

MINUTES OF THE REGULAR MEETING/RETREAT OF THE ADVERTISING AND PROMOTION COMMITTEE OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD ON SEPTEMBER 23, 2009, AT 9:00 A.M. IN THE LAKEWOOD ROOM, AT THE LAKE OF THE WOODS RESORT.

Chairman Meyer called the meeting to order at 9:25 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>	Linda Bohn	<u>X</u>	<u> </u>
Dennis Hughes	<u> </u>	<u>X</u>	Sean Preiss	<u>X</u>	<u> </u>
John Solarz	<u>X</u>	<u> </u>	Greg Tock	<u>X</u>	<u> </u>
Woody Biscoe	<u>X</u>	<u> </u>	Dennis Ahlman	<u>X</u>	<u> </u>
Donna Wastchak-Spillman	<u> </u>	<u>X</u>			

STAFF PRESENT:

Kelly Udall, Town Manager; 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:

Introductions were made.

ITEM NO. 3, CALL TO THE PUBLIC:

Chairman Meyer explained the rules for Call to the Public.

Chairman Meyer stated the Committee would discuss Item No. 4 at the end of the meeting.

ITEM NO. 5, CONSENT AGENDA:

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

ITEM NO. 6, BUDGET SUBCOMMITTEE REPORT:

Committee Member Sean Preiss said for the past two months tax revenues were down 18% but said it is not complete doom and gloom. He said overall he proposes to be down 15% from the

proposed budget. He said they did not receive the AOT grant. Chairman Meyer said which also means they do not have to spend the matching funds. She said they are down \$45,000, but are also down \$30,000 in expenditures. Committee Member Preiss said the really good news is the July tax figures were only down .4% from the prior year. He said regionally total room occupancy is down 23%. Committee Member Solarz said the Average Daily Rate (ADR) for rooms varies from property to property and said the ADR on the average is down 18%. Chairman Meyer said she thinks they have a good chance of repositioning themselves. Committee Member Solarz recommended the Committee prepare to compete against the larger ski resorts in the wintertime.

ITEM NO. 7, REQUEST FOR ADVERTISING ASSISTANCE FOR THE 4TH ANNUAL WOODLAND WILDLIFE FESTIVAL:

Committee Member Woody Biscoe asked if there would be participation from food vendors and said he has a problem with that. Beverly Stepp said the only food vendor they had last year was the Save Our Park Committee and said she thinks it would be the same this year. She said the event is on October 3 and 4. She said unfortunately Sunrise changed their discount ski pass day, instead of being that weekend it would be on the following weekend. She said it is a good draw. Donna Stanley recommended the Committee invite Bill London to a meeting. She said Sunrise has participated with the Advertising and Promotion Committee in the past. There was discussion of the possibility of inviting Sunrise to the meetings. Committee Member Preiss asked if the Chamber could provide the Wildlife Festival invoice earlier next year. Ms. Stepp said they could do that.

COMMITTEE MEMBER PREISS MOVED TO APPROVE ADVERTISING ASSISTANCE FOR THE 4TH ANNUAL WOODLAND WILDLIFE FESTIVAL IN THE AMOUNT OF \$2,000. COMMITTEE MEMBER SOLARZ SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 8, UPDATE BY PATRICK MEDIA GROUP:

Ms. Patrick stated the Capitol Christmas Tree cutting ceremony is on Saturday, November 7 at 10:00 a.m. and said it is open to the public. She said during the Capitol Christmas Tree project meeting yesterday they discussed the ceremony and staging. She said they are expecting a lot of media attention. She said individuals in Phoenix are determining which senator would be in attendance. She said an 85 foot blue spruce tree was selected and is near Alpine. She said shuttles would be provided from the Alpine area to the tree cutting site. She said TRACKS volunteered to assist. She said at this point the Town of Pinetop-Lakeside is not scheduled to have a ceremony. She said it will probably be more of an escort and said they would work with ADOT to receive a permit to close one lane. She said they may have to extend out because Kelly Udall is not happy the Capitol Christmas Tree caravan would not be making a full stop with a ceremony. She said an invitation was extended and it was not responded to. She said many types of events are planned and they would be listed on the website. She said they have 25 stops in Arizona and after 10 days they embark on another 10 day tour to Washington D.C. She said the caravan would have identification with sponsor logos. She said she would have swag bags with the Pinetop-Lakeside logo on it. She said the bags would include the rack cards, ornaments

from the Towns 25th Anniversary and other items from sponsors. She said they filled one media binder full of ads. She said they have received tremendous coverage from the White Mountain Independent and said they were featured on the front cover of the paper. She thanked Committee Member Greg Tock. She said they received coverage from the Associated Press and the Cronkite News Service. She said a Juried Art Show is scheduled. She said she met with Win Holden, publisher of the Arizona Highways Magazine to discuss the tree, and said they are sending Jeff Kidada, their Photo Editor, on Friday. She said they are doing a full page editorial with a single shot of the tree in its natural state in the forest and will have a side bar of details and fun facts. She said it would be in the January issue, which comes out the first week in December. She said they are drop shipping 1,000 magazines to Washington D.C. to be distributed at the 3 big events being held. She said the online edition would have a map of the area and pictures of the ornaments on the tree as it is being decorated as well as the lighting ceremony. She said Arizona Highways has really stepped up and are providing items to go in the gift bags as well as trying to come up with some funding for the project. She said the magazine has always focused on the landscape and not so much on people, but now they are going to do profiles of interesting people. She said to let her know if there is anyone in the community that is interesting. She said there is a link to the Capitol Christmas Tree Project and said she would provide a blog on the website everyday. She said they would have 4 GPS units on the trailer and every 10 minutes it is uploaded by satellite so they can see where the tree is. She said this will be a learning experience for school children. She said she would be available and her office would work with them. She said she will be here on November 4, then gone until December 14. She said Claudia Wright would be the point person and said she would bring her to the October meeting.

