

**MINUTES OF THE REGULAR MEETING  
OF THE TOWN OF PINETOP-LAKESIDE ADVERTISING AND  
PROMOTION COMMITTEE, HELD ON WEDNESDAY,  
OCTOBER 16, 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 9:04 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 <i>(participated telephonically, arrived 9:45am)</i>
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
Wylie Acheson	White Mountain Independent
Hanna Kane	White Mountain Independent

**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 September 18, 2019 Advertising and Promotion Regular Meeting.**

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Member Teetsel moved to approve the minutes of the Regular Meeting held on September 18, 2019. 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		
Ceci Byrne		
Bill Gibson		
Kellen Nicholson		
Simon Rizk		
Angie Fabian		
Whitney Giokoris		

Member Laluk was absent.

**D. New Business:**

**D.1 Information and update regarding the Advertising and Promotion Committee.**

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Community Services Manager Tony Alba said he has had a discussion with each of the Committee members regarding the Advertising and Promotion Committee and where it is headed. He said that the Advertising and Promotion Committee started in the early 1980's and said the Committee has done an incredible job shaping the future and making recommendations to promote and advertise the Town. As time has moved forward and the Town has evolved, we now have resources in-house and feel the need for the Advertising and Promotion Committee has passed. At least three hours every month is spent at the meetings, which is a tremendous time commitment for the Committee Members, and we have not been very strategic at long term planning, only approving advertising one month at a time. It would be beneficial to look long term and become more strategic with the messaging. It has

been discussed that it is time to dissolve the Advertising and Promotion Committee and bring everything the group has been doing in-house. He said that the Ordinance for dissolving the Advertising and Promotion Committee will be presented to the Town Council at the November 7, 2019 meeting for their approval. He explained that there will still be oversight, but ultimately how the advertising funds are spent will be in the hands of the Town Council and that the funds are accountable to our constituents and that Town Manager Johnson will also be overseeing, but that ultimately it will be up to the Town Council. There will be an advisory group that will meet quarterly to discuss accomplishments and future plans regarding tourism, promotion and advertising for the Town.

Town Manager Johnson said that the Committee Members have brought a lot to the table and have been very easy to work with for the staff, myself and the community and that is why we still want to use your knowledge and experience as part of this advisory committee.

In response to Chair Begovac, Manager Alba explained that the Ordinance will be presented to Town Council on November 7, 2019 and assuming that it is approved, it will go into effect thirty days later and the Committee will be dissolved December 6, 2019. The final Advertising and Promotion Committee meeting would be held on Wednesday, November 20, 2019. He said that all of the Committee Members are welcome to attend and speak at the November 7<sup>th</sup> Town Council meeting and each of you will be recognized at the meeting for your service on the Advertising and Promotion Committee.

In response to Member Gibson, Manager Alba stated that he has spoken to Lynn Krigbaum, Jim Snitzer and Kathy Dahnk and each of them are on board with the change.

Lynn Krigbaum stated that she feels it is important to keep your oversight function, but not waste the time that was involved in the long meetings. She said she appreciates the position that the Town is now in and she hopes that the Committee sees that we are trying to make it more productive for the use of your time and expertise.

Town Manager Johnson said that it has been a pleasure to work with the current Committee Members.

## D.2 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 October 2019:

### FY2020 Budget

1) Transitional Budget. As we transition to the new structure the town’s marketing budget will start where we left off, with 58% of the marketing budget uncommitted:

Ad Spend	15%
Ad Consulting	9.68%
Website	2.13%
Event Sponsorship	5.19%
Marketing Partnership	6.45%
Visitor Center	3.10%
Community Image	0.00%
<u>Uncommitted</u>	<u>58.00%</u>
TOTAL	100%

2) Ad/Social Spending YTD Oct 2019 Snapshot of Ad/Social Media Spending for first 4 months of FY20

Ad Spending		% of Ad Budget
Seasonal	\$ 38,000	69%
Community Shout	\$ 2,765	5%
Trade Shows	\$ 509	1%
Local Print Ads	3665	6%
Regional Print	\$ 600	1%
Ad Consult fee	1000	18%
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	\$ 57,039	100%

### Details

- \$39,500 Seasonal Campaign/Social Media Spending, July-Oct 2019

	<u>YTD</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>
Video	\$28,000	\$10,000	\$11,000	7,000	
Social	\$10,500	\$ 4,000	\$ 3,000	2,000	1,500
Give Aways	<u>\$ 1,000</u>	<u>\$ -</u>	<u>\$ 500</u>	<u>\$500</u>	
Total	\$39,500	\$14,000	\$14,500	\$9,500	\$1,500

- \$2750 to Community Shout
- \$900 to Maverick Magazine
- \$600 to AZ Tourism Guide

3) Other Spending: \$500 to Show Low Film Festival

Vice Chair Byrne said the tax revenues for August 2019 have come in very strong.

