

PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE  
NOTICE OF REGULAR MEETING AND AGENDA  
WEDNESDAY, JULY 15, 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 **July 15, 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 June 17, 2009.
5. Discussion/information/legal action re: Letters of interest to fill four vacancies due to term expirations on the Committee; introduction of applicants and recommendation to Town Council.
6. Discussion/information/legal action re: Report by the Budget Subcommittee on the Advertising and Promotion Committee FY 2008-2009.
  - a. Review of local advertising expenses.
  - b. Options and ideas for future advertising opportunities.
  - c. Discussion of the FY 2009-2010 Budget and Process.
7. Discussion/information/legal 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/information/legal action re: Update and information by Patrick Media Group; recent media coverage; and future editorial and advertising opportunities.
9. Discussion/information/legal action re: Group Sales.
10. Pinetop-Lakeside 25th Anniversary Committee update by Dennis Hughes.

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

Dated this 2nd day of July 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-Thursday, 7:00 a.m. – 6:00 p.m.