is contracted for a specific amount of time to focus on the Tour of the White Mountains.

Member Teetsel asked for more clarification on what would change since Mr. McCarrell is the dedicated Event Manager for the Tour of the White Mountains versus Mr. Castro being in charge of all six of their events.

In response to Member Teetsel, Mr. Castro explained that now there is time for someone to come up to Pinetop and cultivate a relationship and synchronize them into the event, because he did not have the time.

Again, Member Teetsel asked specifically what does that mean to synchronize the businesses into the event.

Mr. Castro said to take, for example, The Best Western and Green Tree, Mr. McCarrell would be able to meet with the management and figure out how to incentivize riders to stay at those hotels. Whether it would be marketing during the registration process or through social media, making sure all of those things are aligned with the activation for that business, and then going to other hotels and restaurants. For example, how do we get riders to come here for pre-rides in September prior to the event, how do we incentivize them to come up before the race for pre-rides and said Mr. McCarrell will be working on that.

Member Teetsel said let me ask this a different way, if the ridership grows to 950 this year, out of the 950 some will camp, some will stay in hotels, rent houses or stay with friends, how will going to the businesses change the number of people that are going to spend money on lodging? Sounds like you are working on market share and if you make an arrangement with Antlers Inn maybe they will end up with more of the market but where are you changing the size of the market, the pie and how is that growing based on what you are describing?

Mr. Castro answered that he does not understand the question.

Member Teetsel asked what is your ultimate goal if you are going to coordinate, synchronize was your term, with local businesses; how does that benefit the entire Town, the net result? If you go to Green Tree and Best Western and work with them, maybe they will get a bigger piece of the market of the people that are going to stay in hotels because of your efforts, but that piece may come from another lodging destination. To him, it does not sound like you are going to grow the lodging you are just going to help someone get a bigger piece of the pie. He also

asked if there are going to be more nights to the event, having more people that stay in Pinetop in a hotel or a cabin because of your efforts.

Mr. Castro responded that would be the end result.

Member Teetsel asked how does that happen if you have the same number of people coming and those people are going to do what they have done in the past, either camp or some will stay in hotels, but how are you shifting the campers to the hotels.

Mr. McCarrell answered that there would be an incentivized program that Epic Rides would work with the hotels, whether by a discounted stay or stay two nights and get a discount, hotels also provide security for their bikes, some hotels provide a continental breakfast or some lodging has a dinette or a kitchenette. He said by working with the businesses to see what they have to offer and through Epic Rides marketing efforts giving the riders the incentives to stay in hotels. He said they have not done this in the past and that they have left people to their own devices.

Member Teetsel said it stills sounds like the same thing to him, they might go to one place to stay because they have a bike valet, but said he does not see that changing the number of people that are going to stay in hotels.

Mr. McCarrell said if they stay in hotels that helps the tax base and somebody camping does not help the tax base.

Member Teetsel said there were 837 registered riders last year and the goal is to grow by 10% or to 950 for 2019, and Epic Rides fee goes from \$3,750.00 to \$15,000.00 which is up 400% to try and grow the ridership by 10-15%.

Mr. Castro said the 950 riders is the 2019 goal, but they do seek to expand beyond that.

Member Teetsel said even if the ridership reached a thousand that would be a 20% increase over the next few years but it is still a 400% increase from \$3,750.00 to \$15,000.00 with an annual escalator of 5% applied each year from 2020 to 2023, and still wanting the Town to provide the sanitation services. He said he is just trying to get a handle of the value that you are telling us that we are going to get.

Mr. Castro said that they have told the Committee what their economic impact is and have expressed where their focus is and it would be the Committee's decision.

Member Nicholson said Epic Rides estimated that in 2018 the tax revenue for the Town was \$15,000.00 and you are saying that by partnering and having incentives with hotels and restaurants you will increase the tax revenue for the Town. She asked if they have spoken too or had any conversations with the riders at the event as to where they stay, why they stay and what they do, etc.?

Mr. Castro said a survey will be available that the riders can complete after the event.

Member Nicholson said she had a booth at the event last year and said she talked to a lot of the riders and found out they camp and rent homes that are close to the event; all of this is located in the County and the Town does not receive any of that revenue. The tax base that you are saying the Town receives is not coming to the Town because all of that it is in the County. Also, there are some people that only drive up for the day, ride and go home immediately after. She said she is having a hard time with Epic Rides saying they brought in \$15,000.00 to the Town last year, which they may or may not have, and now asking us to pay \$15,000.00 each year plus the 5% annual escalator. She understands they want to grow this event and grow the tax base, maybe our financial commitment should grow as you grow. Basically what I am hearing is that we are paying for Mr. McCarrell's salary. She asked if that is correct? We are basically paying for the Dedicated Event Manager salary.