**D.3 Update and Information Regarding the Committee's Recent Media Coverage, Future Editorial and Advertising Opportunities; and Consider Approving Funds for November 2019 Advertisement**

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

Mr. John said that the advertising focus has been on fall colors. He said one of the top performing posts was the Run to the Pines car show.

Mr. John recommends for November 2019 advertising \$1,500.00 Banner/Social Ads campaign and \$500.00 contests.

**DISCUSSION**

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In response to Member Rizk, Mr. John said that they do keep track of what posts are successful and what posts are not, and for the successful posts they apply the same strategy year to year.

In response to Chair Begovac, Ms. DeRosier said that she agrees with Mr. John's proposed spend for November 2019.

In response to Chair Begovac, Ms. DeRosier said that she will be building a new visit website. She explained that the Town will be taking over the Business for Visitors site, rebrand it and make it more engaging. This is being done because it is paid for and can be done quickly. During this time, she will be building a new website for PinetopLakeside.com.

Member Vice Chair Byrne moved to authorize funds of \$1,500.00 for Facebook/Social Ads and \$500.00 contests to Larry John Wright Advertising for the month of November 2019. Member Nicholson seconded the motion and by show of hands the following vote was recorded:

**AYES**

**ABSTAIN**

**NAYS**

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

Member Laluk was absent.

**D.4 Information and Legal Action regarding funding request for \$1,000.00 for October 2019 Community Shout Sponsorship.**

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Rob Hephner explained that because of the budget process for the Committee, he has been billing month to month and said that he is asking for \$1,000.00 for the October 2019 Community Shout Sponsorship.

Member Fabian moved to authorize funds of \$1,000.00 for the October 2019 Community Shout Sponsorship. Member Gibson seconded the motion and by show of hands the following vote was recorded:

**AYES**

**ABSTAIN**

**NAYS**

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

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:

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
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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.

Special 1-minute PL Blast shared with Visit Pinetop-Lakeside Page Sept 18 - 1156 Views Birdman Media Live Events - Truck Stop - Battle of the Bands - Cavalcade - PL 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 October 2019:

- We hosted four staff members from the Arizona Office of Tourism September 20-22. The group had the opportunity to explore much of Pinetop-Lakeside, including the Rim Trail, Woodland Lake Park, a boat ride on Rainbow Lake, Crawtoberfest, shopping and much more. The expedition was very well received and much appreciated by the participants, only once of which had ever been to our area before.
- The Arizona Official Visitor Information Center welcomed 255 guests in September. For the first four months, we have welcomed 1,256 guests to the

Visitor Center. The Visitor Center is now operating on winter hours, which means we are closed on Sundays.

- Tony and Annie are working with Local First AZ on a “Weekendzona” trip for about 12 people October 18-20. Weekendzona is a program initiated by Local First AZ to encourage Arizona residents to vacation in our state.
- The employee BBQ held in conjunction with the Cavalcade of Cars on Friday was well attended and seemed to be enjoyed by our staff and council members and their families. Special thanks to the Public Works Crew, Jill, Shannon and Annie for their help in putting the event together.
- We have come to the conclusion that our visitor website platform through Civic Plus does not meet the needs of our visitors. Annie is working on a much more engaging and user-friendly website that will be much more appealing to visitors to the site. We will have a temporary, but much better site in the next couple of weeks, and then will transition to a permanent site within the next 90-120 days. Ceci Byrne will consult with Annie on the development of the new site.
- Tony will be in Albuquerque October 10-13 to participate in and observe operations for the Albuquerque International Balloon Fiesta. Tony will help crew for Mike Bertetto, who is one of the pilots in the White Mountains Balloon Festival.
- We are working with Mead Publishing to print a street map for distribution in the Visitor Center and at certain events. Pinetop-Lakeside will be on one side of the map and Show Low will be on the reverse side. Summit Healthcare will be the exclusive advertiser.
- We are exploring the possibility of bringing a Santa Claus experience to Town Hall in December to allow children to participate in a few Christmas activities and have their picture taken with Santa.

