

MINUTES OF THE REGULAR MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON NOVEMBER 18, 2009, AT 9:00 A.M. IN THE EXECUTIVE MEETING ROOM.

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Chairman Meyer called the meeting to order at 9:05 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>    </u>    | <u>X</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>    </u>    | <u>X</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:

Kent Brooksby, Finance Director; and Donna Stanley, Secretary.

OTHERS PRESENT:

Myra Wagner, Marketing Director of Sunrise Ski Park; Beverly Stepp, Pinetop-Lakeside Chamber of Commerce; and Jim Beck.

ITEM NO. 2, INTRODUCTIONS OF COMMITTEE MEMBERS:

Introductions were made.

ITEM NO. 3, CALL TO THE PUBLIC:

Chairman Meyer explained the rules for Call to the Public.

Chairman Meyer said Julia Patrick is touring the Country with the Capitol Christmas Tree. She said she spoke with her staff and they are not able to attend the meeting.

Chairman Meyer said she received a letter from Connie Boggs, the Pinetop-Lakeside Main Street Director. She said Main Street along with the Alliance for Sensible Advancement and Progress (ASAP), People's Vision Committee (PVC), and many other local community organizations, in the spirit of the season and to help promote local businesses, have come together to give Pinetop-Lakeside the "Christmas Tree Effect." She said they have requested funding assistance in the amount of \$1,000.00 from Ad and Promo. Jim Beck said at an ASAP meeting the group discussed code enforcement and cleaning up the Town, which led to a beautification project. He said the project would be initiated over the holidays which would include illuminating five large living Douglas fir trees along White Mountain Blvd. He said there are 31 telephone poles between Woodland Road and the Safeway shopping center, and said they purchased wreaths to

be installed on both sides of the poles. He said they would supply Christmas lights to businesses who are interested in displaying them. He said last weekend 13 people assisted in a clean up along White Mountain Blvd. from Porter Mountain Road to the Game and Fish Office. He said the Arizona Department of Transportation (ADOT) cleaned the gutter along the roadside this weekend. He said on Saturday they would begin installing the lights on trees along White Mountain Blvd. He said they hope to receive assistance from Ad and Pro, the Pinetop-Lakeside Chamber of Commerce and the TRACKS Organization. He said future plans include illuminating more than five trees all year around. He said they discussed extending it to a contest throughout the White Mountains area.

Mr. Beck said Dennis Hughes of Navopache Electric Coop offered to hang the lights. He said the Town Council is in full support. Committee Member Woody Biscoe said this year the lights would remain up until March 1, 2010. He recommended the Committee contact one of the TV News stations to film the event and the contest. Committee Member Donna Wastchak-Spillman suggested the Committee invite Steve Bodinae to do a story and the drawing.

Committee Members Wastchak-Spillman and Dennis Ahlman said they would attend the Winter Decorating Committee Meeting. Mr. Beck said the winter beautification program is in the first phase. He said in the spring and summer they would like to install hanging planters with flowers along Highway 260, such as Snowflake/Taylor has done. He said they would also like to hang banners throughout the Town. Committee Member Biscoe said Christopher's Garden would supply a list of items needed and pictures of various planters. He said Christopher's would share the information with Pico's and It's Magic Nursery and see if they would like to participate. Beverly Stepp said the Chamber would assist with the project. Mr. Beck said as part of the beautification plan they would emphasis code enforcement in a positive way. Chairman Meyer said the Chair and Vice Chair have the authority to approve up to \$1,000 in expenditures. The Committee agreed to fund this out of the Seasonal Campaign line item. Donna Stanley said she would agenda the item for ratification at the December Meeting.

ITEM NO. 4, CONSENT AGENDA:

**VICE CHAIRMAN SEAN PREISS MOVED TO APPROVE THE CONSENT AGENDA AS PRESENTED. COMMITTEE MEMBER AHLMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 5, RECAP OF SEPTEMBER 23, 2009 RETREAT:

Chairman Meyer said she would like everyone to review the Retreat notes. She said Ms. Patrick gave a presentation on the type of eco tourism they have been looking for. She said she discussed the current marketing strategy and new marketing tools. She said they discussed the Hospitality Sub-Committee. She said she would like to discuss Cable One Channel Outreach at a later date. Ms. Stanley was asked to agenda the item for discussion for the January meeting.

#### ITEM NO. 6, TOURISM ACTIVITIES ON TRIBAL LANDS:

Chairman Meyer welcomed Myra Wagner and said they look forward to working with them. Ms. Wagner said they started snow making this weekend. She said the temperatures are cold and the slopes are holding the snow. She said the Jr. Ski Pass Promotion was great. She said the season Ski pass sales are up. Committee Member Biscoe recommended when they hold the decorating drawing to ask people to register at one of the local restaurants for a weekend getaway that would include lodging, meals, and lift tickets. Chairman Meyer asked Committee Member John Solarz to work with Committee Member Biscoe on the packages. Chairman Meyer said she would attend the Winter Decorating meeting on Friday at 9:30 a.m. at the conference center next to Diamond West. Ms. Wagner gave her e-mail address [mwagner@sunrise.com](mailto:mwagner@sunrise.com). Committee Member Wastchak-Spillman asked Ms. Wagner about the Sunrise winter marketing campaign and if they are advertising in conjunction with the Casino. Ms. Wagner said they are doing some activities with Hon-Dah. She said they are doing billboards and sponsoring the weather in the Valley and Tucson. Ms. Stanley said at the Partnership Meeting, Anne Groebner gave an update and said the Casino made several commercials in conjunction with Sunrise which include: skiing, sled dog mushing, golfing, fishing, and horseback riding with one commercial which ties in all of the commercials. Ms. Wagner said they are great. She said they are looking at doing more website advertising.

