

**MINUTES OF THE WORK SESSION OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON OCTOBER 19, 2011, IN THE TOWN COUNCIL CHAMBERS.**

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Chairman Tock called the work session to order at 8:30 a.m.

**COMMITTEE MEMBERS PRESENT:**

ROLL CALL:	Present	Absent		Present	Absent
Chairman Greg Tock	<u>X</u>	_____	Anne Groebner	_____	<u>X</u>
Vice Chair Dennis Ahlman	<u>X</u>	_____	Mayor Crockett	_____	<u>X</u>
Jim Roeder	_____	<u>X</u>	Rica Girardi	<u>X</u>	_____
Dennis Hughes	<u>X</u>	_____	Steve Arey	_____	<u>X</u>

STAFF PRESENT: Leah Chavez, Deputy Town Clerk.

Chairman Tock explained the meeting would consist of the presentations by potential advertising agencies. He said the Committee could listen to the presentations, and said they could possibly call two of the agencies back for a second interview. He said the second interview is when they could talk to the potential agency about money and marketing plans. Chairman Tock said the issue of what the dollar amount for the previous agency was had never been resolved, and said it would need to be addressed with the new agency. Vice Chairman Ahlman asked if the Committee would be giving the potential agencies any numbers as far as what they would have to work with. Chairman Tock said, today he would be comfortable telling the agencies, the previous agency budget was \$48,000 and the Committee was looking at a 40 to 50% reduction. Vice Chairman Ahlman said he had attended the Group Sales Meeting, and said it was an excellent meeting. He said Debe Campbell had exceptional organizational skills, and said it had been the best Group Sales meeting to date. Chairman Tock said the Committee budget looks great, and explained currently there is \$22,000 available in the budget. He said the numbers from September are not in yet, but said August was a good month. He said he is looking forward to the numbers from Fall Festival.

TOWN OF PINETOP-LAKESIDE ADVERTISING & PROMOTION COMMITTEE

/S/ Leah Chavez, Deputy Town Clerk

**MINUTES OF THE REGULAR MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON OCTOBER 19, 2011, IN THE TOWN COUNCIL CHAMBERS.**

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COMMITTEE MEMBERS PRESENT:

ROLL CALL:	Present	Absent		Present	Absent
Chairman Greg Tock	<u>X</u>	_____	Anne Groebner	<u>X</u>	_____
Vice Chair Dennis Ahlman	<u>X</u>	_____	Mayor Crockett	_____	<u>X</u>
Jim Roeder	_____	<u>X</u>	Rica Girardi	<u>X</u>	_____
Dennis Hughes	<u>X</u>	_____	Steve Arey	_____	<u>X</u>

STAFF PRESENT: Leah Chavez, Deputy Town Clerk.

OTHERS PRESENT: Beverly Stepp, Pinetop-Lakeside Chamber of Commerce; David Roberts, White Mountain Independent.

**ITEM NO. 3, CONSENT AGENDA CONSIDERATION AND APPROVAL OF THE MINUTES OF THE WORK SESSION AND REGULAR MEETING HELD ON SEPTEMBER 21, 2011.**

**VICE CHAIRMAN AHLMAN MOVED TO APPROVE THE MINUTES OF THE WORK SESSION AND REGULAR MEETING HELD ON SEPTEMBER 21, 2011 AS PRESENTED. COMMITTEE MEMBER GIRARDI SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

**ITEM NO. 4, PRESENTATION AND CONSIDERATION OF PROPOSALS FOR RFQ FOR ADVERTISING FACILITATION AND PUBLIC RELATIONS SERVICES.**

Sharon Villegas from Peppertree Marketing introduced her agency and presented a Power Point. She said Peppertree is a full service advertising and public relations firm with a network of top agency individuals located throughout the country. She said Peppertree specializes in travel and tourism, and said they would offer the best possible solutions for the Town while the cost would be affordable. Vice Chairman Ahlman asked, based on the Committee's budget, what would be the best way to proceed. Ms. Villegas said it would depend on the marketing strategy and the direction the Committee would like to take. Vice Chairman Ahlman asked if Ms. Villegas had any contacts in Tucson, as the area is a growing market. Ms. Villegas stated she had previously worked at KOLB, and said she has clients in the Tucson area and understands the market. Chairman Tock explained, Sunrise Ski Resort does not usually get good media coverage, and asked what Ms. Villegas would do to try to have the media recognize Sunrise. Ms. Villegas said she thought it would be a communication issue, and said with her contacts she would be able to create an awareness for Sunrise. Chairman Tock asked if

Peppertree would be able to provide the Committee with a monthly advertising calendar, and asked if they could collaborate efforts with the White Mountains Partnership. Ms. Villegas stated the calendar would fall into the marketing plan, and said she it would be beneficial to run concurrent ads with the Partnership. Rica Girardi said there are so many people advertising for the White Mountains, and said there is confusion about where ads are being placed. She said the Committee would like to have someone who brings everyone together and gets them to collaborate advertising efforts. Vice Chairman Ahlman asked how Peppertree would be able to assist the Group Sales Program. Ms. Villegas said the agency had experience with tourism and Group Sales, and said she was confident the agency could assist with the marketing of the program. Dennis Hughes asked if Peppertree Marketing had experience with any other small towns. Ms. Villegas stated they agency had worked with several municipalities and the Grand Canyon. Beverly Stepp asked if Peppertree would manage social media such as Facebook and Twitter. Ms. Villegas stated the agency would handle all of the Town's social media needs.

