

MINUTES OF THE REGULAR MEETING OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON AUGUST 19, 2009, AT 9:00 A.M. IN THE EXECUTIVE MEETING ROOM.

Chairman Meyer called the meeting to order at 9:06 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>
Tom Fields	<u> </u>	<u>X</u>	John Solarz	<u>X</u>	<u> </u>
Woody Biscoe	<u>X</u>	<u> </u>	Linda Bohn	<u>X</u>	<u> </u>
Donna Wastchak-Spillman	<u>X</u>	<u> </u>			

STAFF PRESENT:

Kelly Udall, Town Manager; Rich Crockett; Town Council Alternate; and Donna Stanley, Secretary.

OTHERS PRESENT:

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

ITEM NO. 2, INTRODUCTIONS OF COMMITTEE MEMBERS:

Introductions were made.

ITEM NO. 3, CALL TO THE PUBLIC:

Chairman Meyer explained the rules for Call to the Public.

Kelly Udall extended an invitation to the Committee to attend the Towns 25th Anniversary on Saturday August 22, 2009.

ITEM NO. 4, CONSENT AGENDA:

COMMITTEE MEMBER JOHN SOLARZ MOVED TO APPROVE THE CONSENT AGENDA AS PRESENTED. COMMITTEE MEMBER LINDA BOHN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 5, ACKNOWLEDGEMENT OF RESIGNATIONS OF COMMITTEE MEMBER RANDY FULLER AND COMMITTEE MEMBER TOM FIELDS; AND CONFIRMATION OF NEW COMMITTEE MEMBERS BY TOWN COUNCIL:

Chairman Meyer said the Town Council approved the reappointments of the four incumbents and the appointments of Greg Tock and Dennis Ahlman to fill the next available positions. She said they received resignations from Committee Members Tom Fields and Randy Fuller. She welcomed Mr. Tock to the Committee and said Mr. Ahlman is not in attendance.

ITEM NO. 6, ANNUAL RETREAT:

The Committee discussed changing the date of the annual Retreat to September 23 at 9:00 a.m. Chairman Meyer said lunch would be provided. She said they would hold the regular meeting first and then move into the Retreat. Mr. Udall said they could hold the Retreat at a different location. Committee Member Sean Preiss said he would work on this. Committee Member Woody Biscoe said they could have it at Diamond West. Chairman Meyer asked Committee Member Biscoe to let them know if it is available.

VICE CHAIRMAN DENNIS HUGHES MOVED TO CHANGE THE SEPTEMBER 16, 2009 MEETING TO SEPTEMBER 23, 2009. COMMITTEE MEMBER GREG TOCK SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

COMMITTEE MEMBER BOHN MOVED TO CHANGE THE OCTOBER 21, 2009 MEETING TO OCTOBER 14, 2009. COMMITTEE MEMBER PREISS SECONDED THE MOTION. COMMITTEE MEMBER BOHN AMENDED THE MOTION TO CHANGE THE MEETING DATE TO OCTOBER 7, 2009. COMMITTEE MEMBER SOLARZ SECONDED THE AMENDED MOTION AND IT CARRIED UNANIMOUSLY.

Item No. 9 would be discussed at this time.

ITEM NO. 9, UPDATE BY PATRICK MEDIA GROUP:

Julia Patrick said the Town of Pinetop-Lakeside did not receive an award through the AOT ARRM Grant. She said the White Mountains Partnership received an award of \$40,800, pending appropriated funds. She said on July 10 the AOT FAM Tour were graciously welcomed by the Pinetop-Lakeside Chamber of Commerce at the Native American Pre-show. She thanked the Chamber. She said there were 15 people in attendance. She said that was on the same day of the Governors Conference on Tourism. She said they were presented with a gift bag. She said Patrick Media Group (PMG) purchased 25 of the Towns 25th Anniversary T-Shirts and included them in the bag. She said they were impressed with the T-shirts and on the way out Hon-Dah also gave them T-shirts. She said everyone including the state representatives, were amazed with the nature of the forest and the rain storm they had. She said they had an amazing time at the Native American Pre-show. She said they liked the area, and were surprised with the Native American Culture and the historical aspect. She said since then two Europeans contacted her to pitch story lines, which they would not have gotten beforehand. She said the next morning they

toured Fort Apache and then drove to Snowflake/Taylor and on behalf of the White Mountains Partnership (WMP), the two communities of Snowflake and Taylor and the Regional Chambers hosted a lunch at the Heritage House. She said at the same time she had to leave the tour to do a radio interview with Clear Channel on traveling instate and instate “staycations.” She said she would provide the link. She said they then escorted them to the Native American Art Festival and said goodbye to the AOT Media Group. She recommended the Committee work more locally and not count on long term media pieces, for now, but keep the relationship with AOT strong.

