

MINUTES OF THE REGULAR MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON OCTOBER 7, 2009, AT 9:00 A.M. IN THE EXECUTIVE MEETING ROOM.

Chairman Meyer called the meeting to order at 9:00 a.m.

COMMITTEE MEMBERS PRESENT:

<u>ROLL CALL:</u>	<u>Present</u>	<u>Absent</u>		<u>Present</u>	<u>Absent</u>
Gwen Meyer	<u>X</u>	<u> </u>	Linda Bohn	<u>X</u>	<u> </u>
Dennis Hughes	<u> </u>	<u>X</u>	Woody Biscoe	<u>X</u>	<u> </u>
Sean Preiss	<u>X</u>	<u> </u>	Greg Tock	<u>X</u>	<u> </u>
John Solarz	<u>X</u>	<u> </u>	Dennis Ahlman	<u>X</u>	<u> </u>
Donna Wastchak-Spillman	<u>X</u>	<u> </u>			

STAFF PRESENT:

Kelly Udall, Town Manager; Kent Brooksby, Finance Director; and Donna Stanley, Secretary.

OTHERS PRESENT:

Bill London and Myra Wagner, Sunrise Ski Park Resort; Julia Patrick, Patrick Media Group; and Beverly Stepp, Pinetop-Lakeside Chamber of Commerce.

ITEM NO. 2, INTRODUCTIONS OF COMMITTEE MEMBERS:

Introductions were made. Chairman Meyer welcomed Bill London and Myra Wagner.

ITEM NO. 3, CALL TO THE PUBLIC:

Chairman Meyer explained the rules for Call to the Public.

Councilwoman Leslee Wessel said the Arizona Republic events section lists events around the state. She said she and her husband noticed in two different issues that the Pinetop-Lakeside Fall Festival was not listed. She said she thinks many people read the Arizona Republic and thinks there are people who plan weekend trips to a community based on what they read in the paper. She said she and her husband do this regularly. She said she would encourage the Committee to advertise these activities in the Arizona Republic. Beverly Stepp said PSA's were sent out to all the papers. She said it is up to them to put the information in the paper. Julia Patrick said she is also concerned. She said the Arizona Office of Tourism does a call to action for all communities once a month. She said the Arizona Office of Tourism is supplied with the events. She said there were several communities whose activities were not included. She said the concern is the majority of events are Maricopa County oriented. She said the Arizona Office of Tourism took note and made a verbal commitment to work harder to correct this.

ITEM NO. 4, CONSENT AGENDA:

COMMITTEE MEMBER DENNIS AHLMAN MOVED TO APPROVE THE CONSENT AGENDA AS PRESENTED. COMMITTEE MEMBER JOHN SOLARZ SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

Chairman Meyer said she would like to discuss Item No. 9 after Item No. 5.

COMMITTEE MEMBER SOLARZ MOVED TO DISCUSS ITEM NO. 9 AFTER ITEM NO. 5. COMMITTEE MEMBER LINDA BOHN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 5, UPDATE AND INFORMATION BY SUNRISE SKI PARK RESORT:

Bill London said this Saturday and Sunday is the Junior Ski Pass Promotion at Sunrise for children 12 and under. He said the participants are required to purchase a lift ticket. He said the scenic ride is complimented with the fall colors. He said they pick a date that coordinates with the fall colors. He said the participants are asked to recite one of the skier responsibility codes to receive a free season ski pass. He said the idea is to promote safe and responsible skiing and snowboarding at the resort by targeting the younger audience. He said they are encouraged to provide a canned food item to be distributed through the various food drives in the area as well as to the SAFEHouse. He said they expect to give out 2,500 passes. He said it is a good event for the community as well as Sunrise. He said winter is approaching and said they are actively working on advertising the winter and preparing for snowmaking. He said they usually begin making snow the last week in October, but it is based on the temperature. He said in the past they would not make snow unless it was 21 degrees or less but said they now make snow at 29 degrees. He said the warmer it is the more expensive it is to make snow. He explained how they make snow. He said their goal is to open the first week in December but said that is based on the ability to make snow and the amount of natural snow they have received. He said they have a very limited snowmaking system that was built in the late 1970's. He said the Tribe is actively working on a water rights settlement and said they have been told \$25,000,000 has been earmarked for snowmaking and development at Sunrise. He said they hope to open early enough to allow people to plan for the holidays. He said after the holidays they start the winter events.

