

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

REGULAR MEETING

**ACTION MINUTES**

THURSDAY August 25, 2016

**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 3<sup>rd</sup> Street of said City on Thursday August 25, 2016 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

Not Present:

Janice Gray, Member-Excused

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

Board Members recited the Pledge of Allegiance.

**APPROVAL OF AGENDA:** Vice Chairperson Cydney Wilkes moved to approve the August 25, 2016 Agenda.

Seconded by Member Hans Townsend.

Motion Carried Unanimously.

**APPROVAL OF MAY 26, 2016  
MINUTES:**

Member Sazi Mari moved to approve the May 26, 2016 Minutes.

Seconded by Vice Chairperson Cydney Wilkes.

Motion carried unanimously.

**COMMENTS FROM THE PUBLIC:**

Linda DeMarino stated she was unclear as to what information the board is provided and questioned how they make decisions on what organizations get what if they do not know what the people are doing.

Chairperson Julie Durham stated that they look at the money not at the ads.

Linda stated that looking at money does not tell you who's doing it right and wants to know why they haven't asked to see documents.

Chairperson Julie Durham stated that they were told by city staff that it was too much of a burden to provide to them. Julie also stated that when they make suggestions to the City Commission, the Commission makes all the decisions and they have been denied that in the past.

Linda DeMarino stated that the only thing she had to say was that their recommendations were only based on feelings. She stated her frustration was because every year they are getting cut and she's using her money and turning her stuff in on time and yet there are other organizations that were not turning their stuff in and receiving more money.

Member Hans Townsend stated that they get all the reports of who spent what on what. He stated they are going to do a marketing workshop because they want to make the spending of the money more efficient.

**DISCUSSION/RECOMMENDATION:  
ADDITIONAL CHANGES TO THE  
LODGERS TAX GUIDELINES.**

Chairperson Julie Durham asked Hans about the item in addition to stating that Juan had put it on hold.

Member Hans Townsend stated that they didn't put in the use of electronic tare sheets for a start and the trouble is when it's not in there Linda avoids the questions about it and when given one she says she does not know how to do this. He stated they have already discussed it and it needs to be in the guidelines.

Member Sazi Mari stated there was another part of the guidelines that they are not following or recognizing. She stated it says if there is advertising being collected it needs to be reported and

that is to be considered their allocation.

Chairperson Julie Durham stated that she would like to table the item for their next meeting and go over last year's guidelines as well as this year's new guidelines.

**DISCUSSION/RECOMMENDATION:  
WORKSHOPS; SPECIFICALLY ONE  
FOR MARKETING.**

Chairperson Julie Durham asked if Member Sazi Mari and Vice Chairperson Cydney Wilkes were spearheading this item.

Member Sazi Mari stated they hadn't decided anything at the time. She stated they had talked about having Griffin and Associates help them with it. Sazi stated that her suggestion was to begin leveraging money to buy prizes with increased attendance as opposed to giving people money for prizes, which it then came as a suggestion for a workshop to teach people how to leverage their money in order to increase attendance as opposed to quick pro co effect.

Member Hans Townsend suggested they write ideas down for the next meeting so they can get a basis to work from and discuss the different ideas everyone has and come up with concrete stuff that can be used.

Member Sazi Mari asked if they were going to host the workshop as a board and design the workshop or reach out to the marketing company and see if they will come out and do a workshop.

Member Hans Townsend said that he thinks reaching out to the marketing company is great, but he would like to put their own ideas down that fit our community.

Discussion continued on possible marketing workshops.

Vice Chairperson Cydney Wilkes stated there are Mainstreet workshops that are happening that are already here.

Chairperson Julie Durham stated she thinks the workshop is a good idea because it seems like people get left out, so the more coordination we do the better.

Member Sazi Mari said this was something they were talking about, to make it mandatory. She asked if they would like to make a motion.

Chairperson Julie Durham stated she felt they needed to get it more organized before they make a motion.

Member Sazi Mari stated that Mainstreet would be more than

happy to send out a notice of available workshops to the Lodgers Tax recipients.

Chairperson Julie Durham agreed it was a good idea to make them aware of what's going on but not to make it mandatory. She asked if the Lodgers Tax Board could make the email addresses of the recipients available to other nonprofits in the city for purposes of information.

Secretary Priscilla Fuentes stated she would find out for sure and let them know via email.

Chairperson Julie Durham suggested they put together a side committee of at least 2 people. She asked if Sazi and Hans would like to spearhead her suggestion, both of which agreed.

Member Hans Townsend excused himself from the meeting to take a personal call.

Chairperson Julie Durham stated they now have a committee of 2 and stated Sazi would be the committee Chairman and Hans as her Co-Chairperson to follow up on the workshop.

**DISCUSSION/ACTION LODGERS TAX  
QUARTERLY WORK/SPENDING  
REPORTS:**

Chairperson Julie Durham asked if there were any questions on the Quarterly Work/Spending Reports.

Chairperson Julie Durham asked secretary Priscilla Fuentes if Juan had provided any information on how much everybody made or if they were going to do that.

Secretary Priscilla Fuentes stated she would speak with Linda to find out for sure.

Member Hans Townsend stated it was a little confusing. The first of April to the 30<sup>th</sup> of June and now this year you are not able to spend any money in June or July.

Chairperson Julie Durham said they've always had this problem.

Member Hans Townsend stated it extended to July as well this year so that the state is declaring that everybody's fiscal year is shoved forward a month.

Member Sazi Mari stated that Fiestas report did not show how they were using the money to bring in people.

Discussion ensued in regards to a handout given to board members by Member Hans Townsend.

COMMENTS FROM THE BOARD: No further comments were made.

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

“Member Sazi Marri moved to adjourn”

Vice-Chair Person Cydney Wilkes Seconded.

Meeting was adjourned.

APPROVAL: Passed and approved this 9 day of February,  
2017, on a motion duly made by Cydney Wilkes. And  
seconded by Hrs Townsend, and carried.



Julie Durham, Chairperson