

MINUTES OF THE SPECIAL MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON MARCH 4, 2009, AT 9:00 A.M. IN THE EXECUTIVE MEETING ROOM.

Chairman Meyer called the meeting to order at 9:09 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>	Randy Fuller	<u>X</u>	<u> </u>
Dennis Hughes	<u>X</u>	<u> </u>	Sean Preiss	<u>X</u>	<u> </u>
Chris Kengla	<u>X</u>	<u> </u>	John Solarz	<u> </u>	<u>X</u>
Woody Biscoe	<u> </u>	<u>X</u>	Linda Bohn	<u>X</u>	<u> </u>
Tom Fields	<u> </u>	<u>X</u>			

STAFF PRESENT:

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

OTHERS PRESENT:

Julia Patrick, Patrick Media Group; and Beverly Stepp, Pinetop-Lakeside Chamber of Commerce.

ITEM NO. 2, INTRODUCTIONS:

Introductions were made.

ITEM NO. 3, CALL TO THE PUBLIC:

Chairman Meyer explained the rules for Call to the Public.

ITEM NO. 4, CHANGE IN MEETING SCHEDULE:

Chairman Meyer recommended the Committee meet monthly until the economy is better. Julia Patrick stated this would be beneficial to her.

VICE CHAIRMAN HUGHES MOVED THE COMMITTEE APPROVE CHANGING THE MEETING SCHEDULE FROM QUARTERLY MEETINGS TO MONTHLY MEETINGS UNTIL FURTHER NOTICE. COMMITTEE MEMBER PREISS SECONDED THE MOTION. Committee Member Bohn asked if the meeting would be held on the first Wednesday of the month. Chairman Meyer stated either the first or second Wednesday depending upon schedules, but so far it has been the first Wednesday and the change would have to be approved by the Town Council. Ms. Patrick said she would like the meetings to coincide with the White Mountains Partnership meeting date, which is the second Wednesday

of the month. She said she would supply the dates. **VICE CHAIRMAN HUGHES AMENDED HIS MOTION TO INCLUDE THE MEETINGS WOULD BE HELD ON THE SECOND WEDNESDAY OF EACH MONTH.** Ms. Patrick clarified the White Mountains Partnership meets the third Wednesday of the month not the second. Committee Member Bohn said the next meeting would be on April 15, 2009. **VICE CHAIRMAN HUGHES AMENDED HIS MOTION CHANGING THE MEETINGS WOULD BE HELD ON THE THIRD WEDNESDAY OF EACH MONTH. COMMITTEE MEMBER PREISS SECONDED THE AMENDED MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 5, ATTENDANCE REQUIREMENTS AND POSSIBLE CHANGES TO THE BY-LAWS:

Chairman Meyer said Committee Members are required to attend a minimum of three meetings per fiscal year. She recommended a change to the Guidelines so there is better attendance. She said the Town Council would have to approve the change. Kelly Udall said this does not need approval from the Town Council and explained the items in the Guidelines that would go before the Council for approval. Committee Member Chris Kengla said if there are individuals who are not functioning on the Committee to bring it to their attention. He said there could be circumstances they are not aware of and if it is too totalitarian they may not have anyone apply. Chairman Meyer agreed and said she would discuss this with some of the members.

ITEM NO. 6, BUDGET SUBCOMMITTEE REPORT:

Committee Member Preiss presented the projected Hotel Tax Revenues for 2008-2009. He said they are half way through the year and have half the revenue of prior years. He explained the schedule. He said in May they may see a little more come back because of Memorial Day weekend. He said the Committee is looking at a per month allowance over fixed expenses of approximately \$1,500, which he feels is optimistic and thinks it would be \$1,000 to \$1,100 per month for the remainder of the fiscal year. He said every month they would rework the numbers. He said a chess tournament is scheduled in April, which is the worse month of the year. Committee Member Kengla said he feels it is rotated. Mr. Udall said Vice Mayor Smith announced the Student Council attended a State convention and submitted and won the bid for the 2011 conference. Committee Member Kengla said there are activities such as the Academic Decathlon tournament the Committee could tie into. He said people come from different areas and fill the hotels and eat at the restaurants. Chairman Meyer said they would discuss this under item No. 8. Mr. Udall said he feels the School District should participate at the meetings and recommended the Committee extend an invitation to Greg Schalow to appoint an individual to attend the meetings.

Committee Member Preiss stated the budget is due by April 30, and would like volunteers to assist him. Vice Chairman Hughes volunteered to assist Committee Member Preiss.

ITEM NO. 7, HOSPITALITY SUBCOMMITTEE REPORT:

Committee Members Preiss stated the Hospitality Committee has not met since the last Advertising and Promotion Committee meeting. He said a newsletter would be beneficial.

Chairman Meyer stated they do not have the funding to ask Ms. Patrick to prepare a newsletter. Committee Member Kengla suggested Committee Member Preiss draft a newsletter with the assistance of the Hospitality group. Chairman Meyer said Committee Member Preiss could e-mail it to her. Committee Member Bohn said he could e-mail it to her as well. Beverly Stepp said she would add it to the Chambers e-blast. Mr. Udall said if they need clerical help Donna Stanley is assigned to the Committee and to utilize her.

