

Lodger's Tax Advisory Board Meeting

January 9, 2023

9:00 a.m.

Colfax County Commission Chambers

3rd Floor Colfax County Building

230 N 3rd St.

Raton, NM 87740

virtual via TEAMS and by phone

Draft Minutes

1. Call to Order

Call to order at 9:10 a.m. by Vice-chair Shelly Quarteri.

Officials present in person, executive county manager assistant Tina Colangelo; Vice Chair Shelly Quarteri, Secretary Jeanne Tatum and Member Angel Campbell. Member absent – Keith Chamberlain and Laurie Bunker.

2. Approve Agenda

Motion to table item #7, first bullet point a. election of officers, until full roster of members are present, by Jeanne, 2nd Angel, all in favor. Motion to approve agenda as amended by Jeanne 2nd Angel, all approve.

3. Approve minutes from from November 7, 2022 meeting

Motion to approve Shelly, 2nd Jeanne, all approve.

4. Recognize visitors

All visitors recorded on sign-in sheet, which is submitted with the minutes.

5. Public comment

Newly elected Colfax County Commissioner representing District 1, Si Trujillo, asked to sit in on the meeting and also made the suggestion that the board consider a billboard-sized sign at the border of Colorado and NM much in the manner of the "Welcome to Colorado" sign, at approximately the 456 mile marker. Different ideas as to Dept of Transportation contact etc., were discussed in regards to this idea.

6. Old Business

LAMAR Billboards complete-This was an information only item with Tina reporting that the new vinyl with the winter design for the billboards was completed and invoiced.

6. New Business

a. Election of Officers – item tabled until full roster of officers is present.

b. Phillips Broadcasting-presentation of application by Rick Neurauter offering 3 options of radio advertising to the lodger's tax board. Board will be given opportunity to pre-approve ads and radio station will work with county manager's office in notification of scheduled events. Motion by Shelly to accept option 3 of \$9990 for annual advertising. 2nd by Angel, all in favor.

c. LMNOC Broadcasting-presentation of application by Jojo Valdez offering annual advertising

for \$9000 plus tax. Board will be given opportunity to pre-approve ads and radio station will work with county manager's office in notification of scheduled events. Motion to approve annual amount as presented by Shelly, 2nd Angel, all in favor.

d. National Veterans Wellness & Healing Center of Angel Fire-presentation of application was made by Lawrence Davis, treasurer of the Center, via TEAMS. Request was for \$10,000.00 to be used for advertising for the Military Winterfest 2023, an event hosted for the benefit of veteran and active duty military families. During discussion with Mr. Davis, the application was verbally amended to include the Spring Retreat. Motion to approve the full amount of \$10,000.00 by Jeanne, 2nd Shelly, all in favor.

e. Friends of Eagle Nest Lake – presentation of application was made by Scott Tousley, requesting funds for advertising the Eagle Nest Lake Ice Fishing Derby. Mr. Tousley verbally amended the request from the application amount of \$2157.17 to their actual expenditure of \$1979.00. Motion made to approve the amended amount of \$1979.00 by Jeanne, 2nd Shelly, all in favor.

f. Chase Ranch Foundation – presentation of application was made by Nancy Klein, Archivist for the Chase Ranch Foundation, Loretta Conder and foundation board member Paul Kastler. The contingent gave a brief history of the Chase Ranch, and explained the plans for the property going forward. Their request was for any funds available to help with electrical improvements needed for the property. The board members explained that due to the specifics of the Lodger's Tax Act (NM Statutes Chapter 3-38-13 through 3-38-25 and Colfax County Ordinance 2019-02 Amended, section 5), lodger's tax proceeds can only be used for advertising and promotion, not capital improvements of private properties. Motion to deny the application made by Jeanne, 2nd Angel, all in favor. The Foundation was encouraged to reapply as the opportunity arises for advertising and promotional funding requests.

g. LAMAR 2023-24 Renewal Contract-Tina presented the Lamar renewal contract for the billboards the County Lodger's Tax board has funded to promote events. Motion to approve the contract by Shelly, 2nd by Jeanne, all in favor.

7. Other

Jeanne presented her resignation to the board to be effective at the adjournment of this meeting. She wished the board continued success. Written copy is submitted with the minutes.

8. Next meeting

Tentative date February 6, 2023 in keeping with the first Monday of each month schedule, pending new applications.

9. Adjourn

Motion to adjourn 11:10 a.m. by Shelly, Jeanne 2nd, all in favor.

Innoc Broadcasting	Joy Valdez
Joy & Lunge Broadcasting	WOP
Rick Newraute	Rock Radio
Scott Towley	Friends of Eagle Nest
Nancy Klein	Chase Ranch Foundation
Loretta Conder	Chase Ranch Foundation
Tau KASTLER	Chase

Lawrence Davis	National Veterans Wellness & Healing
on TEAMS	Center of Angel Fire