Mr. Castro responded they would be paying for the salary plus the operating costs of the ride.

Member Nicholson said the cost of the permits and marketing is not new, what is new is the Dedicated Event Manager. She said we would be paying for results that we are not seeing yet.

Member Teetsel said the amount paid to the Forest Service is proportional to the numbers of entries and if you have more entries more money goes to the Forest Service and that is not an added expense.

Mr. Castro concurred with Member Teetsel's comments.

In response to Member Gibson, Mr. Castro stated the entrance fees are \$120.00, \$130.00 and \$140.00 is the fee schedule per rider.

In response to Member Gibson, Mr. Castro conveyed the entrance fees have not been raised for the 2019 ride.

In response to Member Gibson, Mr. Castro acknowledged that Epic Rides did make money on the event in 2018.

Member Gibson feels that whatever increases Epic Rides has decided to do are being put on the Town because you did not raise the entrance fees for the event to off-set any increase in your costs. He said you are asking for the Town to off-set any increases Epic Rides has taken on for the event. He said the sanitation did not change and the permits have not changed, so you have increased the rate you want us to pay but you have not changed the rate for people to be a part of the event. There is no increase in revenue on your side to off-set the cost and you are expecting us to cover it. He asked if he is correct.

Mr. Castro acknowledged that Member Gibson is correct.

Vice Chair Byrne stated to follow along the same lines as Members Nicholson and Gibson have been asking, have you worked with other local stakeholders, because you are asking us to take the full brunt of cost. As you heard earlier in the meeting, Run to the Pines does not ask us for that much or for any increase because they have other stakeholders in the community.

Mr. Castro stated that the model Epic Rides has followed over time and much effort builds with the host communities is that we develop a financial relationship with the host Town and that has enabled us to do what we do to bring the event to you.

Vice Chair Byrne asked for clarification, are you talking to other people in Town to help finance this new effort that you are putting in place by having an Event Manager.

Mr. Castro answered no.

Member Giokaris asked pertaining to the proposal terms of 2019 to 2023, is this implying a four year contract that would be signed with Epic Rides.

Mr. Castro answered yes.

Member Giokaris feels that everyone is stuck on “what is in it for us” and “what is the incentive” and “what is the return on our large, upfront investment.” She proposed the idea of Epic Rides making a promo video, like they have done in Grand Junction for Pinetop-Lakeside. She said then there is the upfront cost for us but we would be getting something tangible back that the Town could recycle in the years to come.

Mr. Castro said this is something they would consider but added in other communities those costs are shared with the local community.

Member Fabian said she would like to hear from Todd Fernau, the former owner of Cycle Mania.

Todd Fernau, former owner of Cycle Mania, Show Low, said the event needs to perform for our Town. He said he served on the Tour of the White Mountains Committee when the ride was hosted by the White Mountain Apache Regional Medical Center and when they tried to end the event after ten years he called Todd Sadow with Epic Rides and asked for them to help out with the event and since then Epic Rides has run the event and attendance has consistently grown. He said he was in California last weekend for a three-day mountain bike event and this weekend he is going back to California for another three-day mountain bike event. In comparing those events to the Tour of the White Mountains, for example Friday night, he does not attend because it is a beer theme and he does not want to take his kids. He explained that what keeps his family in California for a three day weekend is a secondary race, like short track or a circuit race of some sort, or having an event downtown like is done in Prescott, AZ. He thinks that Epic Rides should do something similar in Pinetop. He would like the event in Town. It had been hosted for three years at the Blue Ridge football field and said that opportunity still exists and riders can ride into the forest from there. He asked what would it take for Epic Rides to move to Blue Ridge or somewhere right in Town making it easier for the riders to go to the restaurants, coffee shops and hotels and make it a true two day or three day event. Also adding a short track or circuit race and make the event more like the event held in Prescott, AZ.

Mr. Castro agreed that those are great ideas and said Mr. McCarrell can work on those suggestions and see what is possible.

Mr. Fernau stated with the cost increase to the Town he would suggest the Town attach strings to the increase in fees along the lines of needing a longer event and needing more out of Epic Rides.

