

**MINUTES OF THE SPECIAL MEETING OF THE TOWN COUNCIL OF THE TOWN OF PINETOP-LAKESIDE AND THE PINETOP-LAKESIDE CHAMBER OF COMMERCE BOARD OF DIRECTORS, HELD NOVEMBER 14, 2011 AT 6:00 P.M. IN THE TOWN COUNCIL CHAMBERS.**

Mayor Crockett called the Special Meeting to order at 6:02 p.m. Roll call was taken as follows:

<u>ROLL CALL:</u>	<u>Present</u>	<u>Absent</u>		<u>Present</u>	
<u>Absent</u>					
Mayor Rich Crockett	<u>X</u>	<u>      </u>	Dara Vanesian	<u>      </u>	<u>X</u>
Vice Mayor Stephanie Irwin	<u>X</u>	<u>      </u>	Kim Webb	<u>      </u>	<u>X</u>
Dennis Hughes	<u>      </u>	<u>X</u>	Leslee Wessel	<u>X</u>	<u>      </u>
Luke Smith	<u>      </u>	<u>X</u>			

Steve Arey, James Maloney, Rica Girardi, Anne Groebner, Crystal O'Donnell, Beverly Stepp, Sandy Hughes, Curtis Stevens.

STAFF PRESENT:

Kelly Udall, Town Manager; W. Kent Foree, Town Attorney; John Vuolo, Parks and Recreation Director; and Lu Anne Frost, Town Clerk.

ITEM NO. 1, REPORT ON 2011 FESTIVALS, AND PLANS FOR 2012 FESTIVALS:

Rica Girardi stated they held a wine tasting at Pizzeria Venti in November, and said it was very successful, for a first time event. She said the Chamber of Commerce made money off the event, and said it was good for the business. She said in December the Business Awards Dinner would be held at the Pinetop Country Club, and said it is non-fund raising event. She said this event would highlight people in the community that have helped the Chamber or community in some way. She said she and Dwayne Atwell would emcee the event. She said in January the Chamber would partner with Hon-Dah for the Winter Games. She said the Chamber would help facilitate the event, and said the event is a good way to advertise for Hon-Dah, who in turn advertises for the Town. She said the Chamber would try to incorporate a snow man contest in conjunction with the winter games, and said the snowman would not have to be made from snow. She said the Chamber would like to make the Town festive. She said in February, they would sponsor a flick with a chick event, which would include a movie, seven restaurants serving appetizers, and a wine tasting. She said the Chamber would be planning a putt putt contest for February 26, 2012. She said they have a business seminar planned in March to help business people run their business. She said the Chamber is required to offer educational programs to maintain their 501(c)(3) designation. She said they would hold their Annual fund raising dinner in April, and said Red Devil Pizza would be donating the food. She said the Chamber moved the golf tournament to June at Pinetop Lakes Country Club, and said they had moved the Native American Festival to June 15-17 at Blue Ridge with one night at Hon-Dah. She said they hope this would bring people to Town in June. She said they would host another golf tournament in July at Pinetop Lakes, and said the music festival would be held August 3-4.

She said it was a big change switching from the Blue Grass to a music festival, but said they would hold the kick-off party on August 3<sup>rd</sup>. She said the event lost money this year but was a learning opportunity. Mayor Crockett asked for feedback regarding the event. Ms. Girardi said the Chamber would make it a one-day event with fewer bands, and said the entry fee would be reduced. James Maloney said they had a lot of ideas going into the event, and said there had been many people involved. He said they had learned many things, and said the upcoming Music Festival would be better. Ms. Girardi said the event has great potential for the Town. She said they would make it an adult experience without the kid playthings. She said Mina Henning is looking at several bands at a conference, and said she would make connections for the Chamber. She said the Chamber may try to add a bike rally to the Music Festival. Mayor Crockett asked if anyone had spoken to the Sherriff's Posse about combining the Music Festival with the Annual Bar B Que. Mr. Maloney stated there may be other groups to partner with as well. Steve Arey stated it took a number of years for the Sedona Music Festival to get off the ground, and said they hope to get Dave Pratt to assist with the event again. Beverly Stepp stated Hon-Dah would host a Blue Grass Festival in June. Anne Groebner said Hon-Dah also has a bike rally in June. Ms. Girardi said the Fall Festival would be in September; and said the Wildlife Festival would be in October.

