

MINUTES OF THE SPECIAL MEETING OF THE TOWN COUNCIL OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD, JUNE 10, 2010, AT 6:00 P.M. IN THE TOWN COUNCIL CHAMBERS.

Mayor Smith called the Special Meeting to order at 6:03 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 Luke Smith	<u>X</u>	_____	Stephanie Irwin	<u>X</u>	_____
Vice Mayor Rich Crockett	<u>X</u>	_____	Kim Webb	<u>X</u>	_____
Woody Biscoe	<u>X</u>	_____	Leslee Wessel	_____	<u>X</u>
Norris Dodd	<u>X</u>	_____			

CHAMBER OF COMMERCE BOARD MEMBERS PRESENT:

Chair Dwayne Atwell, Dennis Hughes, Steve Arey, Rica Girardi, Elaine Lujan, Kathy Dahnk, Anne Groebner, and Beverly Stepp, Director.

STAFF PRESENT:

Kelly Udall, Town Manager; Rosemary Rosales, Town Attorney; Lu Anne Frost, Town Clerk; and Paul Esparza, Community Development Director.

Those present introduced themselves.

ITEM NO. 1, TOWN OF PINETOP-LAKESIDE VISITOR'S CENTER:

Vice Mayor Crockett asked the Chamber to explain how the Visitor's Center works, and give a background. Beverly Stepp stated the Chamber's position is to welcome everyone who comes in, whether by phone, walk-in, or e-mail. She stated there is not much they do not promote in the White Mountains. She stated they make the visitor feel welcome. She stated they try to be as knowledgeable as they can. She stated they have a couple of new employees in training. She stated they work with the businesses and conduct events to bring people to Pinetop-Lakeside to shop in the stores, eat in the restaurants, and stay in the motels. She stated she feels they draw in many people. Vice Mayor Crockett asked Ms. Stepp to explain the difference between the Chamber of Commerce and the Visitor's Center. Ms. Stepp stated it is a fine line. She stated the membership pays for the Chamber. She stated the Visitor's Center works hand in hand, and said it is hard to divide the two. She stated the Visitor Center's purpose is to bring people to the area; and said their primary business is tourism. Rica Girardi asked how many members the Chamber currently has. Ms. Stepp stated there are approximately 450 members. Councilman Dodd asked if the Visitor's Center promotes the business community or the Chamber members. Ms. Stepp stated they provide more information on Chamber members; but said they do provide information on non-member businesses. Vice Mayor Crockett stated if he is paying dues to the Chamber and the Town is paying the Chamber to run the Visitor's Center, and the Visitor's Center is promoting all businesses, why should he remain a member of the Chamber. Kathy Dahnk stated there are many other benefits to being a Chamber member. Vice Mayor Crockett

confirmed the purpose of the Visitor's Center is to promote tourism and economic development. Ms. Stepp stated it adds to the Town's revenue. She stated when they receive a request for information; they provide information on three businesses in the category requested. She stated it would be an easy fix to add non-members to the list of referrals. Councilman Dodd stated he thinks all businesses should be included, because those businesses are also paying sales tax. Kelly Udall stated the Town recently conducted a survey of the businesses by walking up and down the highway. He stated a database is being prepared from that information. Paul Esparza stated they have identified 300+ businesses along White Mountain Blvd., and said they are working to get business licenses to all. Ms. Stepp stated 60% of those businesses are Chamber members.

Mr. Udall stated there are two items on the agenda for discussion. The first is to talk openly about the Visitor's Center and is incumbent upon thinking smarter and doing better. He stated the Chamber serves on behalf of the Town. He stated this is an opportunity for the Chamber Board to sit with the Council and talk about what this agreement means. He stated there has been some recent discussion about a regional visitor's center. He stated he would like to hear views on that; and stated they are also here to talk about the agreement, as it expires on June 30. He said if the intention is to renew the agreement, what things would they want to see changed in the agreement. He said it would be good if they could come to a resolution on the agreement. Ms. Stepp stated none of the other Chambers has heard anything about a regional visitor's center. Vice Mayor Crockett asked if the Chambers would work separately if there were a regional chamber or a regional visitor's center. Ms. Girardi stated she would be upset if a regional visitor's center went anywhere but Pinetop-Lakeside. Vice Mayor Crockett said it does not matter where the money goes as long as it is productive, but said he would like to see everyone come to Pinetop-Lakeside. Dennis Hughes stated, at first blush, the regional concept sounds good, but said the turf issue still comes up. He stated when they first started the White Mountain Regional Development Corporation, everyone worked well together, and then one of the communities got greedy and wanted it all. Councilman Biscoe stated there is grant money for a regional visitor's center; but said the Show Low Chamber was not interested. Ms. Dahnk stated she is retired from the Arizona Office of Tourism and has worked with people from all around the state. She stated every partner must have the exact same goals. She stated the Chamber and Visitor's Center are a good mix. Ms. Stepp indicated the Snowflake/Taylor Chamber of Commerce is a good example. Vice Mayor Crockett asked what would cause the Chamber and Visitor's Center to split. Ms. Stepp stated attitude. Mr. Udall stated another reason would be inefficiencies. He stated a number of small communities contract with their Chambers to promote the community. Ms. Stepp stated she thinks a CVB would be a long time coming. Ms. Dahnk stated successful CVB's have grown from successful Chamber and Visitor Center combinations. Mr. Hughes stated the Chamber does a tremendous job. He stated they could take care of the minor issues.