Chair Begovac feels this is the consensus from the Committee that we are looking for more bang for the buck.

Mr. Fernau added that the difference from mountain biking and the car show is that riders have to pre-ride the trails multiple times per year, so it would not only be the October revenue received. He said the coordination with TRACKS has been better since Mr. McCarrell has been involved.

Member Fabian suggested to Mr. Castro and Mr. McCarrell to meeting with the local businesses and get their input on the event and said she agrees that this needs to be a three-day event, similar to the Prescott event.

Mr. McCarrell said to consider him that too because he will be the dedicated event manager and he can cultivate this event. He said his role with the company is to work with the local businesses, people in the community regarding expanding the event and forming a committee to execute a longer event.

Member Fabian explained that when Summit hosted the event in the past it outgrew the hospital because it became too big of an event.

Member Nicholson expressed that she likes this event, it is a good event that has been around for a long time, people love it and our area is perfect for the event; but she believes everyone is struggling with the increase in the cost and we are not getting more for the increase. She said Tour of the White Mountains is Epic Rides smallest event and we get their least amount of attention at this point and now this year we are being asked to increase the contract to \$15,000.00 per year with a 5% annual escalator increase each year and said that is a lot for our tiny community. She said they have to figure out a way for this to benefit us, not just you. A longer event is very important, but her concern is how large do you think the event can really grow. If we are not seeing our return on investment, by people staying in Town and staying longer, there may be a limit as to how large this event can grow too. She asked if they have a limit as to how large this event can grow too.

Mr. McCarrell said the Forest Service wants them to submit a five year permit and they want twelve hundred riders as a number, because they see them growing from seven hundred and fifty riders to twelve hundred riders in a five year period. He said it would be unlimited to have gravel rides and riding Forest Service roads and these rides are extremely popular. He said gravel bikes are huge across the country and suggested a gravel ride could be held on Sunday and would be a mass

participation start with no cap on riders. He said some of the gravel events have two thousand riders, almost like a marathon, because it is on roads and there is the room for them.

Member Nicholson stated Epic Rides is asking for a large increase immediately, so what is the probability that this could be a bigger event in 2019?

Mr. Castro answered for sure nine hundred and fifty riders in 2019.

Member Nicholson stated that she meant more days to the event and more people staying in Town, not just more participants.

Mr. Castro said he believes there is the ability to do something on Sunday and very easily sees a kid's event happening on Sunday, maybe having the kid's event on Sunday at Mountain Meadow. He said the gravel riding also has great potential someday.

Member Teetsel explained that the Advertising and Promotion Committee does not have a large budget and said Epic Rides is asking for approximately seven percent of the budget, growing to nine percent, from the total budget. He explained that the budget is already allocated towards advertising and the event budget is spread amongst numerous events, explaining that they are really requesting for close to twenty percent of the total budget for a one day event and fifty percent of the event budget for this event. He suggested to Mr. Castro and Mr. McCarrell to take this information back to Epic Rides and explaining the Advertising and Promotion budget.

Manager Alba said there has been a lot of talk about expanding the event to a multiple day event and asked if the \$15,000.00 proposal would increase if the event grew to a multiple day event.

Mr. Castro said he would have to check and get back with an answer.

Recreation Coordinator Spillman stated she is on the fence regarding this discussion, but said this is a huge event for the community. She asked if the event will be pulled if they requested amount is not paid.

Mr. Castro said if an agreement is not made for this year, the event would still go on and said it seems to him that they will be back in April at the next Advertising and Promotion meeting to see if an agreement can be reached.

Recreation Coordinator Spillman expressed that the Town cannot lose an event of this caliber and this size, and hopes some give and take both ways can be reached.

Member Teetsel asked if there is an opportunity for sponsors to help support the event or do you already have contracts with Four Peaks Brewing say, for example, Pinetop Brewery could not be a sponsor for this event.

Mr. Castro said they have stipulations with sponsorships and Four Peaks is their beer sponsor.

In response to Recreation Coordinator Spillman, Mr. Castro said that the Four Peaks sponsorship is up for renewal this year.

Recreation Coordinator Spillman said there is potential then for other breweries to sponsor the event.

Member Giokaris said since the event does not fall until next fiscal year's budget is it possible to table this decision of funding the \$15,000.00 and have them return next month with a new proposal of incentives for the Advertising and Promotion Committee so it is not so one sided as it appears to be right now.

