

PINETOP-LAKESIDE ADVERTISING & PROMOTION COMMITTEE  
NOTICE OF SPECIAL MEETING AND AGENDA  
WEDNESDAY, MARCH 4, 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 **March 4, 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. Discussion/Consideration/Action re: Change in meeting schedule.
5. Discussion/Consideration/Action re: Attendance requirements and possible changes to the By-Laws.
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: Group Sales Booking.
9. Discussion/Consideration/Action re: Rack card production with discounts for tracking purposes.
10. Discussion/Consideration/Action re: Update and information by Patrick Media Group; recent media coverage; and future editorial and advertising opportunities.

11. Pinetop-Lakeside Chamber of Commerce update on festivals, activities, statistics, tracking, and tourism.

Dated this 25th 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.