

MINUTES OF THE REGULAR MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON APRIL 15, 2009, AT 9:00 A.M. IN THE EXECUTIVE MEETING ROOM.

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Chairman Meyer called the meeting to order at 9:11 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>    </u>	<u>X</u>
Dennis Hughes	<u>X</u>	<u>    </u>	Sean Preiss	<u>X</u>	<u>    </u>
Chris Kengla	<u>    </u>	<u>X</u>	John Solarz	<u>X</u>	<u>    </u>
Vacant	<u>    </u>	<u>    </u>	Linda Bohn	<u>X</u>	<u>    </u>
Tom Fields	<u>X</u>	<u>    </u>			

STAFF PRESENT:

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

OTHERS PRESENT:

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

ITEM NO. 2, INTRODUCTIONS:

Introductions were made.

ITEM NO. 3, CALL TO THE PUBLIC:

Chairman Meyer explained the rules for Call to the Public.

Vice Chairman Hughes stated Woody Biscoe has resigned from the Committee. Chairman Meyers stated she would like to recognize him for his many years of service on the Committee. Kelly Udall stated they are in the process of advertising the vacancy.

ITEM NO. 4, CONSENT AGENDA:

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

ITEM NO. 5, BUDGET SUBCOMMITTEE REPORT:

Committee Member Preiss stated he forecasted the February tax revenues would be down 20% but were actually \$3,000 less. He recommended the Committee not spend any funds for the remainder of the fiscal year. He said they would see a little rebound in May. He said he has a draft of the 2009-2010 Budget but would revise it to coincide with the 2009-2010 Arizona Office of Tourism (AOT) Grant and would e-mail it to the Committee next week. Chairman Meyer said if necessary they would hold a Special Meeting to discuss the 2009-2010 Budget. Mr. Udall said he informed the White Mountains Partnership that the Advertising and Promotion Committees contribution to the Partnership for 2009-2010 would be reduced to \$20,000 from \$30,000.

ITEM NO. 6, RUN TO THE PINES CAR SHOW FUNDING REQUEST:

Chairman Meyers explained the event. Committee Member Preiss said he allocated \$2,000 for the "Run to the Pines Car Show" in the fiscal year 2009-2010 budget.

**COMMITTEE MEMBER PREISS MOVED THE COMMITTEE APPROVE FUNDING ASSISTANCE FOR THE RUN TO THE PINES CAR SHOW IN THE AMOUNT OF \$2,000. COMMITTEE MEMBER SOLARZ SECONDED THE MOTION. COMMITTEE MEMBER PREISS AMENDED HIS MOTION TO INCLUDE LANGUAGE "TO BE FUNDED FROM THE 2009-2010 FISCAL YEAR BUDGET." COMMITTEE MEMBER SOLARZ SECONDED THE AMENDED MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 7, WHITE MOUNTAINS ROUNDUP REQUEST FOR FUNDING ASSISTANCE:

Jo Baeza stated she has a regional approach to everything. She said when she first moved to the area Navajo and Apache County were among the most economically depressed counties in the United States. She said they have come a long way. She said she is a writer and started the Cowboy Poetry event which is called "White Mountains Roundup." She said it is a three day event and said this year it would be held in Show Low. She said she feels what is good for one town in the region is good for the entire region. She supplied the Committee with White Mountains Roundup brochures. She said there are only two other large events in Arizona one in Sierra Vista and one in Prescott. She said last year the funding assistance provided by the Committee helped immensely. She said the ad in the "American Cowboy" magazine brought in over 100 responses from people all over the world interested in visiting the White Mountains. She thanked the Committee for their past support. She said Arizona Highways is promoting the activity with an article and pictures. She said she is asking for funding assistance for one ad either in the "American Cowboy" Magazine or "True West" Magazine. She said they are trying to get other communities involved. She said she serves on the Arizona Centennial Committee and they are planning Arizona's Centennial program with the White Mountain Symphony Orchestra in 2011. Committee Member Linda Bohn said they have a great website and tickets would be sold online. Ms. Baeza said they are incorporated and have applied for 501(c)(3) status. Committee Member Preiss said if they can wait until July to be paid they would fund two ads. Ms. Baeza agreed to wait.

**COMMITTEE MEMBER PREISS MOVED THE COMMITTEE APPROVE FUNDING ASSISTANCE FOR THE WHITE MOUNTAINS ROUND-UP FOR ADVERTISEMENT IN THE AMERICAN COWBOY MAGAZINE AND TRUE WEST MAGAZINE, IN AN AMOUNT NOT TO EXCEED \$1,200, TO BE FUNDED FROM THE 2009-2010 FISCAL YEAR BUDGET. COMMITTEE MEMBER SOLARZ SECONDED THE MOTION AND IT CARRIED WITH FIVE IN FAVOR. COMMITTEE MEMBER BOHN ABSTAINED FROM VOTING.**

Mr. Udall said it is a wonderful event but said he is disappointed the event was moved to Show Low. Ms. Baeza said they are saving over \$800 by having it there instead of at the Blue Ridge School District. She said the City of Show Low is paying the event insurance and assisting with printing and office costs. Committee Member Bohn said it is a better venue. Ms. Baeza said they may move the event back to Pinetop-Lakeside. Mr. Udall said Pinetop-Lakeside has not been approached for assistance. Chairman Meyer recommended the Committee discuss next year's event early. She asked if they would include the new Town logo in the ads. Ms. Baeza said they would. Julia Patrick said she would e-mail the logo to them. Committee Member Tom Fields said to send the information to him in a beta sp format and he may be able to obtain some public service announcements.