Chair Begovac proposed to table this item and for Mr. Castro and Mr. McCarrell to come up with a new proposal specifically detailing more bang for the buck, possibly a three day event and possible sponsorships. She stated to save them the trip to attending the next meeting that they could present the new proposal to Manager Alba for review at the April meeting.

Mr. McCarrell asked if it is possible to receive a counter proposal to their proposal.

Member Teetsel stated that the Committee needs to hear what Epic Rides is capable of instead of us telling you what we want.

Member Gibson stated that he would like to see specifically where the additional funding would be going.

It was the consensus of the Committee Members to table this item until the April 2019 Advertising and Promotion Committee Meeting.

F.9 Information and Discussion regarding the 2019 Banner Schedule.

Manager Alba presented a 2019 Banner Schedule to the Committee Members and said he does not believe there is a need for the Banner Sub-Committee any longer. He said ADOT has new regulations and restrictions that they will enforce very strongly. One of the restrictions is that for profit businesses can no longer be advertised. Additionally, the schedule has to be given to ADOT a year in advance.

Recreation Coordinator Spillman reiterated that the Town has to have an annual permit with ADOT in order to install banners and now ADOT is enforcing when in the past they did not. A for profit business cannot be advertised and the event has to be held in the Town limits. We cannot promote a business, cannot list any business sponsors and it has to be an event that is held within the Town limits. If it is a sponsor, it has to be a non-profit sponsor. She explained that Navopache Electric Coop and the Public Works crew has to help with the installation of the banner and all of the installation dates need to be coordinated a year in advance and anything new has to be submitted a minimum of sixty days in advance.

In response to Vice Chair Byrne, Recreation Coordinator Spillman stated there will be new banners in the 2019/2020 fiscal budget.

G. Reports

G.1 Update on the Current Financial Standing of the Advertising and Promotion Committee

Vice Chair Byrne provided the following written report:

- Special Hotel Tax Receipts are up 25.5% in January 2019, closing the gap between this year's tax receipts and last year's at this time. The tax receipts were down earlier in FY 19 and the decline may have been the result of tax recording changes by the state. Note that the January tax receipts reflect activity from December, the month before.

The last time we had such strong Dec/Jan special hotel receipts was 2016/17 when it was a snowy holiday season. Let it snow!

- Ad Pro Committee has spent 73% of its \$231,000 budget through Feb 28, 2019. Notable expenditures in the past month were:

- \$5,000.00 to Doug Lenberg for the *White Mountains Balloon Festival* taking place in June.
- \$10,000.00 the second installment paid to the *White Mountains Partnership*, which is working with its ad agency, OH Partners, to produce press materials and actively pitch regional stories (including Pinetop's 35th anniversary) to Phoenix and Tucson media. They are working on a database of social media influencers and will organize several themed FAM tours to our area this spring and summer.
- \$1,500.00 spent on the *Winterfest/Chili Fest* which took place on February 9.
- As of March 13, the budget has approximately \$11,122.00 of uncommitted funds available for new projects through June 30, 2019.

G.2 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for April 2019 Advertisement

Sam John reported on the following for the months of January and February 2019: Monthly Website Visitors, Monthly Organic Search, Monthly Targeted Banner Ad Impressions, Monthly Pre-Roll Full Video Views, Monthly Pre-Roll Video Website Clicks, Monthly Targeted Banner Ad Impressions, Monthly Banner Ad Website Clicks, Monthly Targeted Pre-Roll Impressions and Facebook Month End Likes.

Mr. John recommends for April 2019 advertising \$3,000.00 for Digital Video Pre-Roll, \$2,000.00 for Digital Banner Ads and \$500.00 for Facebook/Social Media.

Member Fabian moved to authorize funding \$3,000.00 for Digital Video Pre-Roll, \$1,500.00 for Digital Banner Ads, \$1,000.00 for Facebook/Social Media to Larry John Wright Advertising for the month of April 2019. Member Teetsel seconded the motion and by show of hands the following vote was recorded:

AYES

ABSTAIN

NAYS

Jeanne Begovac
Chuck Teetsel
Angie Fabian
Bill Gibson

Owen Laluk
Kellen Nicholson
Ceci Byrne
Whitney Giokoris

Member Rizk was absent.

