

MINUTES OF THE REGULAR MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON JUNE 17, 2009, AT 9:00 A.M. IN THE EXECUTIVE MEETING ROOM.

Chairman Meyer called the meeting to order at 9:10 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> </u>	<u>X</u>
Tom Fields	<u>X</u>	<u> </u>	John Solarz	<u>X</u>	<u> </u>
Rich Crockett	<u>X</u>	<u> </u>	Linda Bohn	<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:

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

ITEM NO. 2, INTRODUCTIONS OF COMMITTEE MEMBERS AND NEW COMMITTEE MEMBER DONNA WASTCHAK-SPILLMAN:

Introductions were made. Chairman Meyer welcomed Donna Wastchak-Spillman to the Committee.

ITEM NO. 3, CALL TO THE PUBLIC:

Chairman Meyer explained the rules for Call to the Public.

There was no public participation at this time.

ITEM NO. 4, CONSENT AGENDA:

COMMITTEE MEMBER WASTCHAK-SPILLMAN MOVED TO APPROVE THE CONSENT AGENDA AS PRESENTED. COMMITTEE MEMBER BOHN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 5, BUDGET SUBCOMMITTEE REPORT:

Chairman Meyer said the budget subcommittee met this morning, but Committee Member Preiss could not attend the meeting. Kent Brooksby stated the final budget would go before the Town Council on July 2, 2009. He said a softball tournament with participation of 29 Arizona Teams is scheduled in Town. Committee Member John Solarz said Best Western is sold out this weekend. Committee Member Wastchak-Spillman said she has two rooms available.

ITEM NO. 6, HOSPITALITY SUBCOMMITTEE REPORT:

There was no discussion under this item.

ITEM NO. 7, UPDATE BY PATRICK MEDIA GROUP:

Julia Patrick stated Jane Hawkins, the Arizona Office of Tourism (AOT) representative from Great Britain, would be here on Friday, June 19. She said Mountain Haven Inn donated her lodging. She said she would entertain Ms. Hawkins for dinner at Charlie Clark's and would provide her with a welcome bag. She said the AOT Fam Tour scheduled for July 10, 2009, includes a barbecue hosted by the Town of Pinetop-Lakeside at Woodland Lake Park. She said Anne Groebner is providing lodging at Hon-Dah Resort for the AOT staff. Beverly Stepp offered to provide Native American pre-show tickets. Ms. Patrick said she would like the Ad and Pro Committee Members, the Mayor and Town Council and key staff members from the Town to be in attendance. Committee Member Bohn said she would donate a guitar. Ms. Patrick said AOT is refocusing their marketing to in state "staycations." She said the AOT-ARRM Grant funding is hinged on the State passing their budget. She said after they receive the result of the awards they would have to re-submit their application because she feels it would be substantially less than in the past. She said the White Mountains Partnership (WMP) is allowed to apply for a much larger amount of funding and said even if the Town does not receive funding they are attached to the WMP and would have some opportunities for regional positioning. She said it is a matching grant and explained the plan. She said the Arizona Republic has a Travel in Arizona banner, and said she negotiated a fee of \$115 per week for a 16 week run, which does not have to be consecutive. She said the ad would run into the fall and would direct people to the website. She said it is a great value for the exposure they would receive. She said they purchased remnant space on the inside back cover of the Arizona Highways July issue, which is the only ad offered. She said Pinetop-Lakeside has marketing through the WMP, which is regional in nature and said Pinetop-Lakeside becomes a major hospitality hub for some of these activities. She said the White Mountains would be featured on the cover of the Arizona Tourist News July issue, which was supported by the WMP. She said they advertised in the Phoenix Magazine and Arizona Highways has an article on the White Mountains Roundup. She said pinetoplakeside.com is owned and hosted by the Town, but Patrick Media Group would maintain it. She said the website has the continuity of the new campaign "True Arizona." Ms. Patrick gave a brief report on the Capitol Christmas Tree project. There was discussion regarding promoting the cutting of Christmas trees and the possibility of promoting the free season ski passes for children offered at Sunrise Ski Park. Ms. Patrick said she would discuss this with Ms. Groebner. Ms. Stepp said the Chamber advertises the free passes.

ITEM NO. 8, GROUP SALES:

Chairman Meyer said Group Sales is a Convention and Visitors Bureau concept which has substantial buy-ins and said it is in the beginning stages. She said this is fostered by a report Mr. Brooksby did. She said with budget constraints they are not able to do anything at this time and said at this point they would review the RFQ. Committee Member Wastchak-Spillman and Bohn volunteered to assist with Group Sales.

ITEM NO. 9, PINETOP-LAKESIDE 25TH ANNIVERSARY COMMITTEE UPDATE BY DENNIS HUGHES:

Vice Chairman Hughes reported on the 25th Anniversary. He passed out sponsorship forms for the Chamber and showed the poster design that was chosen commemorating the 25th Anniversary and the winning design for the T-shirt, which was designed by a high school student. He said there is a lot of activity and promotional items have been ordered. Ms. Patrick thanked Vice Chairman Hughes for his hard work. Ms. Stepp said past Town Council Members have been invited to attend the celebration. She said the main activity would take place on August 22.

ITEM NO. 10, UPDATE BY PINETOP-LAKESIDE CHAMBER OF COMMERCE:

Ms. Stepp reported on the Chamber statistics. She said they are preparing for the Native American Art Festival July 10 through 12, with the pre-show on July 10. She said they received a lot of applications but is concerned with the increasing price of gas. She said the Chamber received their annual review, which was excellent. She said the Fall Festival and Blue Grass Festival are doing well. She said the Blue Grass Festival would be held at the Hon-Dah Fair Grounds on August 7, 8, and 9. Vice Mayor Crockett said the Blue Grass Festival is expensive to provide and is the only Festival the Chamber does not profit from. Ms. Stepp said many properties are opening up at night with smaller venues. Vice Mayor Crockett said the Chili Cook-off Festival is on July 18 at Mountain Meadow Recreation Complex. He said the winners would go to the national championship. He said their hope is it would become a big event and they would continue to hold it in Pinetop-Lakeside.

The next meeting is scheduled for July 15, 2009.

ADJOURNMENT:

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

Dated this 1st day of July 2009.

PINETOP-LAKESIDE ADVERTISING & PROMOTION
COMMITTEE

/s/ Donna Stanley, Secretary