Jaime Mowbray, and Joel Kramer, from McElfresh Advertising and Steele Wotkyns introduced their agencies and presented a Power Point. Mr. Kramer explained McElfresh advertising is a small agency, based in Flagstaff. He said Mr. Wotkyns is the owner of Wotkyns PR Plus, and said Mr. Wotkyns is who McElfresh would use for the public relations needs of the Town. He said partnering with the Arizona Office of Tourism would be beneficial to the Town. Ms. Mowbray stated the agency is used to dealing with Tourism based companies, such as hotels and National Parks. Anne Groebner asked how the agency would handle social media. Mr. Kramer stated building a Twitter account and Facebook account would be important for the Town to get important news out. Chairman Tock asked if the agency would be able to separate Flagstaff and Pinetop, as there is tourism competition with Flagstaff. Mr. Kramer said there is a unique difference in population and general feeling of the community.

Larry John with Larry John Wright advertising introduced his agency. He said his agency is a full service advertising, marketing and public relations firm located in Mesa. He said they have been in business for 30 years, and said they have an in house production facility. He said his agency is twice as good, and twice as fast, at half the price. He said in regards to media, Larry John Wright Advertising had the best buying efficiency due to the volume of media they purchase annually. He said they have experience working with municipalities, and said currently the City of Mesa is one of their clients. He said the industry has changed drastically within the last few years due to the internet, and said most people go to the internet first. He said they have a complete department dedicated to social media. He said social media is a huge market, and said Pinetop-Lakeside has nothing in the way of social media or websites. He asked Chairman Tock about [visitpinetop-lakeside.com](http://visitpinetop-lakeside.com). Chairman Tock explained the agency would take care of the website, and said the Town owns the domain name. Mr. John said the most important thing will be reaching the right people with the right message. He said Larry John Wright advertising would offer the Town of Pinetop-Lakeside unlimited consulting, production of web content, television and radio commercials, print design, and video components for You Tube. He said they would offer public relations, internet, social media and web results. He said they would offer this to the Town at the cost of \$2,500 for the monthly retainer, and said they would earn 15% commission on media buys placed. Vice Chairman

Ahlman asked why the agency would earn the commission. Mr. John explained some media is commissionable and a 15% commission is paid to the agency that places the buy. He said this is not a markup, but reflects the relationship between the media outlet and the agency that is bringing business to them, and said this is normally with electronic media such as television and radio. He said due to the agencies relationship with the City of Mesa, he suggested the Town partner with the City and cross promote the areas. Ms. Girardi asked who would come to the monthly Committee meetings, and asked if the Committee would have their own account executive. Mr. John said the Committee would have their own representative that would attend the monthly meetings, and said they would assign one contact person within the agency. Mr. Hughes asked what the value of the production facility would be to the Town. Mr. John said one video would be valued at \$5000, and said the value to the clients is beneficial due to the production facility being in house. He said events need to be filmed and kept for B roll for news stations, and said his agency would handle filming and production for the Town.

Susan Boehnstedt with Global Network of Experts introduced her agency and presented a Power Point. She said instead of a typical advertising agency presentation she would like to present an advertising campaign. She said the target would be adult communities in the greater Phoenix metro area. She said the strategy would be to place advertisements into the newsletters and newspapers that would be distributed within the 55 plus communities, and said the campaign would deliver visitor information kits to clubhouses or activity centers within the communities. She said the idea would be to create a lure program with vouchers for sweepstakes to promote the area. Mr. Hughes asked who would create the advertising. Ms. Boehnstedt stated she would create the ads, and with the Towns approval, place the ads.

Chairman Tock said he would like to have feedback from the Committee, and said he would like to have two agencies come back and talk more in depth about what they could offer to the Town. He asked each Committee member who they would choose to come back. Chairman Tock confirmed the consensus of the Committee would be Peppertree Marketing and Larry John Wright Advertising. He said the Committee would hold a special meeting on October 26, 2011, at 9:00 a.m. and said there would be an opportunity to talk further with both agencies.

Chairman Tock adjourned the meeting at 12:18 p.m.

Dated this 2<sup>nd</sup> day of November 2011

TOWN OF PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE

/S/ Leah Chavez, Deputy Town Clerk