Myra Wagner said their job fair is coming up and said they would be attending Ski Shows. She asked for brochures to take to the Ski Shows. She said the price for ski lift tickets would not be raised this year. Ms. Stepp said Channel 15 Weather advertised Sunrise, the fall colors and the snow capped peaks.

ITEM NO. 9, UPDATE BY PATRICK MEDIA GROUP:

Ms. Patrick said they are thrilled to have Mr. London and Ms. Wagner in attendance. She said this is an important partnership. She said they are embarking on the winter/ski campaign and said in the past the Committee discussed the possibility of partnering with Sunrise to market the winter and particularly crafting a rack card with a seasonal campaign, which would include, on the back of the card some type of promotion. She said they would be distributed through the

hospitalities, the Town and Chambers of Commerce. She said they are very concerned with Utah and Colorado's aggressive marketing to Arizona. She said with Snow Bowl now installing snowmaking equipment they feel it is going to be another erosion of their market. She said if they create a campaign that is positive for Sunrise there is a possibility of partnering with Sunrise and said another option is for Pinetop-Lakeside to commit \$10,000 of media for a seasonal campaign with the possibility of Sunrise matching the amount. She said they would target the Metro Phoenix and Tucson market as well as the Sonoran market. Chairman Meyer said Ms. Patrick would produce the art work. Committee Member Greg Tock asked about the ideas Sunrise has. Mr. London said they are primarily a weekend destination and said they are active in Phoenix, which is an expensive market. He said anything they can do to get more bang for the buck with partnering is a good thing. He said they are always willing to look. He said they are owned and operated by the White Mountain Apache Tribe and said he thinks they may be willing to participate. He said they encourage and appreciate what Pinetop-Lakeside does. He stated discounting is interesting and said he feels they can come up with a plan. He said Flagstaff is not only committing funding for snowmaking but also expanding the intermediate area and upgrading the ski lift. He said it is going to become more competitive. He said Sunrise is interested in partnering, but they do need assistance in the winter. Ms. Patrick said they would like to move as quickly as they can with a physical campaign and could partner with them on media opportunities. Mr. London said if media people come to the area to contact Ms. Wagner and she would provide tickets. He said Sunrise would foot the bill. Chairman Meyer said they made a shift in their policy to focus more on the shoulder seasons and winter.

Mr. London said the Sonoran market is a great market for Sunrise. He said they are the extended stay. He said they bring the entire family and have more money than they have activities for them to spend it on. He said even if the snow is marginal they still show up. Committee Member Solarz said he would like to receive the ski information from Sunrise earlier in the season. Mr. London said as soon as it comes in they would let them know. He said on the flip side if they want to create a piece for the hoteliers, Sunrise would distribute it at the Ski Shows. Committee Member Woody Biscoe asked Mr. London to e-mail Ms. Patrick the information on the sale of lift tickets and the season passes. Ms. Stepp said last year the Chambers included Sunrise on their home page. She recommended they create a package for Winter Games. Committee Member Solarz asked about the possibility to receive tickets and be billed once a month. Mr. London said it is a great idea but for them to release tickets on consignment is not a good business practice and is not encouraged by the Tribe or their auditors. He said they would like to discount more to the local hoteliers and ski shops. He said they would give them a small discount and if the tickets are not sold they would buy them back. He said they would be glad to run the tickets to them. He said they can dedicate areas for events.