Mayor Crockett confirmed the Fall Festival had a larger attendance. Ms. Stepp said the Festival had 60 vendors, and said they had fewer vendors, but said they were better quality. Mayor Crockett asked why the number of vendors went from 120 down to 60. Ms Girardi said for the Native American Art Festival the licensing and taxing caused a problem. She said it proves to be problematic when you ask a vendor to come to the Festival, then require them get a license within a certain timeframe, and pay sales tax. Kelly Udall stated the Town would like to do the best thing for businesses and for sales tax revenues, and said it is hard to find a balance. He asked how they can reconcile the brick and mortar businesses, they represent as a Chamber, that tell the Town to be tight on the regulations for peddlers and vendors. Mr. Maloney said he does not see how vendors and peddlers are competition to bricks and mortar businesses. Mayor Crockett said the Town is not against local business, and said the Council would like to support both sides.

Mr. Udall said the Town would appreciate feedback from the Chamber as to the policy regarding vendors and peddlers. He said the Town looks to the Chamber to get information from businesses. Councilmember Wessel suggested the Chamber bring their concerns to the Council, and said they need to know what the concerns of the businesses are.

#### ITEM NO. 2, FALL FESTIVAL PARADE:

Mr. Udall stated the parade is an important piece of the Fall Festival, and said the Town would like to refocus and discuss the importance of the parade. He said he would like to see a recommitment to the parade. Mayor Crockett stated the parade is important to the community, and said Town staff would be willing ready to step up. He stated the Town would be willing to take charge of the parade, if the Chamber would still support the Town and fill some volunteer slots to help make it successful. Ms. Stepp said the Chamber would try to support the parade, and said that weekend is typically busy. Mr. Udall said the Town would

take the lead, and said he would appreciate a commitment from the Chamber. Ms. Girardi stated the Chamber Board would have to vote on giving the parade back to the Town. Mr. Maloney said he would like to assist the Town with the process. Councilmember Wessel stated the challenge would be to get people, businesses, churches, community and civic organizations to put a float in the parade. Mayor Crockett said showing community pride would be an important factor in gaining involvement in the parade.

#### ITEM NO. 3, SHOP LOCAL PROGRAMS, TOURISM, PROMOTING TOWN AND BUSINESSES:

Mayor Crockett stated the Shop Local Program has been a huge success, and said he hoped the Chamber had heard positive feedback. He said he had received calls from Heber and Bison Ranch to present what the Town is doing, and said it is beneficial to tell the whole area to keep their money here. He said the purpose would be not to tell people to shop elsewhere, but to look at what they are spending and spend at least 10% locally, and said every little bit would help the business community. Mr. Arey stated he challenges people to shop locally, and said he has heard good comments. He said he thinks the program is great. Curtis Stevens said it helps to target specific groups, and said the car club enjoys a meal at different restaurant every week. He said he has noticed the signage, and said that helps the program. Councilmember Wessel said it is beneficial to have a reminder that it could cost more to go to Walmart, because of the use of gas and wear and tear on vehicles. Mr. Udall said the Shop Local Program is doing well, and the Town wants to take it to the next level; but said they would need the Chamber's help. He said this would be an opportunity for the Chamber to explore some ideas to make it better, and said he would like to have a big spring campaign. Mr. Arey said it would be beneficial to get local business owners to shop local, and said it would be good if the Chamber could send a reminder in their e-blast. Mayor Crockett asked the Chamber to put the Shop Local logo on their website. He said the Chamber would play an important role in assisting the Town in promoting the business community. Vice Mayor Irwin said there could be another big kick off in May starting with a spring business cleanup.

