

MINUTES OF THE SPECIAL MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON OCTOBER 27, 2010, AT 10:00 A.M. IN THE EXECUTIVE MEETING ROOM.

COMMITTEE MEMBERS PRESENT:

<u>ROLL CALL:</u>	<u>Present</u>	<u>Absent</u>		<u>Present</u>	<u>Absent</u>
Chairman Sean Preiss	<u>X</u>	___	Anne Groebner	<u>X</u>	___
Vice Chair Dennis Ahlman	<u>X</u>	___	Rich Crockett	<u>X</u>	___
Greg Tock	<u>X</u>	___	Gwen Meyer	<u>X</u>	___
Dennis Hughes	<u>X</u>	___			

STAFF PRESENT:

L. Kelly Udall, Town Manager; Kent Brooksby, Finance Director; John Vuolo, Parks and Recreation Director; and Susan Stein, Deputy Town Clerk.

OTHERS PRESENT:

Beverly Stepp, Pinetop-Lakeside Chamber of Commerce.

ITEM NO. 1, CALL TO ORDER, ROLL CALL AND ASCERTAIN QUORUM:

Chairman Preiss called the meeting to order at 10:00 a.m. and established a quorum.

ITEM NO. 2, CALL TO THE PUBLIC:

Vice Chairman Ahlman inquired if the members have watched the “Escape to Fun” DVD. Chairman Preiss noted the video could be accessed from the Town’s and Chamber’s websites, and said it was linked to the www.visitpinetoplakeside.com website. Kelly Udall said the DVDs are available at Town Hall.

Committee Member Meyer stated the Paint the Aspens event was a huge success, even though the foliage was not as vivid this year. She said the participants and attendees stayed locally, ate out, and had a grand time. She thanked the Town for sponsoring the event and promoting it on the digital highway signs. She said they sold ten paintings and also made sales through the internet. She said she noticed people postponed leaving the area, and said it was a good event for the shoulder season.

ITEM NO. 3, FUNDING REQUEST FROM THE SHOPPES OF PINETOP-LAKESIDE TO PRINT 5,000 BROCHURES FOR AN AMOUNT NOT TO EXCEED \$850:

Romy Harder from Lily Bear Antiques stated the Shoppes of Pinetop-Lakeside started out as a small group of antique shop owners that printed a map of local shops. She said last year, they expanded to other types of shops. She distributed their mission statement and displayed a local shopping guide that the group designed and had printed. She said it has been very helpful in attracting customers. She displayed a copy of the sample brochure from Payson. She said they would like to print a similar brochure for Pinetop-Lakeside. She said they would have to order 10,000 in order to obtain the lower price of approximately \$2,000. She said they are requesting \$850 towards the cost of printing, and said the group would absorb the remainder of the total cost of \$2,000. She stated they have promotions planned for the holidays, such as giveaways with purchases, cookies and hot cider. She said their last promotion, whereby customers would have a card stamped at each shop and turn them in for a chance to win two \$100 gift cards, was very successful. She said they promote each other, and said they want to let people know Pinetop-Lakeside is a destination. Committee Member Tock asked about the number of members. Ms. Harder said currently there are 19 members. She said they would like to have the new brochure printed by the first of next year. She indicated that members join on an annual basis for a fee of \$400 each. She said this money is used to pay for ads in the *Maverick* magazine, and said an article is written in each issue highlighting one of the shops. Vice Chairman Ahlman asked about the distribution of the *Maverick* magazine. Ms. Harder said thousands of copies are distributed outside of the area, and said locally, they are distributed through hotels, restaurants, businesses and other venues. She said she takes copies with her to distribute at Scottsdale antique shows, as well as other communities, in the winter.

Mr. Udall stated this is a great group, and said they were recognized as the first runner-up for an Arizona Main Street Governor's Award for marketing and promotion. He said they organized themselves without any help from the Town. He said they are always looking for opportunities to make people want to come back to the area, and said the shops give them something else to do during their visit. He said he is very proud of this group, and said what they have done is amazing. He suggested increasing their request for \$850 to \$1,000, to meet them halfway. Beverly Stepp said the Shoppes are also included in the Chamber of Commerce directory, and said they would be adding their own website soon. Ms. Harder said they have purchased a domain name, and said they would be working on their website during the winter. Committee Member Tock asked if they are going out to bid on the brochures. Ms. Harder confirmed. Committee Member Hughes asked what line item of the budget this funding would come from. Chairman Preiss stated the funding would come from the seasonal campaign line item of the Advertising and Promotion Committee's budget.

VICE CHAIRMAN AHLMAN MOVED TO RECOMMEND FUNDING FOR THE SHOPPES OF PINETOP-LAKESIDE IN THE AMOUNT OF \$850 TOWARDS THE PRINTING OF PROMOTIONAL BROCHURES. COMMITTEE MEMBER MEYER SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

Mr. Udall stated the Town would assist with additional funding of \$150.

