

**CITY OF TRUTH OR CONSEQUENCES**

**LODGER'S TAX ADVISORY BOARD**

**MINUTES**

**TUESDAY, MARCH 30, 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, March 30, 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  
Angela A. Torres, CMC City Clerk/Treasurer  
Dawn C. Barclay, Deputy City Clerk

**1. APPROVAL OF AGENDA:**

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

## **2. APPROVAL OF MINUTES:**

- a. Regular Minutes from January 26, 2021

**Vice-Chairman Kelley made a motion to approve the minutes with changes. Member De Marino 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 responses to comments from the public.

## **5. OLD BUSINESS:**

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

- i. Chamber of Commerce

Board began to review the application, Member King noted she is recusing herself. Cary (Jagger) Gustin was present and was the representative for the Chamber of Commerce. His first request was to fund a business relocation packet with City related topics such as; electric rates, contact numbers for county office, what does a three bedroom house costs. This packet will be targeted to prospective businesses that would like to relocate to TorC. The Arts Council has donated colored paper and folders to put together approximately 40 packets as well as an electronic version of the packet would also be available and will be made accessible to the Economic group. His second request was to fund yearly maintenance for their new website. Prior website service was located out of the country and has been terminated and website dissolved. Mr. Gustin has found a local person who can provide yearly website maintenance service and has created a new website. The funding portion is for a yearly website maintenance contract and to reimburse for his time designing the new website. Ms. Saavedra advised, the application would have had to been approved first in order to fund that money. Application should have been submitted before the work was performed. Chamber stated only \$210 was paid out-of-pocket against the submitted total of \$1,650 for the design of the home page (to keep web address active). \$1,440 is what will be owed if funds are approved for the website service contract. The board did not have a problem funding the \$55 for the packet but also suggested they work with MainStreet so they can help promote the packet digitally.

**Member De Marino made a motion to fund a total of \$1,495.44; \$1,440.00 for the website and \$55.44 for the business information. Member Kelley seconded the motion. Motion carried unanimously.**

ii. Veterans Memorial Park & Museum

Windy Barnes and Maggie Allen were representatives for the VMPPM. Ms. Barnes began by explaining the reasoning for the new vinyl for the billboard. The board suggested replacing the wording "New Granite" with the word "Veterans". Maggie Allen explained, they were advised by Mr. Madrid that the "New Granite Memorial Wall" should be in large letters. She explained to the board that having a granite wall in the state of NM is a major attraction. The board was adamant about reversing the wording arrangement from the large wording (NEW GRANITE MEMORIAL WALL) to the smaller wording that reads (TorC Veteran's Memorial & Museum).

The board and Ms. Saavedra had some concerns regarding if the billboard qualified for the 75% funding. A reminder from the board was brought up, the packet was supposed to reflect and state that marketing was supposed to be done outside of Sierra County not spent. The way it reads now, it excludes our local's from performing any printing services. Ms. Saavedra noted that the State Statute will have to be researched. So in conclusion Ms. Saavedra confirmed the billboard, because it was designed by a company outside of the County it qualifies for the 75% funding. Ms. Barnes confirmed to the board the pamphlets are printing within the City of TorC that meets the 25% funding requirements.

**Member De Marino made a motion to approve \$1,176.00 for the printing of the vinyl and to reverse the wording with "New Granite Memorial Wall" with "T or C Veteran's Memorial & Museum" and approve the printing of the pamphlet's, while the State Statute guidelines are researched so the appropriate amount can be allocated when funds are ready to be released. Member Kelley and Member King seconded. Motion carried unanimously.**

**Member Kelley made a motion to amend the Veteran's Memorial Park and Hamilton Museum. Lodger's Tax request to approve both the billboard sign on I-25 for \$1,176.00 and the pamphlet's at \$1,106.64. Member Kelley seconded. Motion carried unanimously.**

iii. Sierra Arts Council – Funding for brochure's

Mr. Gustin presented the pamphlet handout (please find attached), it is a reprint with updates. He explained they are widely spread around our City, distributed during Art Hop, at all visitor's centers, galleries, spas, hotel, and Chamber office down town, Geronimo Museum as well as being distribute through the Sierra Arts Council mailing list to help bring funds in from out of town. Pamphlets were printed locally. They did obtained three quotes from Exacta Printing, The Copy Shop and GPK Media Sentinel. Printing will be for approx. 1,000 copies.

