

Lodger's Tax Advisory Board Meeting
November 6, 2023, 9:00 a.m.
Draft Minutes

1. Call to Order:
 - 9:04 am by Shelly Quartieri
 - Present Board Members: Tina Colangelo, Laurie Bunker, Angel Campbell and Shelly Quartieri via Zoom, Absent Ursula Garcia and Kari Jaramillo
2. Approve agenda:
 - Laurie motioned to approve, Tina second, all in favor.
3. Approve June 5, 2023, meeting minutes:
 - Laurie motioned to approve, Tina second, all in favor.
4. Recognize visitors:
 - Kim Davis- Raton Supercross
 - Rick Neurauter- Phillips Broadcasting
 - Ann Thies & Juan Dela Roca- Gravel Adventure Field Guide
 - Richard Mestas- City of Raton Manager
5. Public Comment:
 - Gravel Adventure Field Guide- Juan Dela Roca and Ann Thies
Juan presented the plan for Colfax County Adventure Guide cost.
Premium \$55,000 - \$59,000
Max Content \$60,000 - \$65,000
Ann mentioned if we do not get on board soon it may be a year or more down the road before a guide can be published being lots of Counties have interest in recruiting Juan. Juan stated this would utilize so many county roads and draw tourists into our County. Shelly suggested we look at partnership with City of Raton and Angel Fire and split it three ways. Laurie suggested we go for Max Content and do \$20,000 each. Shelly made a motion to look at co-partnering with City of Raton and Angel Fire and splitting the cost. Laurie seconded the motion, all in favor.
6. New Business:
 - Event Follow up, Raton Supercross
Kim Davis thanked Colfax County Lodgers for their support.
337 riders were registered with family and the count was 1350.
968 spectators were counted. There were families from Texas, Albuquerque, Kansas, Nebraska, Oklahoma, and Colorado. Kim stated she had lots of positive feedback.

- Promotional Funding Request, Phillips Broadcasting, Rick Neurauter requested to renew the yearly radio ads. He stated Colfax County is not a county, it is a destination. Laurie motioned to approve Option #3 with yearly cost of \$9900.00, 2024, Shelly seconded, all in favor.
 - Election of Officers- tabled
 - Funding Limits for Events – tabled.
 - Effectively spending advertising dollars - tabled
7. Other:
- Finalizing Signage for Harrelson Pavilion
Tina presented options for the sign of the pavilion. All agreed 5.5 ft x 3 ft (2 lines) and font style #1. Laurie asked if they could send us some color mockups of colors, so that we can figure out the colors we want.
8. Next Meeting:
- January 8, 2024
9. Adjourn:
- Shelly motioned to adjourn at 10:19 am, Laurie seconded, all in favor.

Colfax County Lodgers Tax Board Meeting Minutes
Approved January 22, 2024





