

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MONDAY, JANUARY 24, 2022**

AGENDA

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Monday, January 24, 2022 at 12:00 p.m. in the City Commission Chambers, 405 W. 3rd St, Truth or Consequences, NM 87901.

CALL TO ORDER

ROLL CALL:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member

1. APPROVAL OF AGENDA

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of November 15, 2021

3. COMMENTS FROM THE PUBLIC: (3 minute rule applies)

4. OLD BUSINESS:

- a. Discussion/Action: Procedure for implementing Lodgers Tax Collection on Short Term Rentals. Gina Kelley, Vice-Chairman

5. NEW BUSINESS:

- a. Discussion/Review: Lodgers Tax Award Tracking Sheet's for November 15, 2021.
- b. Discussion/Action: Sierra County Rock & Gem Society - 2021-2022 Lodgers Tax Grant Application. Tammy Gardner, Executive Assistant

6. REPORTS FROM THE BOARD

7. REPORTS FROM STAFF

8. ADJOURNMENT

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, NOVEMBER 15, 2021**

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held in the City Commission Chambers, 405 W. Third, Truth or Consequences, New Mexico, on Monday, November 15, 2021 at 12:00 pm.

CALL TO ORDER:

The meeting was called to order by Chairman Jake Foerstner.

ROLL CALL:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member

ALSO PRESENT:

Tammy Gardner, Executive Assistant
Dawn C. Barclay, Deputy City Clerk

1. APPROVAL OF AGENDA:

Vice-Chairman Kelley made a motion to approve the agenda. Member DeMarino seconded the motion. Motion carried unanimously.

2. APPROVAL OF MINUTES: Regular Meeting of October 26, 2021.

Member DeMarino made a motion to approve the October 26, 2021 minutes. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

3. COMMENTS FROM THE PUBLIC:

There were no comments from the public.

4. OLD BUSINESS:

a. Discussion/Review: Lodgers Tax Award Tracking Sheet for October 26, 2021.

The board reviewed the tracking sheet and moved forward with the next item on the agenda.

b. Discussion/Action: Geronimo Trail Scenic Byway Inc. 2021-2022 Lodgers Tax Application. Request for Brochure Funding.

LaRena Miller, the Executive Director, was present to answer any questions from the board. She explained the printing for the brochures would be in the amount of 10,000 copies and she estimated the lot should last a couple of years. She noted that they are distributed to Old Town Albuquerque, Silver City, and to the T or C Visitors Center rack. Information packages are sent out from the Visitors Center. The board suggested updating all the information racks in the surrounding county area. The board would like to see some sort of tracking for the brochures on the website by possibly adding a URL link. The board would also like to see the brochures with updated information before going to print.

Member DeMarino made a motion to approve the \$2,500.00 in funding for the Geronimo Trail Scenic Byway printing with the inclusion of a URL on the website to help with tracking of the brochure. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

c. Discussion/Action: Sierra County Arts Council. 2021-2022 Lodgers Tax Application.

Cary "Jagger" Gustin was present to answer questions in regards to his funding request for \$2,350.00. Request breakdown is as follows; \$1,150.00 for printing service and \$1,200.00 for website service.

1. Printing Funding - The board first discussed the funding request for the printing service. The board requested that Mr. Gustin revisit his current vendor for a new quote, in addition to reaching out to a local vendor who may be able to offer a more competitive price. They also suggested reaching out to another local resident who may provide some free assistance to add a unique URL to the brochure for tracking purposes.

Member DeMarino made a motion to approve a partial request for \$450.00 to reprint brochures with a unique URL added to the layout design for tracking purposes. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

2. Website Hosting Funding - The board then moved onto discussions regarding the funding request for a one year contract for website hosting, domain service, maintenance, and development. The board was not able to award the full funding request. They prorated the request and did a partial award for this fiscal year also requesting a unique URL be added to the website. Mr. Gustin was advised to re-apply in July for the full amount for the entire fiscal year.