Member De Marino requested a copy of the State Statute be added to the Guidelines and be noted in a different color format.

**Member De Marino made a motion with some exceptions, to approve \$1,130.00 for the reprint of the Muriel Brochure and Gallery Brochure. It does not include the Membership Brochure. Member King seconded. Motion carried unanimously.**

**b. Discussion/Action: Lodgers Tax Application Changes**

**Member Kelley made a motion to table 5.b, 6.a and 6.b until the workshop in April 2021. Member King seconded motion. Motion carried unanimously.**

**6. NEW BUSINESS:**

**a. Discussion/Update: FY 21/22 Application Process.**

- i. Application Guideline's
- ii. Eligibility Requirement's
- iii. Application Deadline
- iv. LTAB Allocation Meeting Date
- v. City Commission Approval of Allocation Date

**b. Discussion/Action: Recommendations to the LTAB for proposed changes to the "Lodgers Tax Funding Guideline's Approved by City Commission 3/31/2019".**

**a. LTFG Page 27**

- 1. Proposed change to page 5 of the LTFG.
- 2. Proposed change to page 6 of the LTFG.
- 3. Proposed change to page 7 of the LTFG.

**b. LTFG Page 28**

- 1. Proposed change to page 13 of the LTFG.
- 2. Proposed change to page 20 of the LTFG.
- 3. Proposed change to page 22 of the LTFG.

**c. LTFG Page 29**

- 1. ...continued; Proposed change to page 22 of the LTFG.

**Motion carried over from 5.b (Member Kelley made a motion to table 5.b, 6.a and 6.b until the workshop in April 2021. Member King seconded motion. Motion carried unanimously.)**

**1. COMMENTS FROM THE BOARD**

Board Members stated they are still hoping to receive a report showing various Lodger's Tax fund information; like how much is being allocated and where remaining funds may be going. They also noted they would like to see where the Convention Center funds are being allocated to and how much is left to allocate. This information can be put in a very simple format/overview. Clerk Torres reassured she will check with Finance Department. The board noted they have asked for this information through past meetings. The board addressed another concern's with what was stated in a prior meeting with Mr. Madrid about the timing of Lodger's Tax money. It was understood that

Lodger's Tax money can be extended out for 2 years. The board is under the assumption that whatever monies are not allocated, can be rolled over to the next fiscal year. Ms. Saavedra will confirm. Chairman Foerstner stressed how important a fillable pdf. form application is needed.

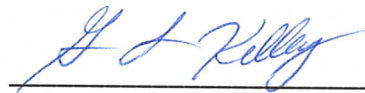
## **2. COMMENTS FROM STAFF**

Ms. Saavedra offered a date to schedule a workshop on April 13, 2021. City Clerk Torres confirmed date is available.

## **3. ADJOURNMENT**

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

PASSED AND APPROVED ON THIS 24<sup>th</sup> DAY OF MAY 2021.



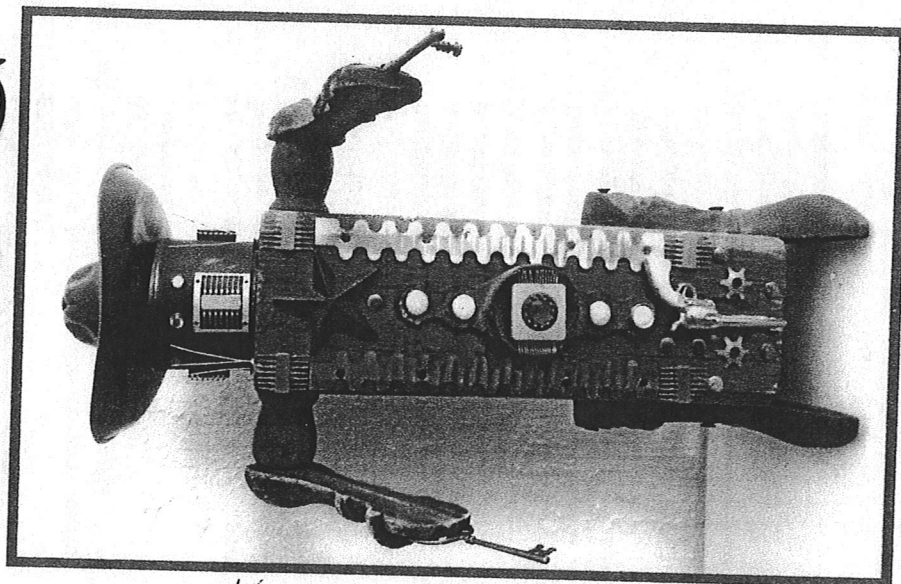
~~Jake Foerstner, Chairman~~  
Lodger's Tax Advisory Board

