

PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE
NOTICE OF REGULAR MEETING AND AGENDA
WEDNESDAY, SEPTEMBER 23, 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 **September 23, 2009, at 9:00 a.m.** in the **Lakewood Room** at the Lake of the Woods Resort located at 2244 W. White Mountain Blvd., Lakeside, Arizona.

AGENDA

8:30 a.m. Budget Subcommittee Meeting

9:00 a.m. Regular Meeting/Retreat to follow

12:00 p.m. Lunch Break

1. Call to Order, Roll Call and Ascertain Quorum.
2. Welcome and introduction of Committee Members.
3. Call to the Public.
4. Discussion/information/legal action re: Selection of Committee Chairman and Vice Chairman.
5. Consent Agenda: Minutes of the Regular Meeting held August 19, 2009.
6. Discussion/information/legal action re: Report by the Budget Subcommittee on the Advertising and Promotion Committee FY 2009-2010.
 - a. Review of local advertising expenses.
 - b. Options and ideas for future advertising opportunities.
7. Discussion/information/legal action re: Request for Advertising assistance for the 4th Annual Woodland Wildlife Festival.

8. Discussion/information/legal action re: Update and information by Patrick Media Group; recent media coverage; and future editorial and advertising opportunities.
9. Pinetop-Lakeside Chamber of Commerce update on festivals, activities, statistics, tracking, and tourism.

Dated this 16th day of September 2009.

PINETOP-LAKESIDE ADVERTISING & PROMOTION
COMMITTEE

/s/ Donna Stanley, Secretary