Other meetings and events attended since last report:

- White Mountains Partnership Meeting
- Rotary Club (2)
- ASU Alumni White Mountains Chapter Board Meeting

- Lunch Service at the Pinetop-Lakeside Senior Center
- Town Council Meetings (2)
- NACOG Tourism Committee
- White Mountain Business Owners Roundtable Luncheon
- Assisted with Cool Running
- Assisted with the Fall Festival Parade
- Timber Mesa Fire Department 5 year celebration
- We've started the planning of Trunk or Treat (Oct. 31), the Town Tree Lighting Ceremony (Dec. 6) and the White Mountains Chili Cook Off (Feb. 8)

Manager Alba announced that a part-time position for the Visitor Center has been posted and advertised. This will allow Ms. DeRosier to work during the week and this part-time person will work on Saturdays and on Sundays during the peak season.

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

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Ms. DeRosier provided the following update:

- 1,256 visitors over 122 days.
- Visitors: June 393; July 333; August 365; September 255.
- September average of 9 people per day.
- Busiest Days: 7/9/2019 with 31 people; 8/6/2019 with 30 people; 8/17/2019 with 30+ people.
- Most request information: Lakes, Maps, Events, Hiking, Fishing, Real Estate, Museums, Hotels, Restaurants RV Camping.
- Busiest Days are Monday and Tuesdays.
- Visitor Center Retail Sales: \$1,967.20.

Ms. DeRosier said that real estate information has become one of the top questions and that people are wanting to purchase second homes. She said that a lot more families and kids are coming into the visitor center recently, possible due to the Arizona schools being on fall break.

Manager Alba added that the Town will be giving away Christmas lights again this year to the businesses in Town. Beginning on November 1<sup>st</sup> businesses can pick

up their holiday lights and said we are encouraging businesses to decorate from November 23, 2019 to January 31, 2020.

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

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Member Fabian said that the White Mountain Partnership has decided to terminate their agreement with OH Partners because they have failed to produce. The notice to terminate was sent, but work will continue with OH Partners for ninety days per the agreement. She said it was a hard decision to terminate, but said the Partnership feels that they have not performed up to their contract obligations. She said they will be looking at other resources to market the entire White Mountains.

**D.9 Update and Written Report Provided by the Pinetop-Lakeside Chamber of Commerce**

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Mechelle Martinez, Pinetop-Lakeside Chamber of Commerce Director, was not in attendance and no report was provided.

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

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Member Laluk was not in attendance and did not provide a report.

Manager Johnson said that Sunrise is planning to open November 23, 2019. He said that Sunrise has an additional new person working in their marketing department.

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

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Ms. Lynn Krigbaum provided the following report:

TRACKS Report:

We continue working on trail maintenance. The preparation especially for the Tour of the White Mountains was well received as there were many comments by riders in appreciation of the condition of the single-track route. The race went off on the most perfect day ever and was a very successful event.

We are working on the Crook Connector Trail which has been needing work for the last year. It is a trail which gets minimal use and tends to be overgrown. Trail work will continue as long as the weather allows.

Monthly meetings are now on the second Saturday of each month at 8:00 a.m. at Darbi's. Everyone is invited. Membership in TRACKS is free. Y'all come!

White Mountain Nature Center Report:

The Bee display has been a highlight for the Nature Center. A Saturday program focuses on Bees.

On September 14th the Annual Benefit Dinner was held at Hon-dah. It included the usual auctions and delicious food.

October 26th is the date for the 2nd Annual Harvest Festival at the Nature Center from noon until 4:00 p.m. There will be lots of diverse offerings with the highlight being the Pumpkin Chuck. Don't miss it!!

In response to Member Rizk, Ms. Krigbaum said that cross country skiing information is located on the TRACKS website and informational emails are sent to members of TRACKS.

**E. Adjournment:**

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There being no further business at this time, the meeting was adjourned at approximately 10:05 a.m.

  
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Jeanne Begovac  
Chair