*Jim Kellogg*  
*Vice*  
*Chairman*



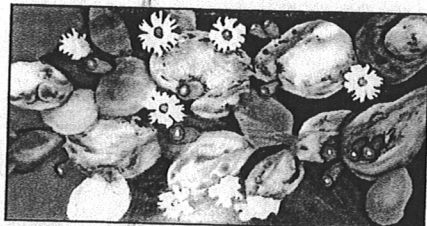
Your Guide to

# THE GALLERIES T of C



Robot Cowboy by Don Hallock  
at Don's Den

← Fold



Cactus Blooms by  
Joanne Long at Light  
of the Soul Gallery

**T**ruth or Consequences is rapidly becoming recognized for its art community. The two dozen-plus galleries listed here feature local as well as international artists, yet not all of T or C's art is indoors — nearly 60 (and counting) murals adorn buildings on streets and alleys throughout town. They range from a small risra at the entrance to El Faro restaurant to a full-wall masterpiece on the Dirty Boots Garage Gallery. Most of our hot springs and spas have a selection of wall art as well.

You'll also find a great display of non-gallery art hanging on the walls of many local restaurants and businesses including Grapevine Bistro, T or C Brewing, Point Blanc, and the real estate offices of Sea Properties. During the second Saturdays of each month, you can take in even more art — and music — during *Second Saturday Art Hop*. Galleries stay open until 9 pm.

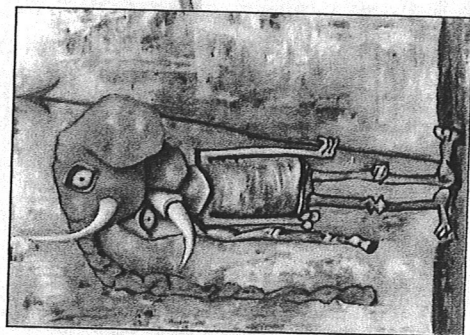
T or C's list of galleries is always growing — be a part of "hot springs, cool town" New Mexico.



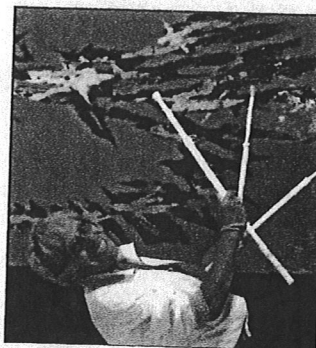
Paid for in part by Truth or Consequences  
Lodgers Tax and produced by ZIA Gallery



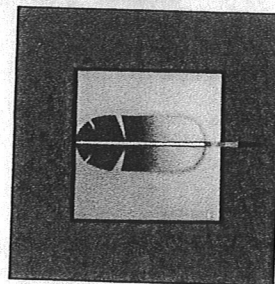
Artwork by Noél  
Hudson and Delmas  
Howe adorn the walls  
in one of several  
rooms at Rio Bravo  
Fine Art Gallery



Elephant Mask  
by Kyle Cunningham  
at Desert Archaic



Artist Fred Fontaine  
creates large abstract and  
impressionistic pieces at  
Fred Fontaine Arts,  
one of the many galleries  
and studios in Truth or  
Consequences