Ms. Patrick said AOT granted her an award to attend the Arizona’s Governors Conference. She said she also attended social media seminars. She said AOT is embarking upon a new branding campaign, “Free to be AZ.” She said Moses Anshell is the agency of record who created the campaign. She said AOT wants to do more eco and heritage tourism, which Pinetop-Lakeside dovetails into perfectly. She said they can advertise for 16 weeks in the Arizona Republic Sunday Travel Section for less than \$2,000 and said the ads do not have to run consecutively. She said it is a small black and white add and would be a branding message. She said there is an opportunity to join with the Tribe to advertise the winter aspect. She said they have the funds to reach that market, but if they partner with the Tribe they expand their reach by 50%. She said Anne Groeber would be the contact for Sunrise. She said Ms. Groebner expressed an interest in joint advertising. She said she would report back on this. She passed out the media coverage that has been done on the Capitol Christmas Tree project. She said the Superintendent of the United States Capitol Architects office came from Washington, D.C. with a Forest Service representative to select the tree for the United States Capitol. She said he was here for four days and on one of those days they had a large media event. She thanked Committee Member Tock for sending a reporter. She said Committee Member Biscoe reported he saw an ad on the Capitol Christmas Tree Project in Tulsa, Oklahoma. She said she has commemorative lapel pins, rack cards and sponsorship kits. She said an 85 foot blue spruce tree was selected. She said people from the United States Forest Service were shocked at the nature, size and health of the Apache Sitgreaves Forest. She said November 7 is the official cutting date of the tree and would be done in a public environment with the governor in attendance. She said in addition to the big tree they would provide 80 trees for the Capitol Complex offices and said they would come from throughout Arizona. She said a Juried Art Show will be held in October, at the State Capitol, and a piece of art would be selected to represent the tree. She said it would hang permanently in the Department of Agriculture Gallery. She said the event is open to Arizona residents. She said she is embarking on a 10-day tour of the state traveling with the tree and doing the media work. She said the big send off from here would occur in Show Low. Then they embark on a 10-day national tour to Washington, D.C. She said the WMP and the Town of Pinetop-Lakeside would have their logos on the exhibit. She said depending on the weather they expect 400 to 600 people at the tree cutting, which means Pinetop-Lakeside would become a major hospitality center. She said they discussed tying the event into promoting people to visit the area to cut a Christmas tree. She said the tree lighting would be held on December 8th or 9th at 5:00 p.m. and will make the local news here. She said other media events include when the tree is delivered and turned over to the Capitol staff. She said the Washington, D.C. Chamber of Commerce and tour groups are selling tickets to tour the Capitol Christmas Tree. She said she would like their participation on November 7. Donna Stanley asked if they have a back up tree. Ms. Patrick said they do. She said when they take the tree down it is chipped and becomes mulch for the Capitol

grounds. There was discussion regarding the use of photos from various sources on the website. Chairman Meyer said she has a massive library of forest shots and would forward them to Ms. Patrick. Ms. Patrick said the City of Show Low committed to photograph the site and to film the cutting and said she asked about the possibility of sending one of their cameramen on the tour.

She said the tourism website is completed, but said they were asked to add a page for economic development. She said when this is done the website would be launched.

ITEM NO. 7, BUDGET SUBCOMMITTEE REPORT:

Committee Member Preiss said the final tax revenue numbers for fiscal year 2008-2009 were down 20% with a \$5,500 deficit. He said he foresees Pinetop-Lakeside revenues being down again this year and said he estimates they will take in \$110,000 in tax revenues. He said at the Retreat they need to be cost effective in what they do so they receive the most bang for the buck. He said he would supply more information on the budget at the Retreat.

