

**CITY OF TRUTH OR CONSEQUENCES**

**LODGER'S TAX ADVISORY BOARD**

**MINUTES**

**TUESDAY, JANUARY 26, 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 Tuesday, January 26, 2021 at 5:30 pm.

**CALL TO ORDER:**

The meeting was called to order by Chairman Foerstner.

**ROLL CALL:**

Jake Foerstner, Chairman  
Linda De Marino, Member  
Teresa King, Member  
Gina Kelley, Member

**ALSO PRESENT:**

Kristin Saavedra, Chief Procurement Officer/Administrative Assistant  
Dawn C. Barclay, Deputy City Clerk

**1. APPROVAL OF AGENDA:**

Member Kelley made a motion to approve the agenda.  
Member King seconded the motion. Motion carried unanimously.

**2. APPROVAL OF MINUTES:**

a. Regular Minutes, July 28, 2020

Member King moved to approve the minutes from July 28, 2020.  
Member Kelley seconded the motion. Motion carried unanimously.

b. Regular Minutes, September 29, 2020

**Member Kelley moved to approve the minutes from September 29, 2020.**

**Member King seconded the motion. Motion carried unanimously.**

**3. COMMENTS FROM THE PUBLIC:**

There were no comments from the public.

**4. RESPONSE TO COMMENTS FROM THE PUBLIC:**

There were no response to comments from the public.

**5. OLD BUSINESS:**

**a. Discussion/Action: Application Review & Allocation Recommendation for FY 2020/2021.**

**i. Chamber of Commerce**

Theresa King represented the Chamber of Commerce. She advised the board she was not ready to move forward with her request at this time.

**Member Kelley moved to table request from the Chamber of Commerce. Member De Marino seconded the motion. Motion carried unanimously.**

**ii. Geronimo Springs Museum.**

Marilyn Pope stated she was working on a proposed event advertising budget for the upcoming year. She inquired about her submittal reimbursement for the guide book ad. Ms. Pope is ready to apply for funding for the activity books at a cost of \$700.00. She advised the board she is currently working on some projects with projected costs. One of her projects is interviewing applicants to manage the Facebook page. Member DeMarino liked the idea of getting ready to reopen but expressed concerns that the Museum may not be able to reopen until summer, which will cross over to a new physical year. Member Kelley asked about the program schedule and if any delays were going to be incurred? She also asked Ms. Pope if she have any concerns about her scheduled speaker's returning. Ms. Pope was confident all programs will have dedicated speakers. Member DeMarino asked about the disbursement of the activity books? Ms. Pope replied they will be disbursed to the surrounding schools with the bulk going out of town. Member Foerstner asked about a time line for the Rock and Gem, Arrowhead and El Camino Real display? Ms. Pope said the Rock and Gem and Arrowhead displays are completed, a NMSU intern will be assisting with the Camino Real acquisition research work, but not sure if it will be ready for display by time of reopening. Member DeMarino suggested waiting on the printing until an opening date has been established,

while still exploring Facebook and Instagram as a way to advertise. Kristin Saavedra, CPO shared a kindly reminder to Ms. Pope, that if any requests were going to be submitted, it must be submitted as a "Reimbursement Request".

**Member De Marino made a motion to approve \$1,350.00 total; \$500.00 for social media, content development and advertising. \$500.00 for graphic design for development events, \$350.00 for the children's activity book. Member Kelley seconded the motion. Motion carried unanimously.**

iii. Veterans Memorial Park & Museum.

Kristin Saavedra, CPO confirmed two application were submitted, they were tabled from the last July's meeting. Application was then resubmitted this time at a lower amount for the requested pamphlets and billboard sign. Chairman Foerstner made reference he would like to have a representative from each organization who is requesting a reimbursement, attend the board meetings, so they are available to answer any questions. In regards to the billboard advertisement, board was unclear if the billboard sign has been updated at this time. No current picture was submitted at this meeting. Kristin Saavedra, CPO offered to research billboard status by offering to speak with Maggie Allen or Wendy Barnes letting them know this issue had to be tabled again, also requesting their attendance at the next meeting to answer any questions from the board. On the new application there is a concern with the estimated expense not equaling what is required to spend inside and/or outside the County. On the old application there are some request that were ineligible. Board advised to do away with the word "New Granit" on the current ad design. Need to address the 25% of award being asked.

**Member Kelley made a motion to table this submitted request from the Veterans Memorial Museum. Member King seconded the motion. Motion carried unanimously.**

**b. Review/Update: Lodger's Tax 1<sup>st</sup> Quarter Reporting**

Chairman Foerstner asked for clarification on black ink vs red ink on the report. Kristin Saavedra, CPO responded; the black ink is referencing the quarterly reports that have been received on time, the red ink is referring to the reports that were not submitted on time.