Grandfather Feather  
by Carlis Chee  
at ZIA Gallery

Folia

## ON BROADWAY

- 1 ART & SOUL STUDIO** — 424 Broadway  
rawlingsartandsoul@gmail.com A workspace for visiting artists and for hosting art residencies, exhibits, music, workshops & film
- 2 ART, ART, ART** — 512 Broadway  
575-952-0509 — Featuring original David Larcom paintings and Della Montoya hospitality
- 3 ANGEL REMNANTS** — 405-1/2 Broadway  
575-740-7378 lyndastar222.com  
Art, angels, gemstones, and more
- 4 DESERT ARCHAIC** — 324 Broadway  
575-519-4773  
Exploratory Art Laboratory
- 5 DON PEPE'S GIFT SHOP** — 110 Broadway  
575-894-0572  
Gifts, cards, jewelry & more. It's worth the ride.
- 6 DIRTY BOOTS GARAGE GALLERY**  
530 Broadway — 575-740-0856  
Lowbrow art
- 7 FRED FONTAINE ART** — 412 Broadway  
808-383-0883 www.FredFontaineArt.com  
Emotions on canvas
- 8 FRIENDS of the MORNINGSTAR GALLERY**  
421 Broadway — 575-894-8715  
Where the adventure begins
- 9 GALACTIC DIGS GALLERY & Other Treasures**  
320 Broadway 415-640-8852, galdigs320@gmail.com  
Local NM art — painting, mixed media, weaving, photography. Vintage collectibles.
- 10 INGO'S ART CAFE** — 422 Broadway  
575-551-8186 ingosartcafe.com  
Local creations from young and old
- 11 LOVE SHACK GALLERY** — 520 Broadway  
575-779-3958 Paintings, drawings, natural-dyed textiles, leatherwork, sculpture
- 12 RIO BRAVO FINE ART GALLERY**  
110 Broadway — 575-894-0572  
Works by H. Joe Waldrum, Delmas Howe, & selected Southwest artists

NOTE: Gallery hours are subject to change and some are by appointment only, so please check first.

- 13 ZIA GALLERY** — 415 Broadway  
406-539-7017 www.ziagallerynm.com  
Fine art, fiber art, functional art

