

MINUTES OF THE WHITE MOUNTAINS PARTNERSHIP MEETING, HELD WEDNESDAY, SEPTEMBER 21, 2011 AT 2:00 P.M. IN THE TOWN OF PINETOP-LAKESIDE COUNCIL CHAMBERS, 1360 N. NIELS HANSEN LANE, LAKESIDE, ARIZONA.

Paul Watson called the meeting to order at 2:12 p.m. Roll Call, and Ascertain Quorum.

<u>ROLL CALL:</u>	<u>Present</u>	<u>Absent</u>		<u>Present</u>	<u>Absent</u>
Paul Watson	<u>X</u>	_____	Kelly Udall	<u>X</u>	_____
Ed Muder	<u>X</u>	_____	Shane Burnette	<u>X</u>	_____
Eric Duthie	<u>X</u>	_____	Hunter Moore	_____	<u>X</u>

OTHERS PRESENT:

Julia Patrick, Patrick Media Group, Don Stier, Maplegate Technologies; Charlotte Hatch, Snowflake-Taylor Chamber of Commerce; Beverly Stepp, Pinetop-Lakeside Chamber of Commerce; and Lu Anne Frost, Pinetop-Lakeside Town Clerk.

ITEM NO. 2. INTRODUCTIONS:

Shane Burnette's son introduced himself, and stated he is a member of the Youth Council.

ITEM NO. 3. ORGANIZATION OF THE WHITE MOUNTAINS PARTNERSHIP:

Kelly Udall stated they need to think about the organization, and said a few years back they received the 501(c)(6) tax status. He said they want to grow to more than just the municipalities, and said they are trying to attract private partners. He said the Town of Pinetop-Lakeside has been the fiduciary agent, and has handled the secretarial duties. He said the Town has recently received criticism on the Town's accounts payable as individuals are asking what the monies are being spent for. He stated they are not the Town's expenses, but are those of the White Mountains Partnership, but said it is hard to explain. He stated he has received inquiries from the *White Mountain Independent* on some of the expenses. He stated there is a different set of rules for a 501(c) corporation. He asked if they wanted to move the work away from the Town with their own checking account and officers within the organization. Ed Muder asked if Mr. Udall had discussed this with the Town Attorney, and said he is concerned about public funding. Eric Duthie asked if they should move the fiduciary duties. Mr. Udall stated residents are scrutinizing everything Pinetop-Lakeside does. Shane Burnette stated a group went to Whiteriver a few weeks ago and said they were giving them a hard time about government funding. He said, before they formed the White Mountains Partnership, no one wanted to deal with them. He said they depend on the Reservation, but do not realize they need them until something happens. He said they need the White Mountains Partnership more than ever because of the economy. He stated he would be willing to speak to anyone, as this Partnership is really helping the Tribe. Julia Patrick stated, in the past, they were limited to municipal funding to be eligible for grants. Mr. Watson asked if they could create a separate account and still use the Town of Pinetop-Lakeside staff, but said that would not stop a request for records. Mr. Udall

stated that is a good idea, and said maybe at the annual meeting they could re-address the officers and name someone as treasurer. Mr. Watson asked, 1) what the requirements of the Open Meeting Law are; 2) issues regarding fiduciary responsibilities and what they need to do; 3) officers; 4) ramifications from the grant standpoint; and 5) can the Partnership sell advertising on their website. Ms. Patrick stated she would contact AOT. Mr. Udall stated he would get with the Town Attorney. The members directed Lu Anne Frost to prepare only summary minutes and to attach Ms. Patrick's report.

The Annual Meeting will be held on October 19 beginning at 1:30 p.m. with the regular meeting to follow.

ITEM NO. 4, APPROVAL OF THE MINUTES OF THE REGULAR MEETING HELD AUGUST 17, 2011:

MR. UDALL MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING HELD ON AUGUST 17, 2011. MR. MUDER SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 5, RATIFICATION OF PATRICK MEDIA GROUP INVOICE FOR ADVERTISING FACILITATION AND PUBLIC RELATIONS FOR SEPTEMBER; MAPLEGATE TECHNOLOGIES INVOICE FOR WEBSITE MAINTENANCE; AND AN ARIZONA DRIVE GUIDE INVOICE FOR SEPTEMBER-NOVEMBER:

MR. UDALL MOVED TO APPROVE INVOICE NO. PR2007 TO PATRICK MEDIA GROUP IN THE AMOUNT OF \$14,700. MR. DUTHIE SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

MR. DUTHIE MOVED TO APPROVE INVOICE NO. 1829 TO MAPLEGATE TECHNOLOGIES FOR WEBSITE MAINTENANCE IN THE AMOUNT OF \$450. MR. BURNETTE SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

MR. MUDER MOVED TO APPROVE INVOICE NO. 3-3-2704 TO ARIZONA DRIVE GUIDE IN THE AMOUNT OF \$1,016.50. MR. UDALL SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

ITEM NO. 6, WEBSITE UPDATE AND STATISTICS FROM MAPLEGATE TECHNOLOGIES:

Don Stier provided the website update and statistics report. There was discussion regarding the web pages. There was a suggestion to add a link to each of the Chambers of Commerce for dining and retail.

ITEM NO. 7, UPDATE BY PATRICK MEDIA GROUP:

Ms. Patrick went over her report and the AAA Highroads with Dan Davis itinerary.

ITEM NO. 8, UPDATE BY WHITE MOUNTAIN REGIONAL CHAMBERS OF COMMERCE:

Charlotte Hatch asked for funding for the Chambers to participate in the travel show in Phoenix on February 18 and 19, 2012. She stated the booth fee is \$650. This item will be placed on the next agenda for action.

ITEM NO. 9, OLD BUSINESS/NEW BUSINESS:

Mr. Burnette stated he attended the Best Fest and handed out the little brochures. He stated the next one is scheduled in Tucson in January.

The meeting adjourned at 3:55 p.m.

Dated this 17th day of October 2011.

WHITE MOUNTAINS PARTNERSHIP

/s/ Lu Anne Frost, Pinetop-Lakeside Town Clerk