

**MINUTES OF THE WHITE MOUNTAINS PARTNERSHIP MEETING, HELD WEDNESDAY, OCTOBER 19, 2011 AT 2:00 P.M. IN THE TOWN OF PINETOP-LAKESIDE EXECUTIVE MEETING ROOM, 1360 N. NIELS HANSEN LANE, LAKESIDE, ARIZONA.**

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Paul Watson called the meeting to order at 2:33 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; Susan Tegmeyer, Show Low Chamber of Commerce; and Lu Anne Frost, Pinetop-Lakeside Town Clerk.

ITEM NO. 2, INTRODUCTIONS:

All present introduced themselves.

ITEM NO. 3, APPROVAL OF THE MINUTES OF THE REGULAR MEETING HELD SEPTEMBER 21, 2011:

**KELLY UDALL MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING HELD ON SEPTEMBER 21, 2011. HUNTER MOORE SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 4, RATIFICATION OF PATRICK MEDIA GROUP INVOICE #2009 FOR ADVERTISING FACILITATION AND PUBLIC RELATIONS FOR OCTOBER; INVOICE #2012 AND #2013 FOR THE JUNE HIGHROADS TRIP; AND INVOICE #2014 FOR PRINTING COSTS:

**ED MUDER MOVED TO APPROVE ALL INVOICES PRESENTED. MR. UDALL SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

ITEM NO. 5, REQUEST FOR FUNDING BY THE CHAMBERS OF COMMERCE, FOR \$650, FOR A BOOTH FEE AT THE PHOENIX TRAVEL SHOW, FEBRUARY 18-19, 2012:

Susan Tegmeyer stated the booth fee is \$650 plus \$125 for electricity. She stated they have increased the fees, but said they are grandfathered in as past attendees so the price remains the same. She stated they are collaborating with AAA to expand the show. Julia Patrick stated she would provide them with the Highroads show to loop as well. Ms. Tegmeyer stated she is updating an e-mail data base to send out information.

**MR. UDALL MOVED TO APPROVE THE PAYMENT OF \$775 FOR THE BOOTH FEE AT THE PHOENIX TRAVEL SHOW IN FEBRUARY OF 2012. MR. MOORE SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.**

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

Don Stier went over the website update and statistics report. He stated page 2 lists the referrals through Google and other sites. He stated he thought they should design a mobile page. Mr. Muder suggested a thank you e-mail to send to people who have visited the website. Mr. Stier stated he could only do that if they provided their e-mail address. He stated when they visit the state they could get a "cookie," and then if they visit again they would get a thank you. Ms. Patrick stated that could be fishing.

ITEM NO. 7, UPDATE BY PATRICK MEDIA GROUP:

Ms. Patrick went over her monthly report. She pointed out the disclaimer she has added to each page

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

Ms. Tegmeyer briefly went over the Chambers' regional shop local program.

ITEM NO. 9, OLD BUSINESS/NEW BUSINESS:

There was no discussion under this item.

The meeting adjourned at 3:27 p.m.

Dated this 26<sup>th</sup> day of October 2011.

WHITE MOUNTAINS PARTNERSHIP

/s/ Eric Duthie, Secretary