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**Sue Black**  
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Lisa Atkins, State Land Commissioner

**NOTICE OF PUBLIC MEETING**  
of  
**THE ARIZONA STATE COMMITTEE ON TRAILS (ASCOT)**  
**Public Outreach Subcommittee (POS)**  
of  
**THE ARIZONA STATE PARKS BOARD**

Notice is hereby given pursuant to A.R.S. §38-431.02 to members of the Arizona State Committee On Trails (ASCOT) and the general public that the Public Outreach Subcommittee (POS) will hold a meeting open to the public on **Monday, November 2, 2015 beginning at 10:00am located at Arizona State Parks, 1<sup>st</sup> Floor Conference Room, 1300 W. Washington Street Phoenix, Arizona 85007.**

Attendance at this meeting is available via teleconference by calling **1.877.820.7831** and entering the participant passcode **613038**. Items on the Agenda may be discussed out of order, unless they have been specifically set for a time certain. Public comment will be taken. The Committee will discuss and may take action on the following matters:

**AGENDA**

**(The Chair reserves the right to set the order of the agenda.)**

- A. CALL TO ORDER AND ROLL CALL**
- B. CALL TO THE PUBLIC** – The Chair will recognize those wishing to address the Committee. It is probable that each presentation will be limited to one person per organization and the time allotted by the Chair. Action taken as a result of acknowledgment of comments and suggestions from the public will be limited to rescheduling the matter for further consideration at a later time or suggested further study.
- C. DISCUSSION** – The subcommittee will discuss the following:
- 1. Trail of the Month** –The committee will discuss submissions for October and November Trail of the Month.
  - 2. Discuss “100 Theme Initiative” and Arizona Premier Trails System (APTS) Marketing Plan** – POS will discuss the following efforts to promote APTS:
    - Review and finalize APTS documents for web
    - Schedule webinar dates to be included in promotional pieces
    - Discuss APTS webpage layout and information that marketing staff needs for promotion

- Schedule "click-through" testing of webpage

D. **NEXT MEETING DATE** – The POS will determine the need and frequency for future meetings.

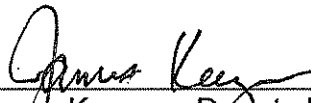
**Proposed Dates:**

November 20, 2015 – ASCOT Meeting; Arizona State Parks

E. **ADJOURNMENT**

A copy of this agenda and any background material provided to ASCOT Members is available for public inspection at Arizona State Parks, 1300 W. Washington, Phoenix, Arizona. For additional information, contact Mickey Rogers at (602) 542-6942.

Pursuant to Title II of the Americans with Disabilities Act (ADA), Arizona State Parks does not discriminate on the basis of a disability regarding admission to public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the State Parks office at (602) 542-4174; or TTY (602) 542-4174. Requests should be made as early as possible to allow time to arrange the accommodation.

  
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James Keegan, Deputy Director,  
Arizona State Parks

Posted at: Arizona State Parks  
1300 W. Washington, 1<sup>st</sup> Floor, Phoenix, Arizona  
And at: <http://azstateparks.com/committees/ASCOT.html>