Vice-Chairman made a motion to approve a partial award for \$700.00 host website, design work, and maintenance with the provision they incorporate URL's that can be used on the brochures as well. They also recommended that the Sierra County Arts Council re-apply in July for an entire fiscal year next year. Member DeMarino seconded the motion. Motion carried unanimously.

d. Discussion/Action: Procedure for Implementing Lodgers Tax Collection on Short Term Rentals.

This item was tabled until Bruce Swingle, City Manager can be present to help discuss and advise the board on how the City would like to move forward with the collection process of Lodgers Tax from Short Term Rentals.

5. NEW BUSINESS:

a. Discussion/Action: Set meeting date and time for December 2021.

The board discussed and decided there would be no meeting scheduled for December 2021.

Member DeMarino made a motion to approve that no meeting will be scheduled for December 2021. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

b. Discussion/Action: Set meeting dates and times for all future meetings starting January 2022.

The board discussed and agreed to move the regular meetings to Monday's to help accommodate staffing conflicts. The new meeting dates will be the third Monday in the following months for 2022; January 24th, March 28th, May 23rd, July 25th, September 26th, and November 28th.

Member DeMarino made a motion to approve all of the stated dates for 2022. Vice-Chairman seconded the motion. Motion carried unanimously.

6. REPORTS FROM THE BOARD:

There were no reports from the board.

7. REPORTS FROM STAFF:

There were no reports from the staff.

8. ADJOURNMENT:

There being no further business to come before the Lodgers Tax Advisory Board, Chairman Foerstner made a motion to adjourn the meeting. The meeting was adjourned.

PASSED AND APPROVED ON THIS 24th DAY OF JANUARY 2022.

Jake Foerstner, Chairman
Lodgers Tax Advisory Board

Lodgers' Tax Award Tracking Sheet

Lodgers' Tax Meeting Date: November 15, 2021

Applicant: Geronimo Trail Scenic Byway

Project(s) Applied For:

1) GSTB Brochure reprint

Amount Requested: \$2500 Amount Approved: \$2500

Approved x Postponed _____ Denied _____

Reason for Postponement/Denial/Different Award Amount:

Approved with the provision that in order to track the success of this project a specific URL be included on the brochure that will direct people to the GTSB website. Google analytics may then be used to see how many people visited the website after using the brochure.

2) _____

Amount Requested: _____ Amount Approved: _____

Approved _____ Postponed _____ Denied _____

Reason for Postponement/Denial/Different Award Amount:

Lodgers' Tax Award Tracking Sheet

Lodgers' Tax Meeting Date: November 15, 2021

Applicant: Sierra County Arts Council

Project(s) Applied For:

1) Gallery & Mural guide reprints

Amount Requested: \$1150 Amount Approved: \$450

Approved x Postponed Denied

Reason for Postponement/Denial/Different Award Amount: it was recommended that SCAC get a more competitive price or work with a local vendor to contract the print job. The board also requested that a unique URL be included on the brochure so that google analytics may be used to track the effectiveness of the project.

2) SCAC website hosting & updates

Amount Requested: \$1200 Amount Approved: \$700

Approved x Postponed Denied

Reason for Postponement/Denial/Different Award Amount: the award was prorated through the end of the current fiscal year and the applicant instructed to apply for the total annual cost for FY23 at our May meeting.



2021-2022 LODGERS' TAX GRANT APPLICATION

PART I: PROJECT INFORMATION

Complete one application for each project or event.