Ms. Girardi said tourism generates revenue for the Town, and said promoting Town businesses should be a top priority. Mayor Crockett stated Payson holds a large business showcase, and said it is an opportunity to promote businesses. Mr. Arey said Show Low hosted a business showcase, and said there could be many things learned from their mistakes. He said it would be a great networking opportunity, and said it would offer the business exposure to many people. Mr. Udall stated this could be an opportunity for local businesses to showcase themselves for the residents.

#### ITEM NO. 4, B3 UPDATE/CHAMBER-MAYOR'S YOUTH ADVISORY COMMITTEE INVOLVEMENT IN MEETING NEEDS OF EMPLOYERS AND STUDENTS:

Mr. Udall stated the Building Bridges to Business Program (B3) sponsored by APS, contains a survey where questions are designed to solicit feedback from business to better understand their needs. He said the idea behind the program is once the data was compiled; there would be valuable information available to the Town to aid in decision making. He said the majority of businesses are happy they are being talked to. Mayor Crockett said he spoke with Paul Esparza,

and said due to staff assistance a business would be relocating to White Mountain Boulevard. Vice Mayor Irwin stated it was encouraging to hear the business do have a positive attitude, and said the businesses are committed to the area and committed to what they are doing.

Mayor Crockett commended MYAC, and said they are forward thinking, smart individuals. He said the Town is trying to help them accomplish goals, and said they would be working on an electronic bulletin board for employers to post job openings at the school. He said potential employers could look at resumes of individuals through the school website. Mayor Crockett said Reid Dempsey has worked to get things set up and to help the business community. Mr. Udall said businesses need a qualified work force, and said MYAC would be surrounded with the right people to assist them. He said he would be meeting with Greg Schalow to discuss the program. He said the Town would support the program, and said they would need to have the Chamber support the program. He said this could be a large, sustainable program, and said it would link qualified students to businesses needing employees. He said MYAC would lead the program with the Town's assistance.

#### ITEM NO. 5, CHAMBER FUNDING/REPORT CARD:

Mayor Crockett said it was too early to talk about the budget for next year, and said if things continue to improve there should not be any reason to not increase funding to the Chamber and Visitor's Center. He said they hope to increase the funding over the next couple of years.

Mayor Crockett asked what improvements could be made, and asked what the Town could do to help the Chamber. Ms. Girardi said they would need help with the Music Festival, and said it could be bigger than Fall Festival. Mayor Crockett said he would envision the bands performing in an amphitheater instead of on a trailer, and said attendance would assist in getting the Music Festival to that level.

Mr. Maloney said membership is comparable to the City of Gilbert, and said this statistic is commendable. Ms. Stepp said the relationship between the Town and Chamber was better. Mayor Crockett said it was imperative to have a good relationship for the sake of the businesses. Mr. Arey commended the Chamber staff, and said they are extremely dedicated and care. He said Council is making a major difference in the business community.

Ms. Groebner stated it would be a benefit for the Town and the Chamber to work with Hon-Dah. She said the Town took the Bluegrass Festival away, and said it had upset some people. She explained the Town gets put together with the Chamber, and the Tribe has had some issues with the Chamber and certain events. She said it is not beneficial to duplicate events.

#### ITEM NO. 6, CHRISTMAS LIGHTING PROGRAM:

Mayor Crockett said the Town would be the example this year, and said the Town would expect others to follow the example. He said the Town would be decorating Town Hall, and said he would like to challenge the Chamber on who could have the best lights. He said the flashing signs would offer a challenge to the business community to light up the Town. He said he would

like to see a beautiful winter wonderland. Ms. Stepp said the Chamber is up to the challenge. Mayor Crockett said the loser of the challenge would provide dinner at the next joint meeting. Mr. Udall asked how to get businesses excited. Ms. Stepp suggested a local business joint challenge from the Chamber and the Town. Mr. Arey said they could advertise to the business community in their e-blast.

The special meeting was adjourned at 8:10 p.m.

Dated this 29th day of December 2011.

PINETOP-LAKESIDE TOWN COUNCIL

/s/ LuAnne Frost, Town Clerk