Ms. Patrick said what she sees coming out of Utah and Colorado is very "offer" driven. She said the Arizona Office of Tourism is beginning to aggressively market in those communities, but their marketing is in Phoenix and Tucson. She said it is something they can jump on. She said they are excited about the opportunity to partner with Sunrise. She said they do need financial assistance. She said it is a long term strategy. She said she will be back in Town next week and would be happy to meet with them. Mr. London said they are members of the Phoenix Convention and Visitors Bureau. He said they advertise in Tucson and participate with the Arizona Office of Tourism. He said Ms. Wagner is working with many different groups. He

said they have a high profile area dedicated to the Chambers at Sunrise. He said they are open to ideas and suggestions.

ITEM NO. 6. RECAP OF SEPTEMBER 23, 2009 RETREAT:

Chairman Meyer said she would like to postpone item No. 6 to the next meeting.

ITEM NO. 7, REPORT BY BUDGET SUBCOMMITTEE:

Vice Chairman Sean Preiss said the numbers are stabilizing and said he thinks they would continue to stabilize.

ITEM NO. 8, REPORT FROM THE HOSPITALITY SUBCOMMITTEE:

Committee Member Solarz said he discussed the passport concept with businesses. He said they said they cannot afford it. He said he does not have a facility to host a Hospitality Meeting. Vice Chairman Preiss offered a facility. Committee Member Solarz extended an invitation to Sunrise to attend the meeting. He said September's numbers were good and October's are looking good. He said Overseas Aircraft Service in Lakeside brought in a lot of business in September and now into October. He said they spent a lot of money in Town. He said the Star Reports show the economy is stabilizing. He said they are seeing increases in the area. Chairman Meyer asked if Committee Member Solarz had a date for the next Hospitality Meeting. The Committee decided on October 26. Committee Member Tock asked if Sunrise would supply a list of dates of the Ski Shows. Committee Member Bohn suggested the Hospitality Meeting be a potluck and to ask the participants to provide a side dish, and the Town would supply the funds for the main dish.

COMMITTEE MEMBER TOCK MOVED TO APPROVE AN EXPENDITURE NOT TO EXCEED \$500 FOR FOOD FOR THE HOSPITALITY MEETING TO BE HELD ON OCTOBER 26, 2009. COMMITTEE MEMBER BOHN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 10, GROUP SALES:

Chairman Meyer explained the concept of Group Sales. She said they are exploring the possibility of forming something in the nature of a Convention and Visitors Bureau or Group Sales Destination, which is in the beginning stage. She said they do not have specific items to come forward with at this time. Chairman Meyer turned the meeting over to Vice Chairman Preiss and left the meeting.

ITEM NO. 11, PINETOP-LAKESIDE 25TH ANNIVERSARY COMMITTEE RECAP BY DENNIS HUGHES:

There was no discussion under this item.

ITEM NO. 12, UPDATE BY PINETOP-LAKESIDE CHAMBER OF COMMERCE:

Ms. Stepp reported on the Chamber statistics. She said the past two weekends were phenomenal. She said they had approximately 8,000 people participating at the Fall Festival. She said Run to the Pines Car Show and the 10K Run was great. She said last weekend they held the Wildlife Festival, in partnering with the White Mountain Nature Center. Committee Member Ahlman said he arrived on Sunday and it was not happening. Ms. Stepp said it would have been a two day event but was changed due to the weather. She said next year it would be a one day event. She said it was a good event.

Committee Member Ahlman said he and Committee Members Tock and Bohn were assigned to participate with the Capitol Christmas Tree visitation to Pinetop-Lakeside.

Ms. Patrick supplied a copy of her report.

The next meeting is scheduled for November 18, 2009.

ADJOURNMENT:

The regular meeting was adjourned at 10:19 a.m.

Dated this 19th day of October 2009.

PINETOP-LAKESIDE ADVERTISING & PROMOTION
COMMITTEE

/s/ Donna Stanley, Secretary