G.3 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce

Mechelle Martinez provided the following written report:

1. Discover White Mountain Arizona Cookbook with White Mountain Vacation & Relocation Guide
 - o Nearing production deadline. Hope to have it on Amazon by April 1 and in local stores by April 15, \$39.99 per copy
 - o Have already taken pre-orders
 - o Holding signing event at new member, Books n Treasures
 - o Local nonprofits will purchase at wholesale prices and keep profits
 - o Bundled with coupon book when purchased at the chamber
 - o Coupon book available separately for \$20.00
2. Events
 - Wine in Our Pines
 - o Held at the Orchard at Charlie Clark's
 - o June 9, 2:30 to 5:30 PM
 - o 75 wines
 - o Live music
 - White Mountain Beer & Music Festival
 - o Held at PLAC&S
 - o June 22nd
 - o June 21, tentative, will feature two local musicians
 - o Food provided by venue
 - o Draws around 700 people
 - 2nd Annual 4th of July Mutt Strutt
 - o Held at PLAC&S
 - o July 4th
 - o Fun run/walk at 7 AM
 - o Doggy yoga at 9 AM
 - o Events at 10 AM
 - o Live music

- Series of dog-centric events, such as pet-owner look-alike contest
- Spectacular Red, White Mountain, & Blue Bash July 6, 2019
 - Held at Mountain Meadow Recreation Complex
 - Special program benefits a local school with \$1,000.00
 - \$20.00 for advance-sale wristbands
 - 10 food trucks
 - 4 to 5 large pieces of inflatable rides, three wet and one or two dry—appropriate to separate age groups
 - Adult and kid vendors: Sangria Saloon, Beergarden, magician, soda fountain, root beer floats
 - Free giveaways
 - Sponsored by the chamber, co-sponsors: Navopache, The Lodge Sports Bar & Grill, town of Pinetop-Lakeside, and others
- Show Low TV Special
 - Focus on new director and new direction of the chamber
 - Discover White Mountain Arizona Cookbook
 - New events coming up this year

G.4 Update and Information from Birdman Media

Rob Hephner provided the following written report from Birdman on the Mountain, WMI TV and Community Shout Video:

A reminder that these are all reflective of 100% Organic Growth and Engagement. (No boosting or paying for anything to be seen at all.)

Numbers below represent Views, not impressions.

Community Shout Facebook YouTube Podcast

February

7 714 80 9203

14 621 78 8725

20 503 78 8110

28 548 81 7221

March

7 329 65 4325

Special 1-minute PL Blast shared with

Visit Pinetop-Lakeside Page Feb 5 - 87 Views, wasn't shared on PL Page

Feb 21 - 81 Views, wasn't shared on PL Page

Show Low TV Times

Tuesday and Thursday @ 3 pm

Wednesday and Friday @ 7 am

Mr. Hephner said he sponsors the Summer Concert Series at The Lion's Den and the dates are: June 22nd, July 20th and August 23rd, 24th and 25th 2019. He stated the tax revenues from the Lion's Den are approximately \$15,000.00 during the concert series.

G.5 Update and Information Regarding the Nature Center and TRACKS

Ms. Krigbaum provided the following written report:

TRACKS

Trail work will be starting soon. TRACKS will focus on repairing the damage to the trail system due to the wonderful amount of snow and rain through the winter. Also, TRACKS will complete and install a sign at the Moonridge Trail which is the first part of the proposed urban trail system.

WHITE MOUNTAIN NATURE CENTER

Five hundred people celebrated Dr. Seuss's Birthday on March 2, 2019. Children received books and treats. Camp Shamrock was available for the second year so kids could have a great time while their parents enjoyed a fun time for St. Patrick's Day. The Discovery Series is now available and will be given out at the Outdoor Expo in Phoenix. The hand out describes the programs at the Nature Center each Saturday morning throughout the summer. They will be distributed to all area motels so people know what is scheduled at the Nature Center and often the motel owners tell their customers about the events via Facebook and other digital means.

G.6 Update and Information Regarding Sunrise Park Resort

Member Laluk provided the following written report:

This has been a great winter for Sunrise Park Resort and as we approach the end of winter we are planning on multiple promotions and events to finish out the season.

Month Long Promotions

Food Drive

Through the month of March bring one non-perishable food item to Sunrise Park Resort and get a 12 & under child lift ticket for FREE. All food items will be donated to Good Home in Whiteriver.