Ms. Patrick said she needs assistance with the White Mountain Apache Tribe. She said Anne Groebner does not have the authority to make decisions for them. She said she has not been able to reach Bill London. Ms. Stanley said she would try to get Mr. London's number for her. Ms. Patrick said they need to do this in the next two weeks. She asked Ms. Stanley to get three tentative meeting dates from Mr. London. Ms. Stanley was asked to include Chairman Meyer and Committee Member Tock in the meeting.

ITEM NO. 9, UPDATE BY PINETOP-LAKESIDE CHAMBER OF COMMERCE:

Ms. Stepp reported on the Chamber statistics. She said Fall Festival is this weekend and the Chamber is setting up for the parade. She said Winter Games are in January. She said they started a quarterly luncheon called PLAN, "Pinetop-Lakeside Active Networking." She said Crystal O'Donnell, of the Chamber, and Gordon Merrill, of Edward Jones, started a morning networking group. She said the new Chamber directory would be out by the end of November. She said it is 8 ½ x 11 and in full color.

ITEM NO. 4, SELECTION OF COMMITTEE CHAIRMAN AND VICE CHAIRMAN:

Chairman Meyer said it has been an absolute pleasure leading the Committee.

COMMITTEE MEMBER BOHN MOVED TO APPOINT GWEN MEYER AS CHAIRMAN OF THE COMMITTEE. COMMITTEE MEMBER TOCK SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

COMMITTEE MEMBER SOLARZ MOVED TO APPOINT SEAN PREISS AS VICE CHAIRMAN OF THE COMMITTEE. COMMITTEE MEMBER AHLMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

The next regular meeting is scheduled for October 7, 2009.

The following items were discussed during the Retreat.

ITEM NO. 1, PRESENTATION BY JULIA PATRICK, PATRICK MEDIA GROUP:

Status of the Arizona Tourism Industry.

Ms. Patrick gave a power point presentation and discussed the following items Patrick Media Group (PMG) considered when they were hired: (1) Eco Tourism; (2) the Four Seasons; (3) Recreation, winter sports and skiing; (4) the relationship with the White Mountain Apache Tribe. She discussed who their partners are.

Ms. Patrick discussed the Current Marketing Strategy and discussed the following new marketing tools created: The Wildlife Viewing Map; the Rack Card/Post Card; and the Tourism Website.

Ms Patrick discussed Opportunities/Challenges for Pinetop-Lakeside Tourism. She discussed the following: Funding Changes; Marketing Response; Marketing Options; Creative Outreach; and the need to keep relationships strong with Arizona Office of Tourism (AOT) and the White Mountain Apache Tribe.

Ms. Patrick discussed the following top achievements for 2009: New Committee Members; Strong Town Council Relationship; and New AOT Engagement via the Capitol Christmas Tree Project. There was discussion that the Capitol Christmas Tree Caravan would now make a stop in Pinetop-Lakeside. Mr. Udall asked the Committee to take on the task of working out the details. Ms. Patrick said she needs assistance from the Committee to assist with the project. Committee Member's Tock, Bohn and Ahlman volunteered to assist with the project.

Ms. Patrick discussed the following: Hospitality Trade Outreach; Positive Media Relationships/Editorial; Movement towards more web presence; and Consistent Branding Message.

ITEM NO. 2, Ongoing Efforts:

- a. Group Sales. Chairman Meyer gave a general review of the Group Sales effort to date and the reasons for beginning this effort.

- b. Hospitality Committee. Committee Member Solarz spoke about coordinating a meeting with the Hospitality Committee.

ITEM NO. 3 BRAINSTORMING FUTURE OPTIONS:

- a. Cable One Channel Outreach and Options.

The Committee discussed the possibility of having a television station for Pinetop-Lakeside through the franchise the Town has with Cable One.

The Committee discussed items that would impact tourism this year, the suggestions were: Passport Referral Business; Group Sales; an information center set up at the location where people cross over the state line; a system to gather e-mail addresses; create a tie into the Colorado Market of Tourism; a possibility for Ms. Patrick to meet with the Arizona Newspaper Association; localize and tie into the Centennial project; Public Arts Project at Mountain Meadow Recreation Complex; a system to harvesting e-mails; meet with other Tourism Groups; Hospitality Committee creating a tourism campaign and having an online presence; Sports Training Camps; Expos; Direct Mail; Grants available for special needs; next years “Christmas Tree” project; set up a booth at Big Boys and their Toys Trade Show in May; Customer Service Training; footage of a funny customer; promote Christmas tree cutting; joint participation with the Tribe/Sunrise. Chairman Meyer prioritized 4 items: (1) Group Sales; (2) Market to the Mountain; (3) Bring the Tribe back to the table; (4) Get the Hospitality Committee up and running. Committee Member Meyer thanked everyone for attending the Retreat.

ADJOURNMENT:

The regular meeting/retreat adjourned at 1:38 p.m.

Dated this 1st day of October 2009.

PINETOP-LAKESIDE ADVERTISING & PROMOTION
COMMITTEE

/s/ Donna Stanley, Secretary