

PINETOP-LAKESIDE ADVERTISING & PROMOTION COMMITTEE
NOTICE OF REGULAR MEETING AND AGENDA
WEDNESDAY, FEBRUARY 18, 2009

Pursuant to Arizona Revised Statute Section 38-431.02, notice is given to the members of the Pinetop-Lakeside Advertising and Promotion Committee and to the general public that the Committee will hold a Regular Meeting open to the public on **February 18, 2009, at 9:00 a.m.** in the **Executive Meeting Room** at the Town of Pinetop-Lakeside located at 1360 N. Niels Hansen Lane, Lakeside, Arizona.

AGENDA

8:00 a.m. Budget Subcommittee Meeting

9:00 a.m. Regular Meeting

1. Call to Order, Roll Call and Ascertain Quorum.
2. Welcome and introduction of Committee Members.
3. Call to the Public.
4. Consent Agenda: Minutes of the Regular Meeting held November 19, 2008; and the Minutes of the Special Meeting held November 25, 2008.
5. Discussion/Consideration/Action re: Reassignment of Vice Chairman.
6. Discussion/Consideration/Action re: Report by the Budget Subcommittee on the Advertising and Promotion Committee 2008-2009 Budget.
 - a. Review of local advertising expenses.
 - b. Options and ideas for future advertising opportunities.
7. Discussion/Consideration/Action re: Report from Hospitality Subcommittee regarding efforts to coordinate assistance, amity, guidance and education to tourism based businesses in the community.
 - a. Hospitality event planning and invitation/newsletter.
8. Discussion/Consideration/Action re: Rack card production with discounts for tracking purposes.
9. Discussion/Consideration/Action re: Update and information by Patrick Media Group; recent media coverage; and future editorial and advertising opportunities.
10. Pinetop-Lakeside Chamber of Commerce update on festivals, activities, statistics, tracking, and tourism.

Dated this 11th day of February 2009

PINETOP-LAKESIDE ADVERTISING & PROMOTION
COMMITTEE

/s/ Donna Stanley, Secretary

Posted:

By:

A copy of the agenda background material provided to Committee Members is available for public inspection at the Town Clerk's office of the Town of Pinetop-Lakeside, 1360 N. Niels Hansen Lane, Monday-Friday, 8:00 a.m. – 5:00 p.m.