

Lodger's Tax Advisory Board  
Meeting July 3, 2023, 9:00 a.m.  
Draft Minutes

1. Call to Order:
  - 9:30 am by Laurie Bunker
  - Present Board Members: Tina Colangelo, Laurie Bunker, Angel Campbell, telephonically Shelly Quartieri. Absent Ursula Garcia and Keith Chamberlain
2. Approve agenda:
  - Angel motioned to approve, Shelly second, all in favor.
3. Approve June 5, 2023, meeting minutes:
  - approved by board members via email.
4. Recognize visitors:
  - Boe Lopez- Colfax County Fair Association; Kim Davis and Connie Martinez-Supercross
5. Public Comment:
  - None
6. New Business:
  - Promotional Funding Request – Colfax County Fair Association: Boe Lopez requested \$4700.00 to help with radio ads, fair book, and ambulance for the Colfax County Fair Rodeo. The event will be held July 25-30, 2023 @ the Colfax County Fair Grounds in Springer NM. Shelly began with asking Boe if the fairgrounds were within the limits of the Town of Springer. Boe replied that no it is not due to the livestock at the fairgrounds. Shelly explained to him Lodger's Tax can give funding for events in the unincorporated areas only. Laurie asked Boe how much money is needed to cover the books in full. \$2500.00 was the amount quoted. Angel motioned to help support in the amount of \$6200.00 for radio ads, fair books in full and ambulance service, Laurie seconded, all in favor. Tina will present this recommendation to th Colfax County Commission for approval on July 11, 2023.
  - Promotional Funding Request/Revised – KRDO TV (Pikes Peak) Shelly motioned to decline at this time, Laurie seconded, all in favor. Laurie suggested we need to reach out to other states to draw in tourist. Shelly suggested Tina reach out to Sheila Seabloom for suggestions for other tv stations to promote.
  - Funding Request/Revised – Center for Community Innovations, Supercross – Connie and Kim requested \$26,950.00 to help with tv ads, radio ads, and banners. They are reaching out to Las Vegas, Colorado Springs, Amarillo, and Albuquerque to draw more tourist into our area. Supercross is projecting 2000 to 3500 participants and spectators. The event will be held on September 9, 2023 @

the Colfax County Event Center. Tina will present this recommendation to the Colfax County Commission for approval on July 11, 2023.

7. Other:

- Tina gave an update on the Commission denial of recommendation for approval from Blu Dragonfly Brewing. Commission stated the business was not in compliance with County required licenses. She stated Blu Dragonfly Brewing has been contacted and will take care of the matter on July 5, 2023.
- Laurie suggested Funding applicants return to next meeting after function and give some feedback on their event. Tina will reach out to TA Rodeo/Tammy Lepp and have them attend next meeting for a final report.
- Promotional Funding Request – Colfax Tavern & Diner – Honky-tonk Hodgepodge: Shelly requested \$2290.00 for radio ads and posters to help promote the Annual Honky-tonk Hodgepodge. Laurie motioned to approve \$2290.00, Angel seconded, all in favor. Tina will present this recommendation to the Colfax County Commission for approval on July 11, 2023.

8. Next Meeting:

- August 7, 2023

9. Adjourn:

- Shelly motioned to adjourn at 10:50 am, Laurie seconded, all in favor.

August 7, 2023



Angel Campbell

Laurie Lepp