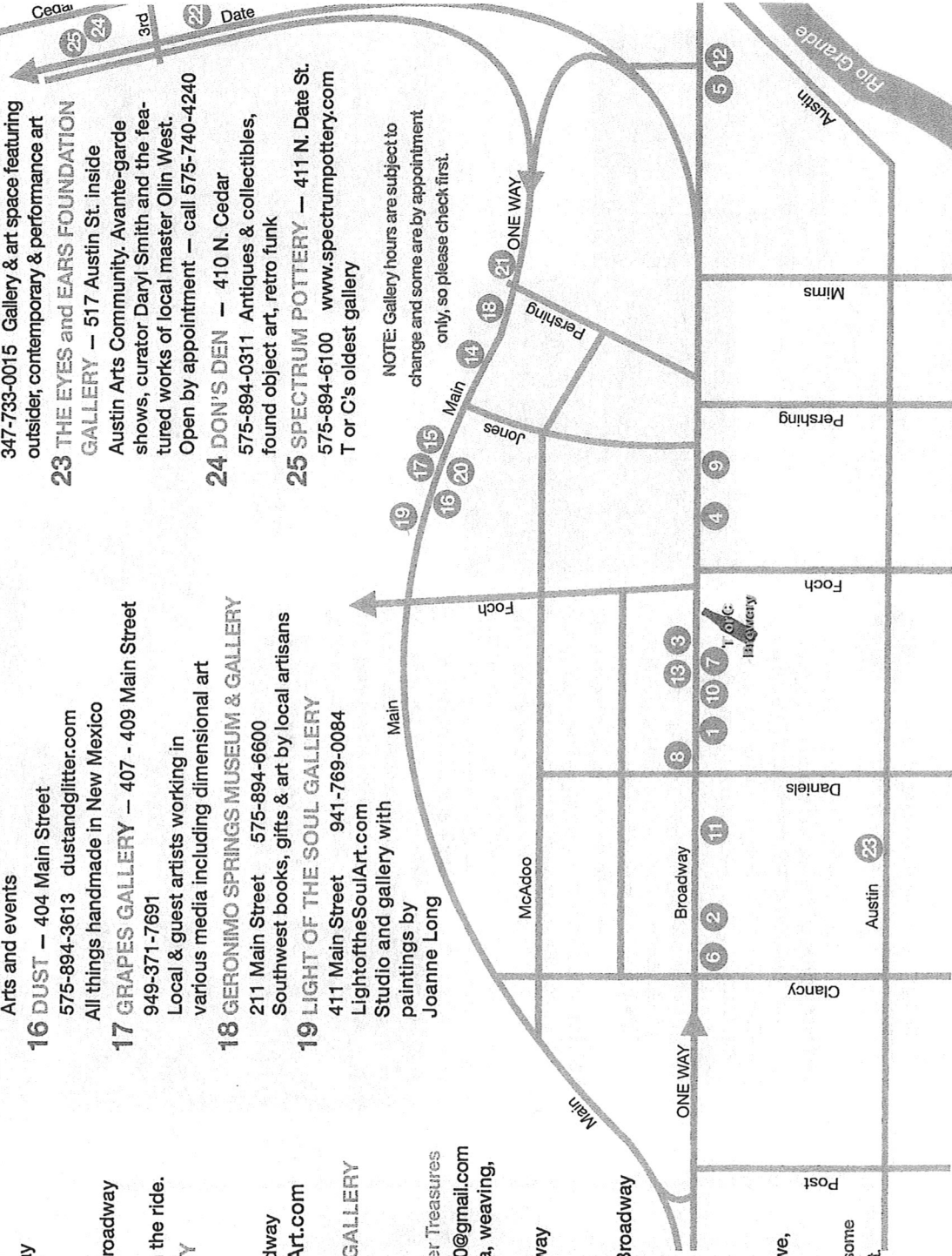
## ON MAIN STREET

- 14 303 GALLERY** — 303 Main Street  
281-615-9654  
Art, antiques, and vintage jewelry
- 15 405 GALLERY** — 405 Main Street  
575-894-0037  
Arts and events
- 16 DUST** — 404 Main Street  
575-894-3613 dustandglitter.com  
All things handmade in New Mexico
- 17 GRAPES GALLERY** — 407 - 409 Main Street  
949-371-7691  
Local & guest artists working in various media including dimensional art
- 18 GERONIMO SPRINGS MUSEUM & GALLERY**  
211 Main Street 575-894-6600  
Southwest books, gifts & art by local artisans
- 19 LIGHT OF THE SOUL GALLERY**  
411 Main Street 941-769-0084  
LightoftheSoulArt.com  
Studio and gallery with paintings by Joanne Long

## ON OTHER STREETS

- 22 ARTIST ABBEY** — Corner of Date St. & 1st Ave.  
Contact Bogs: hieronymusbogs.com/artistabbey  
347-733-0015 Gallery & art space featuring outsider, contemporary & performance art
- 23 THE EYES and EARS FOUNDATION GALLERY** — 517 Austin St. inside Austin Arts Community. Avante-garde shows, curator Daryl Smith and the featured works of local master Olin West. Open by appointment — call 575-740-4240
- 24 DON'S DEN** — 410 N. Cedar  
575-894-0311 Antiques & collectibles, found object art, retro funk
- 25 SPECTRUM POTTERY** — 411 N. Date St.  
575-894-6100 www.spectrumpottery.com  
T or C's oldest gallery

NOTE: Gallery hours are subject to change and some are by appointment only, so please check first.





**BB** BACK OF RIO BRAVO GALLERY • Alley in back of 100 block of Broadway Expansive desert scenes by Reed Rische

**NN** PINK PELICAN • 302 Jones St.  
Multiple colorful pelicans by David Larcom

**OO** SPACEPORT VISITOR CENTER • McAdoo St.  
— Desert wildlife by a group called The Young DaVincs

**PP** Building backs & fence • 400 block of Sims  
Whimsical flowers & colors by Mary Kinninger Walker

**QQ** RIVERBEND HOT SPRINGS • 100 Austin St.  
Multiple artists including decorative signage by Reed Rische and other styles & subjects by William Galbreath, plus various smaller pieces by other artists

**RR** Art park between 303 Gallery and 405 Gallery  
Featuring Reed Rische's mural of Buckhorn Bar sign

**SS** 500 block alley between Broadway & Austin  
Tropical scene by Grace Bryan & 2 fantasy scenes by Mary Kinninger Walker