**c. Discussion/Action: Lodger's Tax Application Changes**

Kristin Saavedra, CPO made reference from the last meeting that Mr. Madrid had suggested implementing a point's process and/or a RFP for the application process. She explained the RFP (Request for Proposal) cannot be used as a request for funding. Ms. De Marino suggested to have more details on specific questions (Examples; Project 1, 2 etc..., return on income, return on investments) for the application process. Kristin Saavedra, CPO made a suggestion; she could put together a

PowerPoint presentation with samples of suggestions she received from the board before the next meeting along with printed hard copies. She also reminded Chairman Foerstner about a suggestion that was made at a prior meeting making reference to having a digital submittal option for the application process.

**d. Discussion/Action: Application Process**

**Member Kelley made a motion table item number 5. c. Discussion/Action: Lodgers Tax Application Changes & 5. d. Discussion/Action: Application Process. Member De Marino seconded the motion. Motion carried unanimously.**

**6. NEW BUSINESS:**

**a. Discussion/Action: Selection of Vice-Chairman**

**Member De Marino made a motion to nominate Gina Kelley as Vice-Chairman. Member King seconded the motion. Motion carried unanimously.**

**b. Discussion/Action: Lodger's Tax Allocation Recommendation**

**i. Geronimo Springs Museum**

This item was discussed earlier in the New Business section (5. a. ii.)

**ii. Sierra County Arts Council**

Member DeMarino inquired about the number of out-of-town memberships solicited? There was not a representative from the Sierra County Arts Council present to answer any questions. Member DeMarino also had some concerns regarding the gallery brochure. She suggested to wait and see how many business pull through the pandemic before printing the brochures. The board discussed and approved a partial funding disbursement.

**Member Kelley asked to table the funding for the brochures for the SCAC Membership, Gallery and the Mural brochure's until a representative can attend to answer questions. She continued with the motion to approve \$131.88 for 2021 website hosting and \$17.99 for the 2021-22 domain name registration. Member King seconded the motion. Motion carried unanimously.**

**c. Discussion/Update: Lodger's Tax 2<sup>nd</sup> Quarter Reporting**

Board reviewed the report and noted that no report was received from the Veteran's Museum. The board requested a representative attend next meeting to answer questions regarding any funding request. Chairman Foerstner requested updated guidelines for the reporting process.

**d. Discussion/Update: Collected Tax Reports for Comparison due to COVID Impact**

**i. Lodger's Tax Report for 2019 & 2020**

Member Foerstner made reference to the income gap between 2019 & 2020. He also recommended samples of some possible reports for the board to review at each meeting (examples; showing comparisons from month to month, remaining balances available for allocation, what is carried over from last month, what's been awarded). Deputy Clerk Barclay noted she was in receipt of the email submitted by Chairman Foerstner dated January 20, 2021, requesting said such samples. She assured the board the report requests will be addressed and if generated, will be made available at the next meeting. Last noted, the board was concerned about being over committed with expenditures when revenues are down. They would like to find a way to be advised and asses avoiding any possible issues.

Reviewed by board: 2019 - \$330,090.54  
                              2020 - \$191,017.04  
                              \$139,073.50 difference; down by 42.13% from 2019

**ii. Convention Tax Report for 2019 & 2020**

Reviewed by board: 2019 - \$65,766.54  
                              2020 - \$42,352.98  
                              \$23,413.56 difference; down by 35.6% from 2019

**e. Discussion/Action: Set Time, Place & Date Next Meeting**

**Member King made a motion to approve next meeting set for March 30, 2021 at Noon. Member De Marino second the motion. Motion carried unanimously.**

**7. COMMENTS FROM THE BOARD**

Member DeMarino made a suggestion, the board look more into the future of tourism for the City and how the funds can be properly directed. Chairman Foerstner suggested when

another online marketing class becomes available, the application process reflects attending the class. All the board members also made reference to Hans Townsend, who was deeply rooted in the community and cared tremendously about the tourism for TorC.

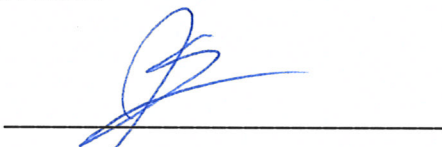
**8. COMMENTS FROM STAFF:**

There were no additional comments from staff.

**9. ADJOURNMENT:**

There being no further business to come before the Lodger's Tax Advisory Board, Member De Marino made a motion to adjourn meeting. Member Kelley second the motion. Motion carried unanimously. The meeting was adjourned.

PASSED AND APPROVED ON THIS 30<sup>th</sup> DAY OF MARCH 2021.



Jake Foerstner, Chairman  
Lodger's Tax Advisory Board