

**TOWN OF PINETOP-LAKESIDE**

**ORDINANCE NO. 11-352**

**AN ORDINANCE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, AMENDING THE PROCEDURES AND CRITERIA FOR THE ADVERTISING AND PROMOTION COMMITTEE, ADOPTED BY ORDINANCE NO. 11-345, AMENDING SECTION 4.**

**WHEREAS**, the Town Council adopted Ordinance No. 01-195 on October 4, 2001 establishing a hospitality tax rate at three percent (3%) on transient lodging by adding Section 8A.444.1 to the Town Code, Chapter 3.04, Appendix A; and

**WHEREAS**, the Town Council adopted Ordinance No. 01-196 establishing the Advertising and Promotion Committee procedures and criteria for recommending to the Town the uses for the Lodging Privilege Tax revenues generated by Ordinance No. 01-195; and

**WHEREAS**, Ordinance 11-345 repealed Ordinance No. 01-196 thereby amending and restating the procedures and criteria for the Advertising and Promotion Committee, which the Town Council wishes to further amend by removing any voting membership by Town Council.

**NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND TOWN COUNCIL OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA AS FOLLOWS:**

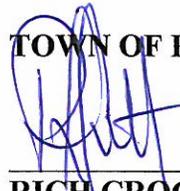
1. Amending Ordinance No. 11-345, paragraph 4, as follows, and authorizing a copy of this Ordinance to be attached to Ordinance No. 11-345 in the Town Clerk's records.

4. Advertising and Promotion Committee: The Advertising and Promotion Committee shall consist of nine (9) members, five of whom shall reside within the boundaries of the Blue Ridge Unified School District, and the remainder may own and operate a business located within the Town boundaries that pays transaction privilege taxes to the Town of Pinetop-Lakeside. One member shall be a representative of the local hospitality industry, and the remaining eight members shall be members-at-large. One Town Council member, designated by the Town Council, will serve as a nonvoting ex-officio member.

2. Effective Date: The effective date of this Ordinance shall be the 5th day of July 2011.

**PASSED AND ADOPTED** by the Mayor and Town Council of the Town of Pinetop-Lakeside, Arizona, this 2nd day of June 2011.

**TOWN OF PINETOP-LAKESIDE**



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**RICH CROCKETT, Mayor**

**ATTEST:**

  
LU ANNE FROST, Town Clerk

**APPROVED AS TO FORM:**

  
W. KENT FOREE, Town Attorney