



**PINETOP-LAKESIDE ADVERTISING AND PROMOTION COMMITTEE**  
**NOTICE OF REGULAR MEETING AND AGENDA**  
**THURSDAY, FEBRUARY 19, 2015**  
**\*REVISED**

Pursuant to Arizona Revised Statutes Section 38-431.02, notice is given to the members of the Pinetop-Lakeside Advertising and Promotion Committee and to the general public that the Committee will hold a Regular Meeting open to the public on **Thursday, February 19, 2015**, at **9:00 a.m.** at the Town of Pinetop-Lakeside, located at **1360 N. Niels Hansen Lane, Pinetop-Lakeside, Arizona.**

8:45 a.m. BUDGET SUBCOMMITTEE MEETING- The budget subcommittee will meet to discuss the current financial standing of the Advertising & Promotion Committee

9:00 a.m. REGULAR MEETING:

1. Call to Order, Roll Call and Ascertain Quorum.
2. Call to the Public: Action taken as a result of public comment is limited to directing staff to study the matter and reschedule for further consideration at a later date. The Committee may provide limited response to items that are not on the agenda. Individuals are limited to three (3) minutes for presentation.
3. Consent Agenda:
  - a. Minutes of the Regular Meeting held on January 21, 2015.
4. Discussion/Information/Legal Action re: Appointment of a Chairman to the Advertising and Promotion Chairman.
5. Report from the budget subcommittee on the Advertising and Promotion Committee Budget for FY 2014-2015.
6. Discussion/Information re: Fiscal year 2015/2016 budget work sheet.

7. Discussion/Information/Legal Action re: Update and Information by Sam John of Larry John Wright Advertising. Recent Media coverage; future editorial and advertising opportunities.
8. Discussion/Information/Legal Action re: Wiley Acheson with White Mountain Publishing regarding the March edition of White Mountain Outdoors.
9. Update/Information/Legal Action re: Visit Pinetop Website.
10. Update and Information by the Pinetop-Lakeside Chamber of Commerce and Committee Members on Festivals, Activities, Statistics, Tracking and Tourism.
11. Update and Information by the Town of Pinetop-Lakeside Parks and Recreation Department.
12. Update and Information regarding Tourism Activities on Tribal Lands.

Dated this 17<sup>th</sup> day of February 2015.

Pinetop-Lakeside Advertising and Promotion Committee

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Jill Akins, Assistant to the Town Clerk

Posted:

By:

A copy of the agenda background material provided to Committee Members is available for public inspection at the Town Clerk's office of the Town of Pinetop-Lakeside, 1360 N. Niels Hansen Lane, Monday-Friday, 8:00 a.m. – 5:00 p.m.

AMERICANS WITH DISABILITIES ACT: The Town of Pinetop-Lakeside intends to comply with the A.D.A. If you are disabled or physically challenged and need special accommodations to participate, please contact the Town Clerks' Department (928-368-8696) at least 48 hours prior to the meeting.