

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MONDAY, JULY 26, 2021
MINUTES**

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Monday, July 26, 2021 at 12:00 p.m. in the City Commission Chambers, 405 W. 3rd St, Truth or Consequences, NM 87901.

CALL TO ORDER:

This meeting was called to order by Chairman Foerstner.

ROLL CALL:

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

ALSO PRESENT:

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

1. APPROVAL OF AGENDA:

Vice-Chairman Kelly made a motion to approve the agenda with an amendment to move "4. D – Discussion/Action: Review/recommendation of the Lodgers Tax Available Funds" to "4. A." under Old Business. Member King seconded the motion. Motion carried unanimously.

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of May 24, 2021.

Member King made a motion to approve Regular Meeting Minutes of May 24, 2021. Vice-Chairman Kelley seconded the motion. Chairman Foerstner abstained. Motion carries 3-0.

3. COMMENTS FROM THE PUBLIC:

There were no comments from the public.

4. OLD BUSINESS:

- a. (d) Discussion/Action: Review/Recommendation of the Lodgers Tax Available Funds Report.**

Bruce Swingle, City Manager presented the board with a Lodgers Tax available funds reports. He explained this report should have been made available to the board in the past but is now available on a monthly, quarterly, etc... basis. This report will show how much monies are available as well as certain expenses that have been applied, showing the remaining available balance. This year the board has \$133,707.74 to work with. He reminded the board that the City has been operating under approximately 4 different Resolutions with different interpretations. Mr. Swingle made reference to Resolution No. 13 21/22 which was approved on July 28, 2021 addressing new guidelines and will be the governing document moving forward. The Resolution has been made part of these minutes.

- b. (a) Discussion/Action: Review/Recommendation of proposed changes to the Lodgers Tax Funding Guideline's approved by the City Commission on 3/31/2019.**

The board discussed a couple of items then finalized. The guidelines are now ready to move forward to the City Commission meeting for approval.

Member DeMarino made a motion to approve the Lodgers Tax Guidelines with changes. Vice-Chairman Kelly seconded. Motion carried.

- c. (b) Discussion/Action: Review/Recommendation of the Lodgers Tax Award Tracking Sheet.**

The board discussed they will maintain and fill out the award tracking sheet. A copy will be provided prior to following months meeting to be added for discussion and review.

Member DeMarino made a motion to amend her motion and move to approve the Lodgers Tax Guidelines with the addition of the Lodgers Tax Rubric and the Lodgers Tax Award Tracking Sheet. Vice-Chairman Kelly seconded. Motion carried.

- d. (c) Discussion/Action: Review/recommendation of the Lodgers Tax Quarterly Report.**

The board stated and agreed there is no longer quarterly reports and this item does not need to be addressed.

Chairman Foerstner stated no action was necessary and moved on to the next item.

- e. (e) Discussion/Action: Chamber of Commerce FY 21/22 Request for Funding. Tammy Gardner, Executive Assistant**

The board reviewed and discussed the request for distribution service for their brochures.

Member De Marino made a motion to approve the request for \$3,059.92; distribution of the visitors guide. Vice-Chairman Kelley seconded the motion. Motion carries unanimously.

5. NEW BUSINESS:

a. Discussion/Action: Application Review & Allocation Recommendations for FY 2021/2022.

I. Chamber of Commerce

The board reviewed and discussed the funding request for advertising services with SparkNerds Design. The following motion was taken.

Chairman Foerstner made a motioned to award \$35,040.00 to SparkNerds Design contingent they stay consistent with the use of the brand logo and message. Member King seconded motion. Motion carried unanimously.

II. Veterans Memorial Park & Museum

The board reviewed and discussed after hearing comments from Wendy Barnes in regards to funding for the billboard. The funding is for one year of rent only. Funding for the brochures were awarded at a prior meeting.

Chairman Foerstner made a motioned to award \$3,475.44 for the highway billboard. Member Kelley seconded the motion. Motion carried unanimously.

III. MainStreet Truth or Consequences

The board reviewed and discussed award monies after hearing from Linda De Marino who presented the request in regards to the branding rollout for MainStreet. Her requests included advertising pertaining to the website, Facebook, and various swag items.

Member King made a motioned to fund the \$11,000.00 for phase one of the new T or C branding. Member De Marino seconded the motion. Motion carried unanimously.

b. Discussion/Action: Recommendation for re-appointment of Board Member Theresa King.

Chairman Foerstner made a motion to re-appoint Therese King to the Lodgers Tax Advisory Board. Member De Marino seconded the motion. Motion carried.

c. Discussion/Action: Possible re-organization of Chairman and Vice-Chairman.

Member De Marino made a motion to keep the positions that currently "as is" on the Lodgers Tax Advisory Board. Member King seconded the motion. Motion carried unanimously.

6. REPORTS FROM THE BOARD:

Member Kelley gave a report on her personal tracking sheet of all the free media from the Virgin launch. She has tracked at least 100 worldwide media reports that mentioned specifically Truth or Consequences and feels there could have been more mentions that were missed. She also made mention on how full the lodging facilities during the space launch. She thanked Mr. Swingle for doing a great job speaking to the media at the watch party.

Continuing6. Reports from the Board....

Chairman Foerstner took a minute to thank Mr. Swingle and Ms. Gardner on doing a great job providing the reports and clarifying the 60/40 split.

7. REPORTS FROM STAFF:


Dawn C. Barclay, Deputy City Clerk notified the board that a meeting was scheduled next month as a backup measure incase more time was needed to for discussions.

8. ADJOURNMENT:

There being no further business to come before the Lodger's Tax Advisory Board.

Member King made a motion to adjourn the meeting. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

PASSED AND APPROVED ON THIS 28th DAY OF SEPTEMBER 2021.



Jake Foerstner, Chairman
Lodger's Tax Advisory Board