Organization Name	SCRAGS
Project/Event Name	Sierra County Rock & Gem Society TRUTH OR CONSEQUENCES ROCK & GEM SHOW
Event Date(s) and Location (if applicable)	APRIL 2-3, 2022 County Fair Barn
Event Organizer & Title within Organization (if applicable)	Dan Lorinier
Phone Number of Organizer	575 740-2927
Email of Organizer	scragssierracounty@gmail.com
Organization Address	PO Box 766 Elephant Butte, NM 87935
Organization's Contact Person (If different than event organizer)	Moshe Koenick (2nd contact)
Contact Phone and Email for Organization's Contact Person	575-740-4526

PART 2: PROJECT COST AND FUNDING REQUEST Lodgers Tax Grant Funding

Amount Requested: (Must match application page 4)	1550
Anticipated Attendance (not including volunteers/staff):	600

PART 3: CRITERIA

Was this project/event funded in 2020-2021? Circle one: Yes/No

How many times has your event occurred? List previous events years. If new, indicate "new":

NEW (tried in 2020 & Covid cancelled it)

1. Define/Describe the overall project/event (what is happening at the event?):

Talks and educational Demos about the area & grinding & polishing,
Meet & Greet, possible field trips, rock & gem show

2. Who is your target audience for your project/event and advertising (who do you want to attend?)

People of all ages, ~~but generally~~ people interested
in rocks & gems in and around Sierra county and the SW.

3. Describe the regions/cities in which you plan to market your project/event outside of Truth or Consequences?

Tucson Rock & Gem show patrons, Albuquerque, El Paso

4. What percentage of your printed materials will be distributed outside of Sierra County and how will they be distributed?

80 % by way of POSTCARDS advertising event to be
distributed statewide and across state lines at various rock & gem
shows. Plus select newspapers and such.

5. Describe your project/event indicators of success and how you plan to gather the information and how you plan to share that assessment with the City (e.g. increased hotel stays, increased attendance, first time attendees:

attendance, sign in sheet with sections on
if staying in the area, how long, where,
I follow up questionnaire to vendors about stay & if they would
come back & why.

6. How many Facebook followers do you have for this event page or organization page (for a project)? about 1,000 Instagram followers?

7. If applicable, do you plan to sell advertising for this project? If so, how much do you anticipate will be ad revenue will be generated?
no

8. If you are asking for funding for an existing website, be sure to attached analytics from previous year.

PART 4: PLAN FOR GRANT AMOUNT REQUESTED

Fill out this chart with your spending plan and the costs for these items. Note: **The items listed within this budget are the only reimbursable items after funds are awarded.** Modifications to your plan may only take place with regards to variation in dates of publication. Items not listed within the application at the time of approval will not be reimbursed. The Lodgers' Tax Board reserves the right to recommend denying funding of specific items within this budget during their recommendation to City Commission.

Advertising/Promotion Company/Provider	Type of Ad/Promotion	Cost
Flyers & more	Flyers, Posters, postcards,	300 500
Ink	1/4 pg ad print ad	300
El Paso Scene	print ad	250
Facebook	Facebook targeted ads	500
TOTAL AMOUNT REQUESTED: Must match page 1.		1550-

PART 5: FINANCIAL DISCLOSURE CHECKLIST


As per the attached City Ordinance, all applicants for Lodgers' Tax funds must submit the following information. You are only required to submit this information once per fiscal year.

- ☐ IRS and Secretary of State proof of Good Standing
- ☐ Previously submitted

PART 6: ASSURANCES AND CERTIFICATIONS

I/We certify that I/we am/are authorized to act on behalf of the organization making this application and that the statements herein are complete and accurate to the best of my knowledge. If funded, we will keep a clear and accurate accounting of how the funds were used. We will evaluate the use of funds as required and approved by the City of Truth or Consequences and will deliver an evaluation report to the City no more than (60) days after the event or project completion, except when the events or projects occur between April 1st and May 15th, such evaluations must be submitted by the last day of May.

Print your name and title: MASHE KOENICK ^{volunteer} club member

Signature: 

Date: 1/17/22

Sierra County Rock And Gem Society

EIN: 83-3234829 | Williamsburg, NM, United States

Publication 78 Data ⓘ

Organizations eligible to receive tax-deductible charitable contributions. Users may rely on this list in determining deductibility of their contributions.