ITEM NO. 2, AGREEMENT FOR INFORMATION AND COMMUNICATION SERVICES BETWEEN THE TOWN OF PINETOP-LAKESIDE AND THE PINETOP-LAKESIDE CHAMBER OF COMMERCE:

Steve Arey stated the only thing he feels is ambiguous is the purpose clause; where it indicates the parties agree the purpose is to have the Chamber help the Town with its plan for economic

development. He stated that is a broad statement. Vice Mayor Crockett stated they should add the Strategic Management Plan so the Chamber Visitor's Center is focusing on what the Town Council is focusing on. Mr. Udall stated economic development is to help the businesses and point them in the right direction. Ms. Stepp stated they do that. She stated they refer the business to the Town for a business license, and to Northland Pioneer College for a business plan. She stated the Chamber has started a new program, called the A-Team, which she said is an extension of APPLE Corps. She stated the A-Team currently consists of 12 people, and said they intend to follow up with businesses to find out how they could assist. Vice Mayor Crockett asked if the Town was asking the Chamber or the Visitor's Center to assist with economic development. He said the Town does not do business with the Chamber, but said they do with the Visitor's Center. He said what they are talking about with the A-Team is Chamber business and has nothing to do with the Visitor's Center. Ms. Stepp stated the Town's economic base is tourism, and said that ties in with the Visitor's Center. Vice Mayor Crockett stated it might need to be better defined. He said the Town contracts with the Chamber because there is no Visitor's Center, but asked if they are asking the Chamber to perform Visitor Center functions, or are they asking the Chamber to perform the functions the Chamber is already performing as a Chamber. Mr. Udall stated they are contracting for a Visitor's Center through the Chamber. He said they are trying to identify what they expect the Chamber to do in terms of the Visitor's Center, but said there is going to be some bleed over with Chamber duties. Vice Mayor Crockett stated if they are promoting business owners who pay dues to the Chamber, and the A-Team is talking to Chamber members, then where is the line between what they are doing, and what the Chamber is asked to do for the Town. Councilman Biscoe stated he is more concerned with whether they are open on the weekend when the tourists are here. Ms. Stepp stated they rarely have traffic on Sundays. Ms. Girardi asked if they were open on Sundays last year. Ms. Stepp stated the Sunday closure started before she became the director. Councilman Biscoe stated he does not want the Chamber promoting out of Town businesses. He said when they refer people to businesses in other communities; it takes away from Pinetop-Lakeside. Vice Mayor Crockett stated the contract indicates they would promote businesses from around the area. Ms. Giarardi stated they could fix that.

Mr. Hughes suggested continual meetings between the Chamber and Town Council to find out how the Chamber is doing. Ms. Dahnk reiterated and said they should meet at least on an annual basis. She stated any problems are easily fixed. She stated it is in the Chamber's mission statement to promote the community and help the people within it, member or not.

Mr. Udall stated they need to be sure the material the Chamber hands out is updated, clear and professional looking. He stated they would also like a referral list that identifies all of the businesses. Vice Mayor Crockett stated he believes an annual meeting would be sufficient as the Council receives quarterly updates from the Chamber. Mr. Udall stated they might want to look at paragraph 3a, Chamber Duties, which identifies the hours of operation, and indicates the Town would pay an additional \$1,000 for a specified period. Ms. Stepp stated they could not run the Visitor's Center without the additional funding. Vice Mayor Crockett stated the decision to close on Sundays was economy driven, and said that decision was made while he was on the Chamber board. Councilman Dodd stated they discussed this last year, and said they compared the cost of the Chamber staying open on Sunday to the small number of people who went in on Sunday. Ms. Dahnk stated every business should be on the list, and divided according to

category, similar to the membership directory. Councilman Biscoe stated they should put a star by the Chamber members, but said they should not make any mention as to which business is best, as they could set themselves up for a lawsuit. Mr. Hughes suggested the Purpose read, "The parties agree that the purpose of this agreement is to have the Chamber through the Visitor's Center help the Town." Councilman Dodd stated that is a good suggestion. Ms. Dahnk stated there is always information outside of the Chamber.

Councilman Dodd confirmed they would close the Chamber during Festival events. Ms. Dahnk stated they take the brochures and other information to the Festivals, and said people could get the information there. Councilman Biscoe suggested when they receive a request for information they mail the DVD. He said the DVD covers tourism; it talks about the Town, and said if it is an e-mail request, they can send them the link thereby saving postage. Mr. Udall suggested they work with the Advertising & Promotion Committee, and said they should put an item on the Ad & Pro agenda, "how can Ad & Pro work more closely with the Chamber on promoting the Town." Councilman Dodd suggested they also work with the Main Street organization. Ms. Stepp stated Main Street is under different parameters; but said they do work well together.

Mr. Udall stated staff would make the changes to the agreement and send out a draft to everyone for review prior to the Town Council meeting on June 17.

The special meeting adjourned at 7:20 p.m.

Dated this 22nd day of June 2010.

PINETOP-LAKESIDE TOWN COUNCIL

/s/ Lu Anne Frost, Town Clerk