

L5ODGER'S TAX ADVISORY BOARD
CITY OF TRUTH OR CONSEQUENCES, NEW MEXICO

REGULAR MEETING

ACTION MINUTES

THURSDAY APRIL 27, 2017

TIME & PLACE: The Lodger's Tax Advisory Board of the City of Truth or Consequences, New Mexico, met in regular Session in full conformity with the law and ordinances of said Board, at the Commission Chambers, 400 West 3rd Street of said City on Thursday April 27, 2017 at 4:00pm.

PRESIDING OFFICER: The meeting was called to order by Chairperson Julie Durham, and Priscilla Fuentes acted as Secretary.

ATTENDANCE: Upon Calling of the roll, the following members were reported present:

Julie Durham, Chairperson
Cydney Wilkes, Vice-Chairperson
Sazi Marri, Member
Hans Townsend, Member

Also Present:
Juan Fuentes, City Manager
Linda Sparks, Exec. Assistant

QUORUM: There being a quorum present, the Board proceeded with the business at hand.

Board Members recited the Pledge of Allegiance.

APPROVAL
OF APRIL 27, 2017 AGENDA: Member Sazi Mari moved to approve the April 27, 2017 Agenda with the exception of switching item 5 with item 4.

Member Hans Townsend Seconded the motion.

Motion carried unanimously.

APPROVAL OF MINUTES FEBRUARY 9, 2017: Vice-Chairperson Cydney Wilkes moved to approve the February 9, 2017 Minutes.

Member Hans Townsend seconded the motion.

Motion carried unanimously.

DISCUSSION/ACTION: LODGERS
TAX APPLICATIONS FY 2017/2018.

Chairperson Durham stated they had 8 applications and \$46,000 in funds to apply.

Chamber of Commerce

Member Hans Townsend recused himself from the discussion on the Chamber of Commerce application.

The Chamber of Commerce amount requested was \$21,700. The major projects for the Chambers are the Sierra Counties Visitors Guide, the Visitors Guide distribution and the website.

Member Sazi Mari asked what the amount of advertising is for the Chamber of Commerce.

Hans stated it is usually \$12,00-\$13,00.

Member Sazi Mari stated in the Lodgers Tax guidelines we are required to take that into account.

Chairperson Durham asked if that was primarily for the Visitors guide, which Hans confirmed stating "Yes". Julie Durham also wanted to note that she was assuming the website did not have any type of advertising to which Hans responded "No".

Continued discussion ensued regarding the Chamber Of Commerce application.

Chairperson Durham stated she like the Friends Of Elephant Butte State Park because they have worked very well with Elephant Butte with their promotion of tourism. She stated she also applied to the City of Elephant Butte Lodgers Tax and would like everyone to keep that in mind and at least give them a little something to continue their joint effort to promote our cities and out county.

Continued discussion ensued regarding the Friends of Elephant Butte Lake State Park application.

Geronimo Springs Museum

Marilyn Pope gave an update on the Museum and the new exhibit they are working on.

Chairperson Durham asked if there was anything else they needed to know about their application.

Marilyn stated she didn't know if the application used to ask if they used the funds to leverage other funds and questioned if it ever said that.

Linda Sparks stated that it's in the sub recipient grant application.

Marilyn stated she may not have filled out the form to its full extent because they went to Williamsburg for funding where they received \$750. They also got a grant through the County, so she added what they got through the Counties Lodgers Tax.

Member Sazi Mari noted that out of the \$10,000 they were allocated only \$1,806 has been paid to date. She questioned whether the rest of that money was going to be used.

Marilyn stated they have been turning things in and they still have more to turn in and mentioned they have a very small staff and can only do so much at one time. Marilyn stated the money will be spent.

Member Sazi asked what the \$8,000 for advertising was for specifically.

Marilyn explained they are planning to do additional fundraising and banquets and the advertising will be for newspapers and not just for banquets. They are also using it for the El Camino Real brochures as well as using the TV and Radio venue.

Continued discussion ensued about the Geronimo Springs Museum.

Mainstreet

Member Sazi Mari recused herself from the discussion about the Mainstreet Application.

Chairperson Durham asked if Mainstreet would be using most of the \$10,000 that's left.

Sazi stated they have the Hot Springs Festival going on right now so yes they will be using it. In addition their expenses have

primarily been Facebook and the Green Fire Times which is a specialty publication out of Santa Fe as well as Pandora. The Art Hop is being advertised in El Paso, Santa Fe, Las Cruces & Albuquerque.

Continued discussion ensued in regards to the Mainstreet application.

Sierra Twirlers Square Dance Club of TorC

Joey Salice stated they cannot advertise in the newspaper or the radio stations because it would be a waste. He explained that square dancers do not respond to that type of advertising. He is obligated to go to the 4 districts throughout the year and promote their dance. He takes flyers that show the hotels and RV parks. In addition they put out a brochure that has the restaurants and activities that are available around here.

