



Colfax County *New Mexico*

Lodger's Tax Advisory Board Meeting March 4, 2024, 9:00 a.m. Draft Minutes

1. Call to Order:
 - 9:02 am by Shelly Quartieri
 - Present Board Members: Tina Colangelo, Laurie Bunker, Angel Campbell, Michael Brown
Shelly Quartieri via remote
2. Approve agenda:
 - Laurie motioned to approve, Tina seconded, all in favor.
3. Approve January 22, 2024, meeting minutes:
 - Shelly motioned to approve, Laurie seconded, all in favor.
4. Recognize visitors:
 - Anna Hall and Dana White – Broncs of Blue Sky, Bill Donati – KRTN, Nancy Klien and Loretta Condor – Chase Ranch Foundation, Gus Holm – Vermejo Park Ranch, remote Deb Brown – Save Your Town
5. Public Comment:
 - None
6. New Business:
 - Promotional Funding Request, KRTN
Bill Donati presented his proposal for \$11,905.17 for 10 months of 2024 for advertising. Bill stated he would up the ads when events are promoted during the busy months and limit the non-busy month. Shelly motioned to approve, Laurie seconded, all in favor.
 - Promotional Funding Request, Charcoal Burner, Six Pack Outdoors
Gus Holm presented his proposal for funding the Charcoal Burner bike race. He explained he was unsure of what he could ask for in his proposal. He came to ask for guidance in his ask. Discussion about sponsoring participant t-shirts. 150 @ \$15 = \$2250.00
Shelly suggested he purchase from a local vendor to keep monies within the county. Gus stated he would reach out for some local vendors. Gus also asked for funding for advertising on KRTN. Laurie suggested he send in a new budget with the t-shirt prices and advertising from KRTN. Tina asked him to email her a new budget report. Shelly motioned to approve the t-shirts and KRTN advertising if the new budget was within the budget fill out form, Tina seconded all in favor.

- Promotional Funding Request, Chase Ranch Foundation
Loretta Conder presented her proposal \$4,875.74. Loretta asked the board to tweak her budget and guide her on her ask. Laurie suggested cutting print ads and spending more on online advertising. Shelly suggested looking into placing an ad or an insert about the open house in the Maverick Rodeo Program. Shelly also suggested putting a sign with information about the ranch at the entrance. Laurie also suggested placing permanent way finding signs. Shelly suggested putting ads on Facebook. Shelly also suggested getting quotes for radio advertising in place of Vista Print invitations. Loretta stated she will work on a new budget request and present it at the April Lodgers meeting.
- Promotional Funding Request, Broncs of Blue Sky, Bronco de Mayo @ Colfax Tavern
Dana White and Anna Hill presented their proposal for \$1,350.00. Dana stated they are looking to raise awareness about their foundation and nonprofit organization. Anna stated they are trying to bring rescue broncs and Veterans together. Michael asked for an explanation of the organization. What is the end game. Dana mentioned the broncs are given the right training to rehome them and become successful in their lives. In comparison to a veteran, they too as well have come into some trauma as well. They are turned into a rideable bronc and then rehomed. Shelly stated including the Veterans in this therapeutic thing is very necessary. This is a fund raiser for this nonprofit organization to raise awareness. Tina motioned to approve, Angel seconded, all in favor.
- Promotional Funding Request, Charcoal Burner, Colfax County Adventure Guide
Tina stated that this is brought to the board for a formal approval for \$21,500.00. It is proposed to go 3 ways with City of Raton, Angel Fire and Colfax County. Laurie motioned to approve the \$21,500.00 as a third in the proposal, Tina seconded, all in favor.
- Promotional Funding Request, Save Your Town
Deb Brown presented her proposal for \$19,000.00. Deb stated it is a six-month program. It's a mix of onsite visits, watch parties, webinars etc. Deb mentioned she likes to visit with people from the area to get familiar with what they know and what they want. The three component areas are entrepreneurship development, marketing, social media, tourism attraction, and building connections to more resources. Laurie motioned to approve, Shelly seconded, all in favor.
- Non-Promotional Funding Request, The Center for Community Innovation, The Wild Divide
Tina stated that she did not ask Patricia to present again today being she had already presented. Laurie stated it is noted in the application that Lodgers does not fund website fees. Tina read the information noted on the application. It was decided that we cannot fund the ask. Laurie stated that Patricia may need to take it back to Commission for the County to fund. Tina stated that she would advise Patricia to go back to the county for the funding. Tina suggested we can explain that the lodgers Tax cannot provide funding for the building of the website but can fund the advertising after the website has been built. Shelly motioned we recommend this support, but we cannot fund it. Can the county assist in other opportunities for The Wild Divide. Laurie seconded, all in favor.

7. Other:

- Letter of Interest for Advisory Board
Nelisa Heddin letter of interest was viewed and discussed. Shelly motioned to approve her letter of interest; Laurie seconded all in favor.



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8. Next Meeting:

- April 8, 2024

9. Adjourn:

- Shelly motioned to adjourn at 10:24 am, Tina seconded, all in favor.

Colfax County Lodgers Tax Board
Approved April 8, 2024