**TT** 400 block alley between Broadway & Austin  
Tropical scene by Grace Bryan

**UU** Building at 326 Van Patten  
Whimsical western subjects signed simply by "Marcia"

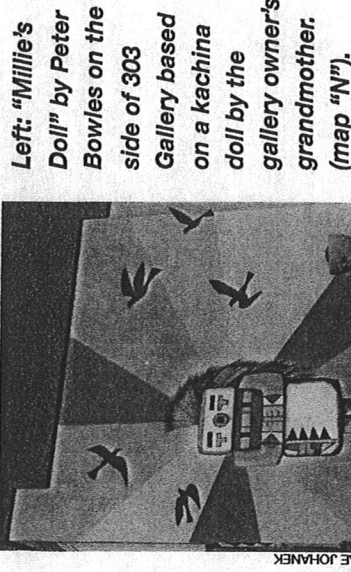
**VV** Corner of Marr & Daniels.  
Fantasy image on corrugated metal fence by Jia Apple

**WW** PELICAN SPA • Corner Pershing & McAdoo  
Colorful pelicans and dragon by David Larcom

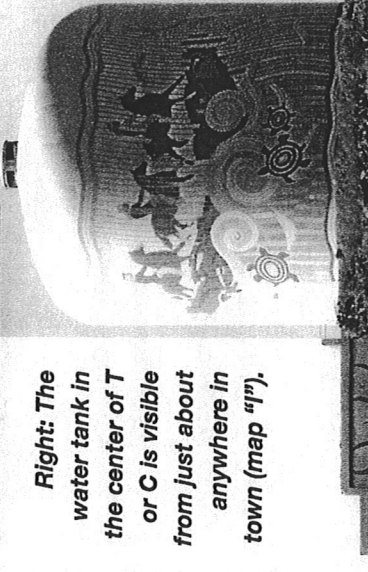
**XX** MESILLA HEALING • 902 Date St.  
Ancient decorative plants on one wall by Reed Rische plus door and window frame art by owner's kids

**YY** Private residence • 310 N. Elm  
African Ndebele-influenced home mural by Reed Rische

**ZZ** REBEL ROADRUNNER • 302 Main  
Warm Springs Apache heritage by Reed Rische



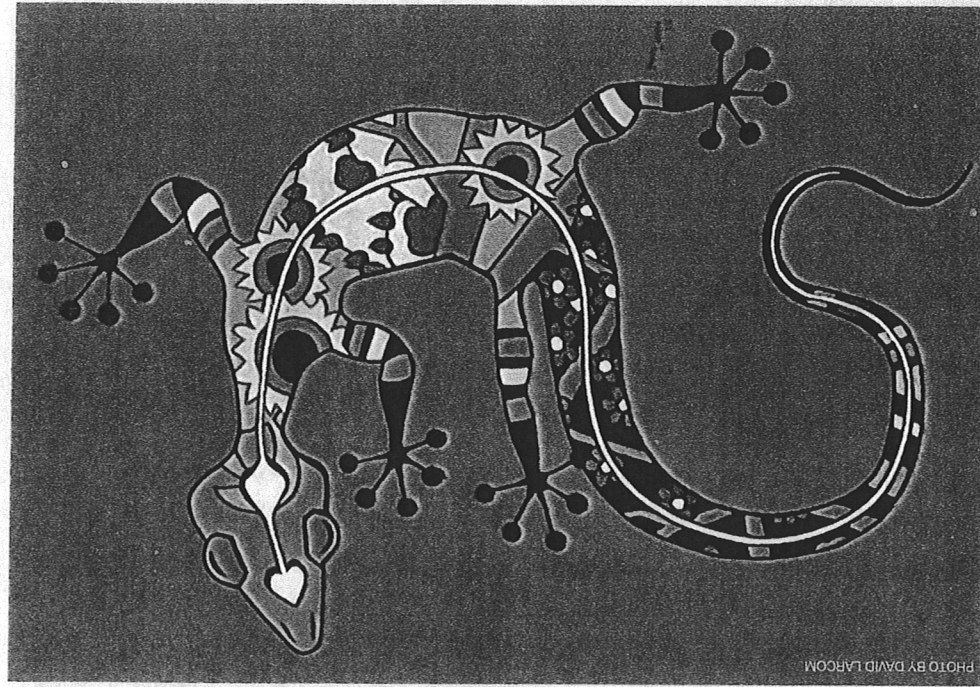
Left: "Millie's Doll" by Peter Bowles on the side of 303 Gallery based on a kachina doll by the gallery owner's grandmother. (map "N").



Right: The water tank in the center of T or C is visible from just about anywhere in town (map "I").



Above: Fanciful flowers by Reed Rische at Mesilla Healing on Date Street. (map "XX").