March Madness 2019/20 Season Pass Pre-Sale

Buy your 2019/20 Sunrise Park Resort Season Pass now and receive a deep discount, plus ski & ride the rest of this winter season for free! Pricing and online purchase available on our website at sunriseskiparkaz.com/season-passes.

Who Are You?! (Pic of the day contest / promo)

Check our [Facebook](#) & [Instagram](#) feeds daily for our funnest new "Who Are You?" activity that could win you and your friends some cool stuff from our Sport Shop! (Yes, I know that funnest is not actually in the dictionary, but it does apply here!)

March Events & Contests

March 16 & 17 - End of the Rainbow Scavenger Hunt

Our last scavenger hunt was such a success that we've decided to do it again! Keep your eyes open as you ride and ski St. Patty's Day Weekend for goody bags containing candy, tickets to summer activities, gear from our Sport Shop... and the grand prize will be one 2019/20 Season Pass to Sunrise Park Resort! The grand prize will be well hidden, and we will be giving clues all weekend as to its location on both Instagram and Facebook until someone finds it!

March 17 - Lucky Leprechaun Look Alike Contest

You've never had so much fun on St. Patty's Day! Guys and Gals... dress up in your best green and share your impression of what a Leprechaun looks like! Green is keen! Come ski & ride Sunrise in your best Irish getup and at 1:00pm the judging will commence and one lucky winner will go home with a 2019/20 Season Pass to Sunrise Park Resort!

March 17 - Ski Bike Demo Day

You say you didn't get enough of the last ski bike demo day? No problem! We are hosting another one on Sunday, March 17 from 9am - 4pm at Sunrise Base behind Funland! We will have ski bikes on hand from Sledgehammer, 3-Ski, SkiByk and Metalworx, as well as some very knowledgeable custom ski bike builders. Instructors will be available to lend a hand. Snow boots and helmet required (you can rent these at our rental shop if you don't have them). Valid ID required.

We have not set our official 2018-2019 Winter Season closing date but we do intend to stay open as long as we have enough snow to operate. Stay updated on our Sunrise Park Resort website at sunriseskipark.com.

Sunrise is also looking forward to a great summer. Along with other various events we will be holding our first annual Sunrise Mountain Pow-Wow on June 29- 30 and our annual 3D Shootout which will take place July 4-7. If you have any questions about partnerships or sponsoring call (928)735-7669 ext. 2327. See you on the mountain!

Member Laluk announced that Trent Kay is no longer with Sunrise Park Resort.

G.7 Update and Information from the Town Community Services
Manager

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

- Tony and members of the Advertising & Promotions Committee have been working very hard on plans to create a Tourism Department under the umbrella of the Town. The issue was discussed at last month's retreat and was received very positively by members of the Committee. Keith, Tony, Remy and Town Attorney Bill Sims will work on a plan to present to the Town Council, which will have to approve this idea. Chuck Teetsel is working on a draft of a business plan.
- Hot Air Balloon Event – We are moving forward with plans for the 2019 White Mountains Hot Air Balloon Festival. This year's event will expand to 3-days, June 28-30. It will include a media day the morning of Friday, June 28, where invited media guests and major sponsors will have the opportunity to take an actual balloon ride, not a tethered ride. We have secured The Alley Cats out of Los Angeles to perform at our kickoff concert Friday night. The Alley Cats are an award-winning 50s acapella do-op band that regularly performs at Downtown Disney, serves as the opening act for Jay Leno in Las Vegas, won first-place at an International Acapella competition in Moscow last year and performed at President Bill Clinton's final White House event. Saturday's schedule will include more sponsor flights in the morning, followed by a festival in the afternoon, including an evening balloon glow and free tethered rides. Sunday morning, will be a final "mass ascension" to close out the festival. Please note, all balloon activities are weather permitting. To date, our Balloonmeister Doug Lenberg has secured eight pilots, with several others pending. We're starting to solicit sponsors and vendors for the event and the Town will retain 100 percent of all

