

**CITY OF TRUTH OR CONSEQUENCES  
LODGERS TAX ADVISORY BOARD  
MINUTES  
TUESDAY, JULY 28, 2020**

**REGULAR MEETING**

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Tuesday, July 28, 2020 at 12:00 p.m. in the City Commission Chambers, 405 W. 3rd Street, Truth or Consequences, NM.

Call to Order

Roll Call:        Jake Foerstner, Chairman  
                      Theresa King, Member  
                      Gina Kelley, Member

Also Present: Morris Madrid, City Manager  
                     Tammy Gardner, Executive Assistant  
                     Lisa Gabaldon, Secretary

A. Approval of Agenda

**Member Kelley moved to approve the agenda as is.**

**Member King seconded the motion.**

**Motion carried unanimously.**

B. Approval of Minutes:

1. Regular Minutes, July 11, 2019
2. Special Minutes, November 26, 2019
3. Regular Minutes, January 23, 2020
4. Special Minutes, June 4, 2020

**Member Kelley moved to approve all of the Minutes as a whole.**

**Member King seconded the motion.**

**Motion carried unanimously.**

C. Comments from the Public

**No comments**

D. New Business:

1. Application Review & Allocation Recommendation for FY 2020/2021
  - Chamber of Commerce

Member King recused herself from the item due to being a member of the Chamber of Commerce.

There was no representation other than Member King on hand to answer any questions from the board.

Some of the expenses requested were deemed ineligible. The board would like to make a recommendation that the Chamber maybe campaign for videos promoting outdoor recreation, hot springs soaks, and outdoor dining where available.

**Chairman Foerstner made a motion to table the item being as there was no representative present to answer any questions.**

**Member Kelley seconded the motion.**

**Motion carried unanimously.**

- Geronimo Springs Museum

There was no representation on hand to answer any questions from the board.

The board will recommend that the Museum maybe make some short videos of the museum showing the exhibits and that it be shared via social media, such as Facebook, so it can then be shared throughout other avenues to reach a larger public.

**Chairman Foerstner made a motion to table the item being as there was no representative present to answer any questions.**

**Member Kelley seconded the motion.**

**Motion carried unanimously.**

- MainStreet Truth or Consequences

Linda DeMarino was on hand to present her requests and answer questions from the board.

City Manager Madrid asked that they wait on taking any kinds of pictures at the dog park for about a month or so, as they are in the process of making some improvements. He also stated that this is exactly the kind of innovation that T or C needs in regard to MainStreet on their idea of their branding for the new website.

**Member Kelley made a motion to allocate \$3450 to MainStreet; \$450 for the Dog Park Rack Cards and \$3000 for the Truth or Consequences Tourism Website.**

**Member King seconded the motion.**

**Motion carried unanimously.**

- Sierra County Arts Council

Carey 'Jagger' Gustin submitted a letter to the board members outlining his requests with an explanation attached to his application. SCAC has requested \$1600 for 2 video series, which will showcase musical performances, modern dance and artist lectures for uploading to the SCAC YouTube Channel. The board as a whole appreciated all of the information that was provided via the letter explaining thoroughly all of the plans for the allocation request.

**Member King made a motion to award \$1600 to Sierra County Arts Council for their video project.**

**Member Kelley seconded the motion.**

**Motion carried unanimously.**

- Veterans Memorial Park & Museum

There was no representation on hand to answer any questions from the board.

Some of the expenses requested were deemed ineligible. The board will recommend that the Museum possibly make some short videos of the museum showing some of the attractions and

that it be shared via social media, such as Facebook, so it can then be shared throughout other avenues to reach a larger public.

**The board agreed to table the item regarding the website pending further information needed in order to make a decision.**

**Member Kelley made a motion to award \$3374.28 for the billboard on I-25.**

**Member King seconded the motion.**

**Motion carried unanimously.**

## **2. Discussion/Action: Lodgers Tax Application Changes**

Chairman Foerstner stated that he'd like to see something digital where the applicants could enter it online, allowing them to type in or attach information in order to make the process easier for all involved.

City Manager Madrid addressed the board by suggesting a workshop in order to get more detailed information. He suggested that they do this in a form of a request for proposals and develop a point system and require formal interviews, they would get a lot further in the true intent of what people are applying for.

All of the board members liked City Manager Madrid's suggestion.

**The board agreed to table the item until the next meeting.**

## **3. Discussion/Action: Application Process**

**The board agreed to table the item until the next meeting.**

## **4. Discussion/Action: Set time, place & date for the next meeting**

**Member King made a motion to set the next meeting for Tuesday, September 29, 2020 at 12 p.m.**

**Member Kelley seconded the motion.**

**Motion carried unanimously.**

## **Comments from the Board**

Chairman Foerstner stated that when they do revamp the application process, it should be emphasized and noted and made mandatory that if the applicants want to be funded they need to attend the meetings. They don't see any problem in denying any applications for anyone that doesn't show up. Member King agreed with Chairman Foerstner. Member Kelley stated that when/if they revamp the application process and base it on a point system, that points will be deducted for applicants that don't show up.

Member Kelley made the comment about Linda DeMarino applying for the board and that nothing has come of it. City Manager Madrid said that he would check with the City Clerk to see what was going on with this and would give the Chairman a call to update him.


## **E. Comments from Staff**

**No comments**

F. Adjourn

**Member King moved to adjourn at 1:06pm.  
Member Kelley seconded the motion.  
Motion carried unanimously.**

Approved by the Lodger's Tax Advisory Board on Tuesday, November 17, 2020.



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Jake Foerstner, Chairman