

**CITY OF TRUTH OR CONSEQUENCES  
LODGERS TAX ADVISORY BOARD  
MINUTES  
TUESDAY, SEPTMEBER 29, 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, September 29, 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  
                     Kristin Saavedra, Admin Asst. /CPO  
                     Lisa Gabaldon, Secretary

A. Approval of Agenda:  
**Member Kelley moved to approve the agenda.**  
**Member King seconded the motion.**  
**Motion carried unanimously.**

B. Approval of Minutes:  
      1. Regular Minutes, July 28, 2020  
**Item has been tabled as they weren't sent out in the agenda packet.**

C. Comments from the Public

City Manager Madrid introduced Kristin Saavedra. He advised the members that Kristin will be providing administrative support, as she has a wealth of knowledge and a lot of history and will be a valuable asset in interpreting the rules and regulations that the board has in place. She will possibly have some recommendations for cleaning up some of the procedures in the future.

D. New Business:

1. Application Review & Allocation Recommendation for FY 2020/2021
  - Geronimo Springs Museum

Marilyn Pope spoke about the t-shirts that the museum gave away last year and it was an extremely popular project. This year they would like to give masks away once the museum is open again. She said that they plan on sending some out in mailings as well as giving them to the City Commissioners, County Commissioners and anyone who is traveling away from here, as it advertises for our community. There will be masks that are double sided. Member Kelley stated that per the guidelines, only 20% of the award can be used towards promotional items. Marilyn stated that once they are able to open, they will get to events at the museum as well as some programs. Since the lockdown, Marilyn has created a 24 page activity book and will be applying for money for that as well. Member Kelley mentioned that she

looked at the museums Facebook page and that nothing has been posted for the past 2 years. Marilyn stated that the museum plans on updating their website and will be adding more activities. Chairman Foerstner asked if the 20% applied to the particular award or 20% of overall funding for that particular organization. City Manager Madrid stated that he wouldn't recommend appropriating anything without having the other amount approved at the same time, as it would be in a sense that you're owing some funding for something that hasn't been submitted yet. He recommends resubmitting the application with the other funding requests and determining what the percentage is. At the same time, you could place on the agenda to interpret and clarify that portion of the guidelines. All of the board members agreed with City Manager Madrid. Chairman Foerstner advised Marilyn to resubmit her application. Member Kelley spoke up and said that she would rather see marketing that goes towards putting heads in beds rather than for promotional items. Chairman Foerstner went on to explain that social media ads and events are more trackable than promotional items. City Manager Madrid suggested that the board table the item until the next meeting with a condition that the application be completed to incorporate the other items so that they can determine a percentage. On the same agenda, provide for an interpretation and possible amendment of the guidelines.

**Member King made a motion to table the item until the next meeting.**

**Member Kelley seconded the motion.**

**Motion carried unanimously.**

**2. Discussion/Action: Recommendation of a new board member to fill vacancy.**

- Linda DeMarino

Linda took a few minutes to introduce herself and give some background information.

The members of the board discussed the verbiage of the new board application that Linda was not comfortable signing due to a conflict of interest. City Manager Madrid advised them that the City Commission came up with the changes and that either the applicant will sign the form or not, but the City Commission is who has the final say. He went on to say that it is meant for personal conflicts of interest.

**Member Kelley made a motion to recommend Linda DeMarino to fill a vacancy on the board.**

**Member King seconded the motion.**

**Motion carried unanimously.**

**The board also wants the City to continue to advertise for another member to fill the final vacancy.**

**3. Review/Update: Approved Lodger's Tax funding allocations**

Chairman Foerstner stated that they did receive the minutes from the City Commission meeting where they approved the funding allocations that they recommended at the last meeting. The board has requested information regarding how much money is still available for funding. City Manager Madrid advised the board that he will get the information to them.

**Member Kelley made a motion to table this item until the next meeting.**

**Member King seconded the motion.**

**Motion carried unanimously.**

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

Member Kelley stated that they do need to sit down and look at it now that they have chosen to bring Linda on board due to the many ideas and suggestions that she has to improve the application process. Chairman Foerstner suggested that they need to table Agenda Items D4-D6.

**Member Kelley made a motion to table items D3-D6 until the next meeting.**

**Member King seconded the motion.**

**Motion carried unanimously.**

5. Discussion/Action: Application Process

**Member Kelley made a motion to table this item until the next meeting.**

**Member King seconded the motion.**

**Motion carried unanimously.**

6. Discussion/Action: Quarterly Reporting Process

**Member Kelley made a motion to table this item until the next meeting.**

**Member King seconded the motion.**

**Motion carried unanimously.**

City Manager Madrid made a recommendation to anticipate a longer meeting next time and to add Kristin Saavedra to the agenda to lead the board through all of the processes from application, to discussion through the guidelines, the approval and the reporting process, that way you can identify any changes that need to be made, any streamlining that can be done and you can address all of the things that need to be addressed at once, at least in draft form.

Chairman Foerstner stated that it would need to be after the next meeting, to have a workshop before any changes can be made.

7. Discussion/Action: Set time, place & date for the next meeting

**Member King made a motion to set the next meeting for Tuesday, November 17, 2020 at 12 p.m.**

**Member Kelley seconded the motion.**

**Motion carried unanimously.**

E. Comments from the Board:

Chairman Foerstner wanted to potentially welcome Linda DeMarino and Member Kelley and Member King agreed.

Chairman Foerstner also hopes to add some more applicants.

The board would like the City to mail out the letters that were submitted in August to the groups that were not funded at the July 28, 2020 meeting.

F. Comments from Staff:

No Comments

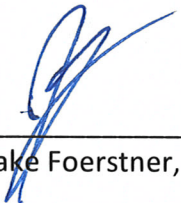
G. Adjourn:

**Member Kelley moved to adjourn at 1:06pm.**

**Member King 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