On Publication 78 Data List: Yes

Deductibility Code: PC

Page Last Reviewed or Updated: 6-Sept-2019

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Sierra County Rock

EIN: 83-3234829 | Williamsburg, VA

Publication 78 Data

Organization eligible to receive tax-deductible contributions: **Yes**

On Publication 78 Data List: **Yes**

Deductibility Code: **PC**

First cash contribution received: 1/24/2013

Our Agency

Know It

About IRS

Take It

Work at IRS

Take It

Deductibility Code		
In general, an individual who itemizes deductions may deduct contributions to most charitable organizations up to 50% (60% for cash contributions) % of his or her adjusted gross income computed without regard to net operating loss carrybacks. Individuals generally may deduct charitable contributions to other organizations up to 30% of their adjusted gross income (computed without regard to net operating loss carrybacks). These limitations (and organizational status) are indicated as follows:		
Code	Type of organization and use of contribution.	Deductibility Limitation
PC	A public charity.	50% (60% for cash contributions)
POF	A private operating foundation	50% (60% for cash contributions)
PF	A private foundation	30% (generally)
GROUP	Generally, a central organization holding a group exemption letter, whose subordinate units covered by the group exemption are also eligible to receive tax-deductible contributions, even though they are not separately listed.	Depends on various factors
LODGE	A domestic fraternal society, operating under the lodge system, but only if the contribution is to be used exclusively for charitable purposes	30%
UNKWN	A charitable organization whose public charity status has not been determined.	Depends on various

First cash contribution:

PC: 5/2013

6th Print

Related Sites

[U.S. Treasury](#)

[Treasury Inspector General for Tax Administration](#)



Search Information

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Entity Details

Business ID#: **5822602**

Status: **Active**

Entity Name: **Sierra County Rock and
Gem Society**

Standing: **Good Standing**

DBA Name: **Not Applicable**

Entity Type and State of Domicile

Entity Type: **Domestic Nonprofit
Corporation**

State of Incorporation: **New Mexico**

Statute Law Code: **53-8-1 to 53-8-99**

Formation Dates

Reporting Information



Period of Existence and Purpose and Character of Affairs

Outstanding Items

Reports:

No Pending Reports.

Registered Agent:

No Records Found.

License:

No Records Found.

Contact Information

Mailing Address: **4801 LANG AVENUE, SUITE 110, Albuquerque, NM 87109**

Principal Place of Business in New
Mexico: **4801 LANG AVENUE, SUITE 110, Albuquerque, NM 87109**

Secondary Principal Place of
Business in New Mexico:

Principal Office Outside of New
Mexico: **Not Applicable**

Registered Office in State of



Incorporation:

Principal Place of Business in
Domestic State/ Country: **Not Applicable**

Principal Office Location in NM: **Not Applicable**

Registered Agent Information

Name: **Daniel G Lorimier**

Geographical Location

Address:

Physical Address: **115 Alta Vista Rd,
Williamsburg, NM 87942**

Mailing Address: **NONE**

Date of Appointment: **07/08/2019**

Effective Date of Resignation:

Director Information

Title	Name	Address
Director	Bruce Ellis Cox	737 South 5th Street West, Missoula, MT 59801
Director	Trudie Browning	P.O. BOX 766, Elephant Butte, NM 87935
Director	Dan Lorimier	P.O. BOX 766, Elephant Butte, NM 87935
Director	Maggie Brunson	P.O. BOX 766, Elephant Butte, NM 87935

Officer Information

Title	Name	Address
President	Trudie Kay Browning	1280 East Riverside Drive, Truth or Consequences, NM 87901
Corporate Secretary	Daniel G Lorimier	115 Alta Vista, Williamsburg, NM 87942

Organizer Information

Not Applicable

Incorporator Information

Title	Name	Address
Incorporator	Cheyenne Moseley	101 N. Brand blvd. 11th fl., Glendale, CA 91203

Trustee Information

Not Applicable