Chairperson Durham asked who they would be paying the mileage to.

Joey stated it would be for him to drive to Farmington, Las Cruces, and Albuquerque to promote and drive back.

Member Sazi asked how many miles he is covering total.

Joey replied about 1600 miles the whole year.

Continued discussion ensued regarding Sierra Twirlers Square Dance Club of TorC.

Sierra County Arts Council

Chairperson Durham made note the Sierra County Arts Council representative was not here for the meeting but had previously attended and said they needed to update their website. Julie also noted that they have had compliance issues and they have had expenses but have not turned anything in.

Member Sazi Mari stated they have been up to date with their quarterly reports.

Continued discussion ensued in regards to the Sierra County Arts Council.

T or C Fiesta

Chairperson Durham asked if they would be rushing to get their

funding in by the last business day in May since they are just spending their money now.

Mickey Sallee said it's impossible to get in anything by the end of May and they have requested and received an extension of time for that reason.

Linda Sparks stated the 2 week extension was incorporated in their contract.

Continued discussion ensued regarding the TorC Fiesta application.

Veteran Memorial Park & Museum

Vice-Chairperson Wilkes made note it was difficult to read the application.

Chairperson Durham said the main thing they used to do was the billboard and it looks like they're switching to other stuff. Julie said she questioned the \$3,000 for the brochure and would have liked someone to justify how special that brochure was.

Vice-Chairperson Wilkes also stated their quarterly reports have a tendency to be late.

Continued discussion ensued regarding the Veterans Memorial Park & Museum Application.

Member Hans Townsend recused himself from the allocation recommendation discussion regarding the Chamber of Commerce.

Member Sazi Mari recused herself from the allocation recommendation discussion regarding Mainstreet.

Discussion ensued on recommendations for the allocations.

City Manager Fuentes stated he took the Board Members suggested amounts and came up with a majority average.

Chamber of Commerce- \$10,000

Friends of Elephant Butte- \$1,000

Geronimo Springs Museum- \$10,000

Mainstreet- \$10,000

Twirlers- \$2,000

Sierra Arts Council- \$3,000

TorC Fiesta- \$4,500

Veterans Park Museum- \$3,000

City Manager Fuentes stated that still left a balance of \$2,500

Chairperson Durham recommended giving the Veterans Park Museum \$2,500 instead of \$3,000 which would leave the Board with a new ending balance of \$3,000. She also recommended giving an additional \$1,000 to Mainstreet, an additional \$1,000 to the Chambers and \$1,000 to either the Museum or the Fiesta.

Member Townsend suggested splitting it.

Member Sazi Mari suggested looking at who has the most impact on bringing in heads on beds.

Chairperson Durham asked how they would like to divide up the additional \$3,000.

Member Sazi Mari stated she needed to recuse herself because her organization is in it and point out that their goal is heads on beds.

City Manager Fuentes asked if everyone was in agreement with reducing the Veterans Memorial Park by \$500.

Chairperson Durham, Vice-Chairperson Wilkes, Member Mari, and Member Townsend were all in agreeance.

Continued discussion ensued regarding the allocation recommendations.

Linda Sparks announced the final allocations:

Chambers- \$11,000

Friends of Elephant Butte- \$1,000

Geronimo Springs Museum- \$10,000

Mainstreet- \$11,000 with \$1,000 marked for the Veterans Car Show

Twirlers- \$2,000

Sierra Arts Council- \$3,000

TorC Fiesta- \$4,500

Veterans Museum- \$2,500

Chairperson Julie Durham stated these were the final allocation recommendations.

DISCUSSION/ACTION: REQUEST TO
MOVE FUNDS- HANS TOWNSEND,
CHAMBER OF COMMERCE.

Member Hans Townsend requested their extra \$1,300 be moved to pay for the app program.

Member Sazi Mari made a motion to move the Chambers printing

funds to the app program.

Vice-Chairperson Cydney Wilkes seconded the motion.

Motion carried unanimously.

DISCUSSION: LODGERS TAX 3RD
QUARTER WORK/SPENDING
REPORTS FY 2016/2017

No comments for the work spending reports were made.

COMMENTS FROM THE BOARD:

No comments from the board.

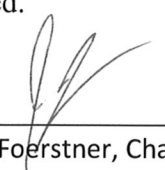
ADJOURN: There being no further business to come before the Board,

Member Sazi Marri moved to adjourn.

Seconded by Member Hans Townsend.

Meeting was adjourned.

APPROVAL: Passed and approved this 22 day of February,
2018, on a motion duly made by Jake Foerstner. And
seconded by Theresa King, and carried.



Jake Foerstner, Chairperson