

**MINUTES OF THE REGULAR MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON DECEMBER 21, 2011, IN THE EXECUTIVE MEETING ROOM.**

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Chairman Tock called the meeting to order at 9:00 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: Kent Brooksby, Finance Director; John Vuolo, Parks and Recreation Director; Beverly Stepp, Pinetop-Lakeside Chamber of Commerce; Sam John, Larry John Wright Advertising; and Leah Chavez, Deputy Town Clerk.

CALL TO THE PUBLIC:

There were no requests to address the Committee at this time.

ITEM NO. 3, CONSENT AGENDA: CONSIDERATION AND APPROVAL OF THE MINUTES OF THE REGULAR MEETING HELD ON NOVEMBER 16, 2011:

**VICE CHAIRMAN AHLMAN MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING HELD ON NOVEMBER 16, 2011 COMMITTEE MEMBER GIRARDI SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 4, UPDATE AND INFORMATION BY LARRY JOHN WRIGHT ADVERTISING:

Sam John said there had been some recent media coverage of the snow, and said the Mayor had appeared on Fox 10 via phone interview. He said the Agency is ready to begin with Cable TV advertising, and said it would be beneficial to target the Coolidge and North Scottsdale market. He said cable's highest view days are Saturday and Sunday, and said cable receives the highest ratings Thursday through Sunday. He said the Agency would recommend running ads during peak viewing times. He said the average cost would be \$102 per spot, and said the commercial would be 30 seconds. He said the agency would recommend advertising every other week due to the budget. He said the agency could run ads with the *Arizona Newspaper Association* at \$1,470.00 per month. Chairman Tock suggested the Committee drop the ANA ads, and only run the cable advertising. He said the cable ads could run the week before the Winter Games. Mr.

John explained the cable index. He said there would be a total of 30 spots run, and said the target age would be adults 18 and above. He explained the reason certain spots would run on certain channels according to the index. He asked if the Committee could partner with anyone to assist with funding. Rica Girardi said the Committee would not be allowed to advertise for one entity, but said they may be able to partner with Sunrise. Beverly Stepp said the ads could be run in conjunction with Sunrise, because they are a destination point. Kelly Udall said the Committee would be able to run an ad in conjunction with Sunrise. Mr. John explained the commercial script, and said the agency would like to showcase something different. He said by using “the taste of Pinetop-Lakeside” it would add something different to the commercial. Steve Arey said if the “taste of Pinetop-Lakeside” seems different, it is, and said it is what the Committee would need to get people up here. John Vuolo said when you utilize a sense it adds a different flair to the advertisement. Mr. John said there could be two or three different things that could be offered on different runs. He said the offer for this ad run would be the Winter Games. He said the City of Mesa channel advertising would be different, and said the community partnership would show at the end of the commercial. He said consistently sending out press releases is beneficial, and said they would try to send out one or two per month. He said the AZCAN ads could be run with QR codes, and said an offer could be linked to Facebook.

**COMMITTEE MEMBER GIRARDI MOVED TO APPROVE THE CABLE TELEVISION ADS TO RUN FOR TWO WEEKS IN JANUARY AND TWO WEEKS IN FEBRUARY. VICE CHAIRMAN AHLMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 5, UPDATE AND INFORMATION ON TOURISM ACTIVITIES ON TRIBAL LANDS:

Anne Groebner said there would be two different New Years Eve parties, one in the Timbers Lounge, and one in the Conference Center. She said they had been busy preparing for the Winter Games, and said the Humanitarian Award Winner from the Iditarod, along with Dave Pratt would be there.

ITEM NO. 6, UPDATE AND INFORMATION BY THE PINETOP-LAKESIDE CHAMBER OF COMMERCE:

Ms. Stepp said visitor numbers are down. She said the Chamber would be hosting a Flick with the Chicks night at the WME 8. She said the Chamber would host a putt putt contest at the end of February. She said the regional Chamber gift certificate program had proven successful. She said the Winter Games Chili cook off would have people’s choice awards for cornbread, chili, and salsa. Committee Member Girardi said there would be a snowman contest within the Town, and said there would be a Chamber retreat in January. Ms. Stepp said black Friday had been great for the local merchants, and said there had been many calls about the road conditions.

ITEM NO. 7, UPDATE AND INFORMATION BY THE TOWN OF PINETOP-LAKESIDE PARKS AND RECREATION DEPARTMENT:

John Vuolo said they are in the process of preparing the events calendar for the upcoming year. He said his crews have been busy plowing snow. He said the youth basketball skills workshop would begin January 7.

ITEM NO. 8, REPORT FROM THE BUDGET SUBCOMMITTEE:

Dennis Hughes said the current budget shows \$47,429.00 available, and said the Committee is 50% through the fiscal year. He said the Committee is right on track. He said compared to previous years the numbers are down, and said the Committee is staying within the budget.

ITEM NO. 9, UPDATE ON THE GROUP SALES PROGRAM

Vice Chairman Ahlman commended Debe Campbell for the work she had done. He said within the next quarter Ms. Campbell would try to target more HOTS. He said Ms. Campbell would work directly with the Agency to gain information on the groups in the Valley.

ITEM NO. 10, UPDATE FROM VICE CHAIRMAN AHLMAN REGARDING CITY 4 ADVERTISING OPPORTUNITIES:

Vice Chairman Ahlman said he had been working on the possibility of the Town having its own 30 minute show. He said he contacted Channel 58 the, "local classifieds," and said they had met with Jean Barton and came up with the idea of trying to promote the show with tent cards in the hotels. He said the show would run for a half hour seven days a week, and said they would talk about what events would be coming up, with video, and event highlights. He said they need \$3,000.00 in order for the show to move forward. He said they had met with City Channel 4, but cannot give them the same time every day. He asked the Committee if they should pursue this avenue of advertisement. Chairman Tock said he would like Jean Barton to come to the Committee to explain more about the show at the January meeting. Committee Member Girardi said she would like to know how many hotels actually have cable compared to satellite.

ITEM NO. 11, UPDATE AND INFORMATION FROM CHAIRMAN TOCK:

Chairman Tock said the New Times would offer a free ad if the Committee would encourage others to advertise as well.

ITEM NO. 12, APPOINTMENT OF STEVE BERMAN:

Steve Berman said he has 25 years experience with advertising and graphic design, and said he has a strong entrepreneurial spirit. He said he would like to get involved with the Town. He said he is the general manager for the Pinetop Lakes Homeowners Association.

**VICE CHAIRMAN AHLMAN MOVED TO RECOMMEND TO COUNCIL TO APPOINT STEVE BERMAN TO THE ADVERTISING AND PROMOTION COMMITTEE. COMMITTEE MEMBER AREY SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

The meeting adjourned at 10:43 a.m.

Dated this 12<sup>th</sup> day of January 2012.

Town of Pinetop-Lakeside Advertising and Promotion Committee

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Leah Chavez, Deputy Town Clerk