

MINUTES OF THE WORK SESSION OF THE TOWN COUNCIL OF THE TOWN OF PINETOP-LAKESIDE, ARIZONA, HELD JULY 7, 2011 AT 6:30 P.M. IN THE TOWN COUNCIL CHAMBERS.

Mayor Crockett called the Work Session to order at 6:36 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>X</u>	<u> </u>
Vice Mayor Stephanie Irwin	<u> </u>	<u>X</u>	Kim Webb	<u> </u>	<u>X</u>
Dennis Hughes	<u>X</u>	<u> </u>	Leslee Wessel	<u> </u>	<u>X</u>
Luke Smith	<u>X</u>	<u> </u>			

STAFF PRESENT:

Kelly Udall, Town Manager; W. Kent Foree, Town Attorney; Lu Anne Frost, Town Clerk; Paul Esparza, Community Development Director; and Woody Eldredge, Chief of Police.

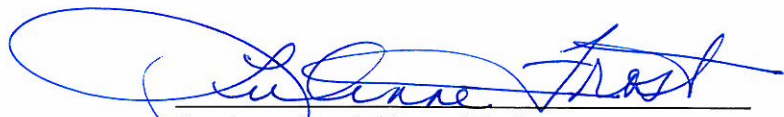
SHOWCASE OF THE NEW ECONOMIC DEVELOPMENT WEBSITE:

Paul Esparza stated the Town did have an economic development website, however it used a flash video, and looking at what other communities are doing, the flash video is ineffective. He said on the Town website under the economic development tab there are six pages, and said the home page gives introductory information. He demonstrated each of the pages, demographics, planning resources, incentives/programs, opportunities and contact information. He stated the site links to the Real Arizona website. He stated staff received training and can make changes to the site. Councilmember Wessel stated she was having trouble closing one page and going back it would close her completely out of the site. Mr. Esparza explained to go back using the arrow. Councilmember Wessel asked if the website was live, and how many hits had it received. Mr. Esparza explained it was live, and he would check with the website host about the number of hits. Councilmember Vanesian said that there are many ways to ensure search engine optimization, one being linking to videos on You Tube and another, using key words with source codes. She explained that making site submissions to major search engines such as google and yahoo would bring more traffic to the site.

The Work Session adjourned at 6:57 p.m.

Dated this 25th day of July 2011.

PINETOP-LAKESIDE TOWN COUNCIL


 Lu Anne Frost, Town Clerk