Colorful gecko murals like this one by David Larcom on a residence near 9th and Spruce streets also adorn residential walls in the 500 and 600 blocks of Ash street. (map "AA")



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## A Key to the Murals

- A ACE LODGE** • 1302 Date St.  
Roadrunner and mountain lion by David Larcom
- B ROCKET INN** • 605 Date St.  
Rocket & outer space themes: Concept by Val Wilkes, art by Grace Bryan
- C SPECTRUM POTTERY** • 411 & 413 Date St.  
Surreal art of people and globe by Jim Pearson
- D Building near the SW corner of 3rd & Date Streets**  
Geronimo portrait by David Larcom
- E Shed at the corner of Library & 4th Streets**  
Whimsical decoration by Mary Kinninger Walker
- F T or C CIVIC CENTER** • 400 W. 4th St.  
Large flowers (on 3 sides) by Delmas Howe
- G GENE SPEER TENNIS COMPLEX** • 200 W. 4th St.  
Whimsical figural art by Dan Bern
- H SIERRA COUNTY ADMINISTRATIVE BUILDING**  
• 100 Date St. Two large hand graphics by Sierra County school kids; coordinated by Anthony Pennock
- I WATER TANK** • Between Main & Foch Streets  
Stylized Southwest subjects by Anthony Pennock
- J DOG PARK** • Intersection of Main, Date & Broadway Sts. Gila Wilderness by Reed Rische
- K RED PELICAN** • 102 Main St.  
Geronimo on blue pony & pelican by David Larcom
- L SEA PROPERTIES** • 108 Main St.  
Bison & pelican & by David Larcom
- M WILD COYOTE** • 113 Main St.  
Desert wildlife by David Larcom
- N 303 GALLERY** • 303 Main St.  
Full-wall graphic based on Kachina doll by gallery owner's grandmother, art by Peter Bowles
- O Wall between DUST and PASSION PIE** • 404 Main St. Op-Art by Ricardo Chavarria
- P Building wall** • 408 Main St. Native American motif art by Peter Bowles
- Q MILE MARKER 7 COFFEE** • 603 Main St.  
Mural of a steaming cup of Java by David Larcom
- R MILITARY MUSEUM** • 996 Broadway.  
Military theme murals by Jia Apple
- S MANZANO SCHOOL PLAYGROUND** • Corner Platinum & Broadway — Vegetables by Americorp NCCC
- T Former Exotic Cactus Ranch** • 1600 Broadway  
Desert scene / Images by Georgeanne Feitha
- U Retaining wall** • 1650 Broadway  
Desert scene by Americorp NCCC
- V CHARLES MOTEL** • 601 Broadway  
Stallion in moonlight by David Larcom
- W DIRTY BOOTS GARAGE GALLERY** • 540 Broadway. West side: Car art & garage-wall boots by David Larcom — garage cut-away art by Reed Rische. East side has a prospector mural under overhang.
- X ART, ART, ART** • 509 Broadway Cowboy playing guitar with donkey and dog by David Larcom
- Y XOCHI BOOKS** • 430 Broadway.  
Several early archeological subjects by Terri
- Z INGO'S ART CAFE** • 420 - 422 Broadway.  
Playful abstract figures by Reed Rische
- AA Private residence** • 925 Spruce  
Gecko by David Larcom (see cover)

To I-25  
Exit 75

South Broadway

- BB MORNING STAR OUTFITTERS** • 421 Broadway  
Desert lake scenic signage by Reed Rische
- CC Building facade** • 419 Broadway  
Colorful stylistic turtles by Mary Kinninger Walker
- DD GRAPEVINE BISTRO** • 413 Broadway  
Native American ledger art motif by Peter Bowles
- EE MARTHA'S GIFTS** • 326 Broadway  
Decorative signage by Judith Anderson
- FF EL FARO RESTAURANT** • 315 Broadway  
Ristra at restaurant entrance by David Larcom
- GG HAIR SALOON** • 107 Broadway St. Graphic portrait of Marilyn Monroe by David Larcom
- HH THE GIDDY UP** • 313 Broadway Sign mural by Chris Kreig, patio walls by Jia Apple, ceiling by Reed Rische
- II JUNKOLOGY** • Corner of Date & Riverside Caricature of owner on signage by Reed Rische