ITEM NO. 4, ARIZONA ASSOCIATION OF STUDENT COUNCILS EVENT ACTION PLAN:

Chairman Preiss stated the Arizona Association of Student Councils would hold their annual convention in Pinetop-Lakeside on February 17 through February 19, 2011. He said the convention would be held at Blue Ridge High School. He said a booklet was printed by the Association and distributed to the participating schools. He said they ran into a hiccup with the hotel information provided in the booklet, and said it lists some local hotels and some Show Low hotels. He stated this event could fill up the Town with 2,000 people from Thursday through Saturday morning and beyond. He said they would have the ability to sell four nights, doubling the occupancy during one of the best weekends in the winter. He said they want to create a separate brochure to promote the 25 hotels within the Town limits that pay the hotel tax. He said this publication needs to get out to the attendees as soon as possible. Vice Mayor Crockett asked about the description of attendees as 1,500 to 2,000 student leaders. Vice Chairman Ahlman stated there would be approximately 250 adults attending the convention. Committee Member Hughes said they need to look at the short-term impact of this event, along with the long-term impact of people returning to the area after the event.

Chairman Preiss stated they would like to create a second brochure to promote the local restaurants. He said they want to do everything they could to encourage visitors to stay an extra day. He said there would be 2,000 people converging upon the restaurants during certain times that weekend. He said they need to plan ahead and follow up in another month with the restaurants. Committee Member Meyer asked about the anticipated cost of the promotion. Chairman Preiss stated the cost should not exceed \$3,000 to include postage and printing. He said the school would print the labels and mail the brochures. Committee Member Meyer asked about the total cost to include the promotion of restaurants. Chairman Preiss stated it is probably about \$6,000. Committee Member Meyer asked why they were not involved earlier in the planning stages. Chairman Preiss stated this was a learning experience for everyone. Vice Chairman Ahlman stated they were both coming from different areas; and said the school was looking at what would work well for the convention. He said the Committee is focused on what works for the entire community.

COMMITTEE MEMBER TOCK MOVED TO RECOMMEND APPROVAL FOR FUNDING TO PROMOTE THE HOTELS AND RESTAURANTS IN PINETOP-LAKESIDE DURING THE ARIZONA STUDENT COUNCILS 2011 STATE CONVENTION FOR AN AMOUNT NOT TO EXCEED \$6,000. Mr. Udall said the school has a list of their wants and/or needs, such as a protective covering for the gym floor. He said he told the school that the Chamber, Main Street, and the Town would do the best they could to fulfill the needs through the business community. He said this is a great opportunity to come together for a common project, and said it has a lot of value. Vice Chairman Ahlman stated they would probably be able to fund this promotion for a lot less than \$6,000. Ms. Stepp suggested they mail both the hotel and restaurant information together to save postage. Chairman Preiss stated if they sent both at the same time, it would create a delay, and said they need to get the hotel information out immediately. John Vuolo suggested adding the list of restaurants and community information to a “goody bag” that all participants would receive. Ms. Stepp suggested emailing the restaurants now to advise them of the need to prepare for that weekend.

COMMITTEE MEMBER HUGHES SECONDED THE MOTION. He said this is an excellent opportunity for the Committee to promote local businesses. Vice Chairman Ahlman said he met with Blue Ridge High School representatives yesterday, and said the school would send the materials directly to the participants. He said this was extremely important as accommodations are being booked right now. He stated the event is catering some of meals, but said the remaining 30% of participants would eat in the local restaurants. **CHAIRMAN PREISS CALLED FOR THE VOTE AND IT CARRIED UNANIMOUSLY.**

Vice Chairman Ahlman stated another thought was to provide plastic bracelets for causes, which are very popular with students now. Vice Mayor Crockett suggested they approach local business owners about the idea. Vice Chairman Ahlman stated radio station KRFM 96.5FM would be promoting the event with student interviews and general information, and said businesses would be advertising on the radio.

Mr. Udall stated the Tribe approached the Town and asked for assistance in procuring a water tank. He said originally they thought it would be used for making snow. He said they went forward and purchased the tank, partnering with Show Low, Eager, Springerville and Navajo County. He said the Town of Eager transported the tank. He said they discovered the tank was needed for potable water for the Tribe to open their restaurant, and said they exchanged the tank to fit their needs. He said they went a long way to develop good relationships with the Tribe. He said this was good for the community as well, and stated a press release would be coming out soon.

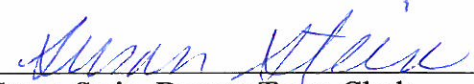
ITEM NO. 5, AGENDA ITEMS FOR THE NEXT REGULAR MEETING:

There was no discussion on this item.

The meeting adjourned at 10:46 a.m.

Dated this 28th day of October 2010.

PINETOP-LAKESIDE ADVERTISING & PROMOTION
COMMITTEE



Susan Stein, Deputy Town Clerk