

**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.

**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. Gina Kelley, Vice-Chairman

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: October 26, 2021

Applicant: Geronimo Trail Scenic Byway

Project(s) Applied For:

1) geronimotrail.com website updates & hosting

Amount Requested: \$1500 Amount Approved: \$1500

Approved x Postponed Denied

Reason for Postponement/Denial/Different Award Amount:

2) Geronimo Trail Scenic Byway brochure reprint

Amount Requested: \$2500 Amount Approved: 0

Approved Postponed x Denied

Reason for Postponement/Denial/Different Award Amount: there
was no information on the application regarding how many
brochures were being printed nor was a sample brochure provided
so that the LTAB could see what was being reprinted.