ITEM NO. 8, GROUP SALES BOOKING:

Ms. Stepp said activities are coming in for 2011. She said they are scheduling activities for fall with businesses. She discussed building meeting space inventory. She said the Chambers tried out for Grand Impressions and Hon-Dah Resort and Conference Center is the only facility that seats more than 80 people. She said the Holiday Inn Express seats 70 to 80 people. She said the Show Low Chamber of Commerce hired a new director. Chairman Meyer asked if the Chamber receives calls for reunions. Ms. Stepp said they do. Chairman Meyer asked Ms. Stepp to supply the numbers to the Committee. Ms. Stepp stated the Chamber would compile the information. She said she spoke with Julie Brooks of Wickenburg about a "No Bar Too Far" activity which Wickenburg participates in.

ITEM NO. 9, RACK CARD PRODUCTION WITH DISCOUNTS FOR TRACKING PURPOSES:

Ms. Patrick stated Patrick Media Group created a logo for Pinetop-Lakeside's 25th Anniversary and would utilize the logo throughout the advertising. Mr. Udall said the Town organized a Committee chaired by B.C. Irwin. He said the event would take place on August 22. He said they are looking at other events during the course of the year and would look for marketing and advertising opportunities with community involvement in celebrating the 25th Anniversary of the Town's incorporation. He said Vice Chairman Hughes is also on the Committee and would report to Ad and Promo. Chairman Meyer said she would like the item agendaed for future meetings. Vice Chairman Hughes asked if the logo would be used in conjunction with the United States Capitol Christmas Tree event. Ms. Patrick said for the rest of the year they would not use any logo but this. She said she would talk to Lu Anne Frost about where they can place the logo.

ITEM NO. 10, UPDATE BY PATRICK MEDIA GROUP:

Ms. Patrick stated the TEAM grant is coming to an end for the fiscal year and Ms. Stanley is compiling the reimbursement information and would meet with her. She said in late March they would receive the new TEAM Grant Application and Guidelines which is approximately a 120 day process. She said she thinks electronic issues would be funded more than print issues. She said a member of the White Mountains Partnership was invited to participate in a Media FAM Tour from the Arizona Office of Tourism (AOT), which did not come through Patrick Media Group. She said the tour is comprised of 11 to 15 AOT staff members and is scheduled in July for 3 days. She said she feels AOT would be asking community's to underwrite a big portion of the tour. She said she is conflicted because they would be entertaining the people they pay to represent and serve them and on the other hand they are the frontline of editorial defense. She

said the White Mountain Apache Tribe said they would donate rooms and meals. She said AOT showed her the exact itinerary the Committee supplied to them previously. She said the head representative from Germany would be in attendance and AOT is trying to get the marketing representative for Canada and the Asian contact to participate. She said Tribal marketing for Sunrise has done a good job in the past 90 days supplying daily ski and snow updates. She said the general media is starting to quote Bill London, General Manager of Sunrise. She said the associate producer of Front Doors put Sunrise on the back cover of the magazine with a link to the Sunrise web cam. She said she would supply the closing date of Sunrise to the Committee. She said the White Mountains Partnership met informally last week at Show Low City Hall and declared their financial support for fiscal year 2009/2010 to the Partnership. She said Show Low and Pinetop-Lakeside would participate at a lower level. She said Hon-Dah would remain the same and the community's of Taylor, Snowflake and St. Johns would remain partners. She said she sits on the National Christmas Tree Steering Committee. She said it is a historic event that includes a state tour, an art and poetry project and tribal dancers that would travel to Washington to dedicate the tree. She said the main tree would have 5,000 ornaments and 75 other trees would be placed throughout the Capitol Complex offices. She said all the trees would be decorated with ornaments made by school children in Arizona. She said the activity is done every year under the stewardship of the United States Forest Service.

Ms. Patrick said they are extending the rack card out as far as possible so they do not have a financial problem with printing and the reimbursement process. She said the printer is willing to work with them.

Ms. Stepp said the Forest Service is also looking for organizations to assist in making the ornaments for the Capitol Christmas Tree. She said the Chamber is out of rack and post cards. Ms. Patrick said her goal is to get everything wrapped up by April 28 and would move it up. Committee Member Hughes asked Ms. Patrick to e-mail the anniversary logo to the Committee. Ms. Patrick said she would after it is approved.

ITEM NO. 11, UPDATE BY PINETOP-LAKESIDE CHAMBER OF COMMERCE:

Ms. Stepp reported on the Chamber statistics. She said the Chamber website alternates pictures of Sunrise and has a direct link to Sunrise. She said it was slow over the 3 day weekend. She said some properties dropped their 3 day minimum requirement. She said tickets for the Chamber's Annual Dinner and Fundraiser are \$250 per table for a seating of 8. She said they are putting packages and baskets together for the event.

Ms. Patrick said the Chamber can remove Go Arizona, North Sunset Magazine, and the Tucson Visitors Guide from the statistics sheet. She said she would supply the Chamber with a current spread sheet. Committee Member Preiss asked if the \$100 cost for the 800 number is a fixed cost. Ms. Stepp said the Committee is paying a subsidy.

ADJOURNMENT:

The special meeting was adjourned at 10:43 a.m.

Dated this 18th day of March 2009.

PINETOP-LAKESIDE ADVERTISING & PROMOTION
COMMITTEE

/s/ Donna Stanley, Secretary