



Colfax County

New Mexico

Lodger's Tax Advisory Board Meeting January 22, 2024, 9:00 a.m. Draft Minutes

1. Call to Order:
 - 9:12 am by Shelly Quartieri
 - Present Board Members: Tina Colangelo, Laurie Bunker, and Shelly Quartieri via remote
2. Approve agenda:
 - Laurie motioned to approve, Tina seconded, all in favor.
3. Approve November 6, 2023, meeting minutes:
 - Shelly motioned to approve, Laurie seconded, all in favor.
4. Recognize visitors:
 - Chairman Si Trujillo, Patricia Duran, Mike Knar
5. Public Comment:
 - None
6. New Business:
 - Promotional Funding Request, The Center for Community Innovation
Patricia Duran explained her request is to brand our region. Originated from Peaks to Plains but chose to rename to The Wild Divide. Patricia stated her request is for phase two is to create and launch a website along with social media pages for The Wild Divide brand. Her plan is to work directly with the County Lodgers Tax Board to design and manage any tourist related promotional materials that are sent to the board from other businesses, advertising firms, billboard companies, magazines, etc.
Commissioner Trujillo questioned if the website would be available to the public. Patricia confirmed it would be available to the public. The county would have complete access to everything on the website. Laurie stated it is non promotional and feels it should be voted on by the Colfax County Commission. Tina mentioned the Lodgers Board needs to approve promotional and non-promotional and then take it to the Commission for approval. Shelly moved to take it to the Commission for approval as non-promotional. Tina stated before going to Commission it needs to be approved by the Lodgers Board. Shelly motioned for Patricia Duran to take it to the Commission for approval. Laurie seconded.
 - Promotional Funding Request, LMNOC
Mike Knar explained his request. Radio is a mass medium and can be used to attract consumers of all ages and is often the last advertising message heard before a consumer makes a buying decision. LMNOC has the largest reach over Colfax and the surrounding counties to bring in many in county and out of county visitors. LMNOC Broadcasting would use radio commercials, on air live radio interviews creating a call to action. Causing our listeners to travel or visit Colfax County and spend revenue. Shelly motioned to approve promotional funding request for \$1000 per month from January 2024 December 2024, Laurie seconded, all in favor.

- Presentation, Save Your Town, Becky McCray and Deb Brow
Shelly thanked them for their presentation. Shelly asked how we move forward with this. Tina said they would have to follow in step like Patricia. Shelly motioned for them to fill out an application and bring it to the Commission. Tina will send them an application to fill out.
- Discussion on Grant Funding Plans for Event Center, Si Trujillo, Monte Gore
Monte mentioned the County received a \$940 thousand grant for the Event Center. Restrooms, Electrical system, sprinkler system, and septic system need to be upgraded. A meeting with County Engineer Mike Provine is scheduled for January 30th to discuss a plan. There is a June 30, 2024, deadline of completion date. Si Trujillo stated he is excited and enjoys the challenge.
- Renewal Lamar Contract #4355660, Billboards
Tina mentioned it is just renewal of contract with a 5% increase. Tina motioned to approve Lamar in the amount of \$10867.50. Laurie seconded, all in favor.
- Election of Officers
Tabled until we have a full board. Tina stated Kari Jaramillo has decided that she does not have the time to be on the Advisory board. Laurie and Shelly are to ask locals/business owners if they have any interest in becoming a board member. Tina will share a list of active vendors with the board. Tina will also send a message with invoices to active vendors asking for any interest in becoming a board member.
- Funding limits for events
Tabled until we have a full board.
- Effectively spending advertising dollars
Tabled until we have a full board.

7. Other:

- None


8. Next Meeting:


- March 4, 2024

9. Adjourn:

- Shelly motioned to adjourn at 10:42 am, Tina seconded, all in favor.

Colfax County Lodgers Tax Board
Approved March 4, 2024





Shelly Quartieri (remote)