

Lodger's Tax Advisory Board Meeting  
August 7, 2023, 9:00 a.m.  
Draft Minutes

1. Call to Order:
  - 9:30 am by Shelly Quartieri
  - Present Board Members: Tina Colangelo, Laurie Bunker, Angel Campbell and Shelly Quartieri, Absent Ursula Garcia, and Keith Chamberlain
2. Approve agenda:
  - Shelly motioned to approve, Laurie second, all in favor.
3. Approve July 3, 2023, meeting minutes:
  - Shelly motioned to approve, Laurie second, all in favor.
4. Recognize visitors:
  - Connie Martinez- Supercross
5. Public Comment:
  - Connie Martinez from Supercross gave an update on the commercial ads and radio ads. She stated they had them staggered but are set to hit hard the last few weeks before the Supercross race.
6. New Business:
  - Election of Officers:  
Laurie motioned to postpone the election until we have complete board participation, Shelly second, all in favor.
  - Event Follow up, Colfax Tavern, Raton Rodeo and Blu Dragonfly Brewing:  
Shelly gave an update on Colfax Tavern Events this year. 4<sup>th</sup> of July Weekend Event had new tourist stopping in. Update on Cornhole Tournament – this event drew in a new crowd. A crowd that takes this event serious. Excitement for hosting another cornhole event. Update on Morgan Ashley Concert- attendance was lower than expected due to a big wedding within the county. Shelly stated the Honky-tonk Hodgepodge is underway and will be the last. Shelly is looking for new ideas to promote business for the County. Raton Rodeo and Blu Dragonfly Brewing did not attend.  
Connie Martinez from Supercross gave an update on the commercial ads and radio ads. She stated they had them staggered but are set to hit hard the last few weeks before the Supercross race.
  - Funding limits for events:  
Discussion but no definite conclusion. Laurie motioned to table at this time until we had a full board present to make decisions. Shelly seconded, all in favor.

- Board member attendance: Laurie suggested Tina send out an email to absent board members and suggest they attend via Zoom or telephonically.
- Effectively spending advertising dollars:  
Discussion but nothing definite. Laurie motioned to table at this time until we had a full board present to make decisions. Shelly seconded, all in favor.

7. Other:

- Recruit board members:  
Laurie suggested we reach out to the community for interest in being part of the board. Shelly suggested to reach out to Keith Chamberlain and ask for an alternate or suggested he log on through Zoom or telephonically. Laurie suggested reach out to Ms. Jaramillo from the Angel Fire area if any interest with the ability to Zoom in or telephonically. Shelly suggested sending out an email or posting on Facebook to recruit members.
- Update on restrooms for Event Center:  
Tina reported Manager Gore will present to the Commission on Tuesday August 8, 2023, the Professional Architectural/Engineering Services of Colfax County Event Center restroom upgrades.
- Update on signs for the Event Center:  
Tina reported she met with Austin & Jaylyn of Freedom Outlaw Fabrication out at the Event Center. He is going to put some ideas and quotes together. He will send them over once he has completed them. Shelly suggested to get a time frame from Austin for completion date.

8. Next Meeting:

- October 2, 2023

9. Adjourn:

- Laurie motioned to adjourn at 10:43 am, Shelly seconded, all in favor.

Colfax County Lodgers Tax Board

Approved October 3, 2023

remote approval

Laurie Bunker

Tim Colangelo

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