ITEM NO. 8, HOSPITALITY SUBCOMMITTEE REPORT:

Chairman Meyer said Committee Member Preiss asked that an item be placed on the agenda to select a new Chairman for the Hospitality Subcommittee. She said Committee Member Solarz expressed an interest in becoming the Chairman of the Hospitality Subcommittee.

COMMITTEE MEMBER PREISS MOVED TO APPOINT COMMITTEE MEMBER SOLARZ CHAIRMAN TO THE HOSPITALITY SUBCOMMITTEE. COMMITTEE MEMBER BOHN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

Committee Member Solarz said the reports he has received indicate they would level off in the third quarter of 2010. He said they need to push packages and deals. He said he is willing to stick his neck out and would like their assistance. He explained what they would provide in a package and the value. He suggested Ms. Patrick ask Sunrise about the possibility of purchasing approximately 500 lift tickets at a discount. Ms. Patrick said she would like to show Sunrise the art work for the coupons. She said the Committee would have to fund the art work. Committee Member Donna Wastchak-Spillman said she has been doing packages at her Inn for 10 years and said Sunrise would never touch a discount, and said now they have a tax. Beverly Stepp said many towns are exploring the use of a passport book to keep visitors in their towns. Committee Member Preiss recommended the coupons be valid Sunday through Thursday and suggested having a hospitality lunch as soon as the discounts are confirmed. There was discussion that if the Tribe cannot discount lift tickets to ask if they would supply discounts on equipment rentals and lessons. Committee Member Solarz said the biggest complaint he receives is the ski lift is not maintained and especially when it snows. Chairman Meyer said they would let Ms. Patrick handle this.

ITEM NO. 10, GROUP SALES:

Chairman Meyer said at this point they cannot pitch the concept of a Visitors Bureau or Group Sales opportunity to the different Councils until they have solid information with regard to the

structure of the organization. Committee Member Biscoe said group sales would pay for itself. Committee Member Solarz said he just returned from the Smokey Mountain Region. He said their hotels set their TV's to automatically go to the channel that shows the Towns events when turned on. He suggested they explore doing this. Ms. Patrick said they have the DVD footage. Mr. Udall suggested they put this item on the Retreat Agenda. He said Cable One, through a Franchise agreement with the Town, has an obligation to provide the Town with a channel. He said they have not advanced the concept because they don't have the equipment such as Show Low has invested in City 4 Television. He said the opportunity exists and it may be worthy of discussion. Ms. Stanley was asked to agenda this item for the Retreat.

ITEM NO. 11, PINETOP-LAKESIDE 25TH ANNIVERSARY COMMITTEE UPDATE BY DENNIS HUGHES:

Vice Chairman Hughes said this Saturday, the 22nd, is the day of the event. He said the festivities start at 10:30 a.m. Chairman Meyer said there will be a lot of combined events.

ITEM NO. 12, UPDATE BY PINETOP-LAKESIDE CHAMBER OF COMMERCE:

Ms. Stepp reported on the Chamber statistics. She said the Wickenburg Chamber of Commerce came up last weekend and did their "No Bar Too Far" event. She said there were 95 participants. She said they had beverages at Charlie Clarks, dinner at the Chuck Wagon Steak House and stayed at Hon-Dah Resort and Casino. She said the Regional Chambers put in a bid for Grand Impressions and Legislative Day. She said Fall Festival is coming up. She said the Native American Festival did well. She said the Wildlife Festival is partnering with the Nature Center and would be held at the Nature Center. She said Councilman Norris Dodd is exploring the possibility of the use of the firewise trailer as an exhibit. She said the Blue Grass Festival was phenomenal. She said they made money this year. She said the Historical Society held a Grand Opening and did great with approximately 1,300 people attending.

Chairman Meyer said Committee Members Biscoe and Preiss would work out the arrangements for the Retreat.

The next meeting is scheduled for September 23, 2009.

ADJOURNMENT:

The regular meeting was adjourned at 10:37 a.m.

Dated this 15th day of September 2009.

PINETOP-LAKESIDE ADVERTISING & PROMOTION
COMMITTEE

/s/ Donna Stanley, Secretary