



City of Truth or Consequences

505 Sims Street

Truth or Consequences, NM 87901

Phone: 575-894-6673 Fax: 575-894-7767

LODGERS TAX ADVISORY BOARD (LTAB)

Regular Meeting Minutes

City Commission Chambers, 405 W 3rd Street

January 23, 2020 at 3:00 p.m.

ROLL CALL:

Jake Foerstner, Chair
Theresa King, Member
Gina Kelley, Member

A. Approval of Agenda

Member Kelley made a motion to approve the agenda.
Member King seconded the motion.
Motion carried unanimously.

B. Comments from the Public

No comments

C. Approval of New Funding Request Application

- 1) Sierra County Rock & Gem Society – Rock & Gem Show

Linda De Marino started off by saying that the Rock & Gem Show is a really big deal and that they've been trying to get it here in town for at least a decade. Linda helped them in filling out the application with target markets in mind, by using Facebook targeted ads, radio, postcards, and flyers. Postcards and flyers are to take to Tucson and other businesses where those potential attendees may be. \$300 was for an ad in the Tucson Rock & Gem pamphlet that they hand out. With this being a multiple day event, they will be able to put heads in beds.

Bob Jackson spoke on the subject about possibly extending the dates. Bob would like to incorporate excursions to the claims in order to get people out earlier and possibly stay an extra day.

Doug Scott co-chairman of the show stated that they are expecting a minimum of 25 vendors, as they rent table space.

Bob Jackson would like to get this established and make sure that the vendors have a positive experience, that the attendees have a positive experience, in hopes that it will grow from there. As far as tracking goes, there will be door prizes and a silent auction as incentives.



1. Introduction

2. Methodology

3. Results

4. Discussion

5. Conclusion

6. References

7. Appendix

8. Acknowledgments

9. Contact Information

10. Disclaimer

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15. Executive Summary

16. Abstract

17. Keywords

18. Subject Headings

19. Author Biographies

20. Funding Sources

Chairman Foerstner asked if any deadlines had already passed in order for them to run their ads, Linda DeMarino said the only thing that changed was the ½ page ad for the Tucson Rock & Gem show amount to \$500. They would need an additional \$200. The ad would be seen by approximately 7,500 people. Postcards and flyers will be distributed in Tucson promoting the show for T or C.

Member Kelley asked if they had reached out to any of the local hotels to make sure that they would be able to accommodate for the upcoming event. Bob Jackson stated that they had reached out and that they had responded positively, they just asked that the reservations be made in advance. Member Kelley mentioned maybe offering them some sort of soaking discount just to get them downtown.

Chairman Foerstner asked how the flyers and postcards will be distributed and Bob Jackson stated that the majority would be handed out personally and the rest would be mailed out to clubs as packages so that they can be handed out to their members. Chairman Foerstner asked if they would have a table at the Tucson show and Bob Jackson stated that they wanted to learn how to walk before they ran, but they hope to do that next year.

Chairman Foerstner recommended \$2500.00 for bigger ad in Tucson Rock & Gem Show.

Member King made a motion.
Member Kelley seconded the motion.
Motion carries unanimously.

D. Comments from the Staff

Chairman Foerstner states that he really likes getting applications individually like this, where they are considering funding individual projects as opposed to a giant packet. He likes that they held back money and that they were able to fund the Rock & Gem Show.

Chairman Foerstner recommends that requests be made 2 weeks prior to the next regularly scheduled quarterly meeting. The events that are planned in advance are viable, therefore quarterly meetings are reasonable.

Chairman Foerstner would like more information regarding how the lodger's tax money is being placed into the fund. Member Kelley would like to see the financial reports.

Chairman Foerstner would like to see a renewed effort to have the 2 vacancies filled for the Lodger's Tax Advisory Board. Linda DeMarino stated that she has an application on file already. They would like an ad put out advertising for the vacancies and to also have it out on social media.



E. Set Time, Place and Date for Next Meeting

(Meets quarterly on the last Thursday of the month at 3:00 PM)

Special Workshop Meeting

February 27, 2020 at 1:00 p.m.

F. Adjourn

Member King made a motion to adjourn.

Member Kelley seconded the motion.

Motion carried unanimously.

Approved by the Lodger's Tax Advisory Board on Tuesday July 28, 2020.



Jake Foerstner, Chairman