#### ITEM NO. 7, CAPITOL CHRISTMAS TREE PROJECT 2009 UPDATE:

Committee Member Wastchak-Spillman said the Capitol Christmas Tree cutting was a magical day and a historical event but said she can't imagine the black hole of information that was lost. She said she did not hear anything about the event around Town, not even an e-mail blast from the Chamber. She said there was no mention at the Town Council Meeting about the tree cutting. She said many people in Town had no clue it was happening. She said it was a good event but at the same time it was a huge lost opportunity. She said her mother in Phoenix who views all the news channels saw one event mentioned. Ms. Stepp said the Chamber had access to copies of the route.

Committee Member Ahlman said at the event they had seven radio stations and the White Mountain Independent. He said he was interviewed twice. He said he feels they had terrific promotion on the Tree visit at the Library. He said they had a good program and sold out of the memorabilia. He asked if the Town could send out thank you cards. Ms. Stanley asked him to provide a list. Committee Member Wastchak-Spillman said people from the Bureau of Land Management stayed at her Inn. She said they are creating a video of the event and said she would receive a copy of the video from Jim Payne, the Director of Marketing. She said the Committee may be able to incorporate the video with their advertising.

#### ITEM NO. 8, REPORT BY BUDGET SUBCOMMITTEE:

Vice Chairman Preiss said revenues are declining from last year. He said they hope the rest of the year would pick up. Kent Brooksby said he expects to receive September's figures from the State this week. He said he attended a State Budget Forum Meeting with the Joint Legislative Committee. He said they are saying it would take several years for Arizona to be out of the

recession. Vice Chairman Preiss said the Committee is doing the best they can with the limited funds they have. There was discussion of sponsoring a contest for the Winter Decorating project. Vice Chairman Preiss suggested the Committee not allocate prize money for the contest. The Committee agreed to allocate \$350 for prizes: \$200 for first place; \$100 for second place; and \$50 for third place to come out of the Seasonal Campaign line item. Ms. Stanley said she would agenda the item for ratification at the December Meeting. Mr. Beck said they would announce this in the newspaper. Mr. Beck said the prizes would be awarded in mid December.

ITEM NO. 9, REPORT FROM THE HOSPITALITY SUBCOMMITTEE:

Committee Member Solarz said they held a Hospitality Meeting on October 26. He said they had presence from Sunrise. He said it is a work in progress. Chairman Meyer suggested the next Hospitality meeting be in January. She asked Ms. Stanley if more than four Committee Members could attend the meeting and to receive an opinion from the Town Attorney. Ms. Stanley said they would have to agenda it.

Committee Member Solarz suggested each Committee Member choose a business or hospitality and become sort of a mentor. Committee Member Wastchak-Spillman said such as an ambassador that provides information to them. Committee Member Solarz said if they don't let them know where they are lacking he feels they are doing an injustice to them. Ms. Stepp suggested having a silent shopper. Chairman Meyer said she would like to discuss this at the December meeting. Ms. Stepp said Dewain Bartimus at the school would be holding a two day intellectual conference in January but said she does not have all the details. She said this is where the Hospitality Committee would come in handy.

Committee Member Solarz said they all have different clientele and different needs. He said all he asks of the businesses is to provide the best service they can.

Committee Member Solarz asked Mr. Brooksby if he would supply Flagstaff sales tax revenue figures. Committee Member Wastchak-Spillman said there are 1,200 beds on the mountain, which is not very many, and said it is difficult to get visitors here. She said she thinks it should be a task easily accomplished, but it is not.

ITEM NO. 10, GROUP SALES:

Chairman Meyer stated they had a preliminary meeting with some of the big hoteliers in the Show Low area to discuss the Convention and Visitor's Bureau concept. She said the concept would happen, but said she does not know when. She said they plan a larger meeting in a couple of weeks. She said Show Low does not have a bed tax and they are exploring the possibility of instituting one. Committee Member Solarz said if Show Low instituted a bed tax it would put Pinetop-Lakeside on an even playing field. He said many of the larger corporate groups base their decision on where to stay by the lowest rate which includes tax.

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

There was no discussion under this item. Ms. Stanley was asked to remove this item from the future agenda.

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

Ms. Stepp reported on the Chamber statistics. She said the Chamber attended the fashion show at Hon-Dah. She said participation included students from Blue Ridge School. She said Hon-Dah plans to do it again. She said the Chamber would host a Business Awards Dinner and the Christmas Dinner on December 10. She said the winners would be announced during the Christmas Dinner. She said they are assisting Hon-Dah with Winter Games on January 30 and 31. She said the Native American Festival would be at Blue Ridge next year. She said the Festivals are scheduled for several years and the Chamber is making them better than they have been. Mr. Brooksby said most of the vendors who participate in the Festivals have not paid any sales tax. He said this year only six vendor's paid sales tax to the Town. He said they let them know the next time they apply for a Vendor Permit they would not receive one. Ms. Stepp said she would like a list of the vendors.

Committee Member Ahlman said if they are aware of any large family reunions to provide the information to Ms. Patrick to enable her to come up with a story for the Arizona Republic. Mr. Beck thanked the Committee for their enthusiastic support.

The next meeting is scheduled for December 16, 2009.

ADJOURNMENT:

The regular meeting was adjourned at 10:54 a.m.

Dated this 1st day of December 2009.

PINETOP-LAKESIDE ADVERTISING & PROMOTION  
COMMITTEE

/s/ Donna Stanley, Secretary