ITEM NO. 8, HOSPITALITY SUBCOMMITTEE REPORT:

Committee Members Preiss stated he is working on a newsletter. John Solarz said the Star report compared the Town to the northeastern area. He said occupancy for the past 3 months is down 3.4% over last year. He said looking at February, which is ski season, Arizona overall was down 10.8% over last year. He said properties discounted their rooms 20% over last year on top of losing occupancy. He agrees with Committee Member Preiss to watch the revenues. He said he thinks summer will be good. He said last year for the 4<sup>th</sup> of July weekend, a girls softball team stayed at his property for \$109 per night and this year he lowered the price to \$80 per night. He said lowering prices is hurting them. He said many of the restaurants are utilizing different specials. He said the most important thing is to focus on customer service. He said they noticed bookings are approximately  $\frac{3}{4}$  of a day out so it is extremely hard for them to forecast. Chairman Meyer asked if they have scheduled any hospitality events. Committee Member Preiss said he does not have it on the books but thinks it will be held at Lake of the Woods and preferably prior to the Memorial Day weekend. Committee Member Solarz recommended some type of activity or banner being done expressing the Town's appreciation to visitors to the area. Ms. Patrick said there would be community activity and outreach through the Town's 25<sup>th</sup> Anniversary celebration. Beverly Stepp said they do not do banners across the highway anymore. She said she will be meeting with Mark Sterling to discuss the use of a private property to display banner ads and they would not have to go through the ADOT process.

ITEM NO. 9, UPDATE BY PATRICK MEDIA GROUP:

Ms. Patrick presented the Rack Card and said they would be good for hospitality. She said they printed 40,000 brochures with 100% being funded by AOT. She said the majority of them would be distributed through the Chamber. She said she would like everyone to take some to use and distribute. She said AOT divided the TEAM grant into two parts and is now called the Arizona

Rural and Regional Marketing (ARRM) and EZ Advertising. She said the maximum award to a Regional entity through ARRM is \$80,000 and \$16,000 is the maximum award for individual entities. She said for EZ Advertising the maximum award for a Regional and individual entity is \$50,000. She said at the certification class she attended the White Mountains Partnership was used as a model success group. She explained the programs. She said she thinks the awards would be lower than last year with the possibility of not being funded at all. She said they are looking at mid to late summer before they know how they are scored, which puts them into a different time frame for advertising opportunities. She said she is meeting with Committee Member Preiss after the meeting to explore different options they can apply for. She said they would apply for the full amount and come up with Plan B in case they do not receive the full award and would supply the Committee Members with a synopsis. She said the emphasis will be more on electronic marketing. She said she met with the Pinetop-Lakeside Town Council and discussed the Town's participation in the White Mountains Partnership. She said the Town Council is supportive. She presented the Experience Arizona magazine as well as advertisements with the new logo and said from now until the end of the year they would employ the new logo on all the marketing materials. She said the logo is on the Town's website.

ITEM NO. 10, PINETOP-LAKESIDE 25TH ANNIVERSARY COMMITTEE UPDATE BY DENNIS HUGHES:

Vice Chairman Hughes stated the celebration is all year with the main event on August 22. He said activities include a fishing derby in the morning at Woodland Lake Park, and in the afternoon activities at Mountain Meadow Complex include a community picnic, softball, a 2-mile walk, a bike tour and a street dance on August 21. He said the Town is very involved and civic agencies around Town are pitching in. He said he feels it will be a great summer.

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

Ms. Stepp reported on the Chamber statistics. She said the Chamber has noticed activity picking up. She said they have a new tracking system and are utilizing it. She said the Chamber is coordinating "Stash the Trash" and would like advice. She said they have five 40-yard dumpsters scheduled to be placed between Penrod and Lockwood on May 16 from 8:00 a.m. to 2:00 p.m. She said R&M Refuse, Larson Waste, and Waste Management donated the fee for drop off and pickup and they would not be charged for tonnage. She said she contacted Home Depot to see if they would supply coupons and Christopher Gardens is donating coupons for mulch.

Chairman Meyer asked if the Chamber is tracking Group Sales. Ms. Stepp said they have not had any direct contact. Ms. Patrick recommended they talk to John Vuolo, the Parks and Recreation Director, about Group Sales. Mr. Solarz said on June 14-15, a large group of motorcycle riders from all over the world; Australia, Germany, France, and Great Britain booked the hotel for two days. Ms. Patrick said Sunrise would be open in the summer and activities include mountain biking. Ms. Stepp said the Chamber has received calls inquiring about 4th of July fireworks. Mr. Solarz said he would like the Chamber to include a thank you in their newsletter to the visitors. Ms. Patrick suggested Mr. Solarz also talk to Lu Anne Frost, the Town Clerk.

The next meeting is scheduled for May 20, 2009.

ADJOURNMENT:

The regular meeting was adjourned at 10:35 a.m.

Dated this 20th day of April 2009.

PINETOP-LAKESIDE ADVERTISING & PROMOTION  
COMMITTEE

/s/ Donna Stanley, Secretary