

MINUTES OF THE SPECIAL MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON MARCH 1, 2011, AT CHARLIE CLARK'S STEAK HOUSE, PINETOP, AZ.

COMMITTEE MEMBERS PRESENT:

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

STAFF PRESENT:

Susan Stein, Deputy Town Clerk.

OTHERS PRESENT:

Beverly Stepp, Pinetop-Lakeside Chamber of Commerce, David Roberts, and Sandra O'Brien.

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

Chairman Tock called the meeting to order at 11:00 a.m. and a quorum was established. Introductions were made.

ITEM NO. 2, CALL TO THE PUBLIC:

Committee Member Hughes commended Blue Ridge High School for their amazing work on the Arizona Association of Student Councils event last weekend.

ITEM NO. 3 RECOMMENDATION TO TOWN COUNCIL ON APPOINTMENTS TO THE ADVERTISING AND PROMOTION COMMITTEE:

The Committee members interviewed Sandra O'Brien. She stated she has a background in website design and development, online promotions, search engine optimization, and marketing. She said her family has recently moved to the area, and said she would be honored to serve on the Committee and assist the Town in its promotional efforts.

COMMITTEE MEMBER MEYER MOVED TO RECOMMEND THE APPOINTMENT OF SANDRA O'BRIEN AS A MEMBER OF THE ADVERTISING AND PROMOTION COMMITTEE. COMMITTEE MEMBER HUGHES SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 4, ADVERTISING AND PROMOTION COMMITTEE BUDGET FOR FISCAL YEAR 2011-2012:

Chairman Tock stated the Committee would discuss ideas and possibilities on how the next fiscal year's budget would be spent. He stated the next fiscal year begins on July 1, 2011. He suggested assigning a percentage of the budget, rather than a dollar figure, to three categories. He said the categories could be: Advertising and Marketing, Events and Promotion, and Group Sales. He said Group Sales was a new category that came about from discussions at both the Advertising and Promotion Committee and Hospitality Subcommittee meetings. Vice Mayor Crockett commented the business community would like to see a group sales program implemented.

Chairman Tock stated the maximum amount the Committee could spend each year, per the ordinance, is \$180,000. He said that number has never been reached. He said they would use an estimated revenue of \$145,000 for 2011-2012, based on the Finance Director's current figures. He said there are fixed expenses in this fiscal year, as follows:

Patrick Media Group	\$36,000	(contract expires and is up for renewal on 6/30/11)
Patrick Media Group	\$10,575	(contract expires and is up for renewal on 6/30/11)
White Mountains Partnership	\$20,000	

Vice Chairman Ahlman suggested looking at what the White Mountains Partnership does, and what the funding is used for. Chairman Tock stated some of the funding is used to pay Patrick Media Group for her work with the Partnership. The Committee agreed to invite a member of the White Mountains Partnership to discuss their activities at a future meeting.

He said the estimated revenue of \$145,000, less the above, would leave approximately \$56,000 left to spend. The Committee discussed other scenarios and revenue/expense expectations.

Advertising and Marketing – What can we do?

Arizona Republic
Arizona Star
White Mountain Independent
Phoenix and Tucson Magazines
New Times
Patrick Media Group
Arizona Office of Tourism
Sonora, Mexico Magazine/Newspaper
Electronic Media, Facebook, Twitter
Business Placards
Arizona News Association
New Mexico Magazine (Albuquerque)
I-40 Billboards
Radio/TV Advertising (giveaways)
Sponsor weather reports

Azcentral.com, azstarnet.com, wmicentral.com, newtimes.com, frontdoors online magazine, and coupon offers were mentioned as other advertising venues.

Committee Member Girardi stated Patrick Media Group needs to describe what they do before they make a decision to renew the contract. Committee Member Meyer said they do not have enough information about the effects realized from the advertising they paid for this year.

Committee Member Hughes suggested they create a form that hospitality businesses could use as a visitor survey. He said the businesses would not have to create one themselves, and said they could return the completed surveys to the Town. He said it would allow the Town to have a better understanding of where the visitors are from, how long they stayed, and what activities they chose to do.

Chairman Tock distributed information on display advertising through the Arizona Newspapers Association. He said one ad purchase would be included in 72 participating newspapers throughout the state, and reach a circulation of 904,039. He showed examples of prior ads. He said a 2 x 2 ad costs \$735 and a 2 x 4 would cost \$1,470.

Events and Promotions

Memorial Day
4th of July
Christmas
New Year
Car Show
Fall Festival
Native American Arts Festival
White Mountain Roundup
High Mountain Music Festival
Disc Golf tournament
Wildlife Festival
Paint the Aspens/NEAFAA
Winter Games
Pow Wow
Tour of the White Mountains Bike Race
Santa's Workshop
Show Low Days
Tri in the Pines
Hon-Dah events
Sunrise (archery, mountain bikes)
Dog Agility Trials

Chairman Tock said an average of \$12,000 per year is spent to promote local events.

Group Sales

Chairman Tock stated he has invited six people to form an advisory group to begin the implementation of a group sales program. He said Dennis Ahlman, Sean Preiss, Anne Groebner, Mary French-Jones, Beverly Stepp and Gwen Meyer were invited to participate. He suggested dedicating a budget amount of \$12,000 next year for group sales.

Committee Member Meyer distributed a list of advantages and disadvantages of various funding mechanisms for group sales funding. The four funding mechanisms discussed were:

1. Use funds from Ad & Pro's current budget
2. Fund it entirely through donations from the business community
3. Set up a membership structure
4. Increase the bed tax 1% (\$.50 on a \$50 room rate)

It was agreed that, given the current economic times, option 1 would be the only viable mechanism.

Chairman Tock and the Committee members discussed the following percentages:

Advertising and Marketing Expense	60%
Events and Promotion	20%
Group Sales	20%

The special meeting adjourned at 2:10 p.m.

Dated this 3rd day of March 2011.

PINETOP-LAKESIDE ADVERTISING & PROMOTION
COMMITTEE



Susan Stein, Deputy Town Clerk