- sponsor revenue. Annie DeRosier is working on a website specific to the balloon festival. The website should be done this week.
- e Tony attended the Snowdown Balloon Rally in Durango to research and experience what Doug Lenberg believes can be possible in Pinetop-Lakeside. It was a great experience to see how the community has embraced the event and helped it grow into a source of community pride.
 - e White Mountains Partnership – OH Partners, a large Phoenix-based public relations/advertising agency has begun its work promoting the White Mountains of Arizona as a visitor destination. They have presented a comprehensive PR plan for the first six months of activity and have completed the first media release promoting the area as a great springtime destination.
 - e Winterfest took place on February 9th, with Sunrise Ski Resort handling activities on the mountain, including a dog sled competition and a free tubing hill for kids. Sunrise reports a great turnout and a successful event. Here in Town, we completed our Winterfest Chili Cook Off, sponsored by Summit Healthcare at the White Mountain Nature Center. Councilmember Lynn Krigbaum approached us with the idea of moving the event from Mountain Meadow Recreation Complex inside to the Nature Center because of a strong and windy cold front that moved through the area. It was a great idea because the day was very cold and windy. We had a packed house sampling chili from eleven teams and enjoying music from The Lakesiders and Fat Chance Band. Trent Penrod of the Burley Bear did an ice carving demonstration and we had a dog weight pull competition and food trucks from Emalee's and Poppin' Hot Kettle Corn. The Nature Center netted about \$700.00 in donations from the event.
 - e The Tillman Honor Run will be on April 13th at Mountain Meadow Recreation Complex. Registration opened on January 8th and entries as of March 11th are at 61. We will use the same route as last year, but we will have a post-event celebration on site at the park. We will be joined by 2012 ASU Tillman Scholar Chad Waltz and his family who will lead the runners and walkers onto the course for the event. Long-time Arizona broadcaster Jeff Munn will be back to emcee the event and a talented young woman, Grace Rogers, will perform the National Anthem. Grace has been signed to do the national Anthem at the Tempe Town Lake July 4th Festival and has also appeared at ASU hockey, baseball and women's basketball games.

- Manager Alba will attend the Arizona Game & Fish Outdoor Expo at the Ben Avery Shooting Range in Phoenix, March 30-31. He attended last year's Expo and approximately 2,500 people visited our booth.
- Tony, Keith and Cody are working on a plan for creating an Economic Development Committee with key stakeholders and business owners to help develop a vision and strategy for economic development in Town.
- Tony and Shannon will be formally trained on updating the Town's Visitor website by Civic Plus on Friday, March 22nd, so they can take over maintenance of the site.

Other meetings and events attended since last report:

- Town Council meetings
- Lunch Service at P-L Senior Center
- White Mountains Partnership Meeting
- Businesses 4 Visitors
- Rotary Meeting
- White Mountain Nature Center Board Meeting
- Blue Ridge Little League Board Meeting
- Guest reader at the P-L Library
- ASU Alumni White Mountains Chapter Board Meeting
- Planning Meeting for A Night of Apache Culture
- Ad & Promo Strategic Planning
- Rotary Club Presidents' Training Seminar in Phoenix
- Save Our Parks

G.8 Update and Information from the Strategic Planning and Website Sub-Committee

Member Fabian provided the following written report:

The Strategic Planning Committee met to discuss the following topics:

Attendees: Angie Fabian, Chuck Teetsel, Ceci Byrne, Tony Alba, Kellan Nicholson (guest)

1. From the retreat, there was some discussion about conducting an RFP to various marketing agencies. Angie and Chuck will review the RFP that

was submitted by White Mountain Partnership, revise it to bring back to the committee in April to discuss and once updated bring to Ad & Pro for approval to request RFP from marketing agencies.

- a. We need new commercials, timeliness for postings/advertisements, how should we market to a corporate/group, taglines, target market, target 4 seasons and all social media outlets.
2. Where should we focus our spending? The Town needs new commercials, maybe look locally to find someone to produce our commercials.
3. Brochure – work with Communications Committee to come up with a brochures and advertisements for Tony to take to expos. Look at giveaways to go to expos.
4. What is our message? Our message to potential visitors needs to be more personal, family destination and cozy.
5. 2019 Goals for Strategic Planning – Create RFP, create a brochure, provide Tony with the tools to market the Town and utilize our budget.

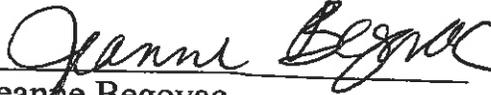
Website: Tony Alba and Shannon Purcell will begin training on the website in late March. There are changes that need to be made, and they will work on those changes.

G.9 Update and Information from the Communications Sub-Committee

Member Nicholson said they did not have anything to report and that the next sub-committee meeting would be held on March 20, 2019.

H. Adjournment:

There being no further business at this time, the meeting was adjourned at approximately 12:03 p.m.


Jeanne Begovac
Chair