

**City of Truth or Consequences  
Lodger's Tax Advisory Board  
SPECIAL MEETING MINUTES**  
City Commission Chambers, 405 W. 3<sup>rd</sup> St.  
May 2, 2019 at 5:30 p.m.

**INTRODUCTION:**

Chairman Foerstner called the meeting to order at 5:30 p.m.

**ROLL CALL:**

Jake Foerstner, Chair  
Moshe Koenick, Vice Chair  
Theresa King, Member  
Gina Kelley, Member  
Lisa Gabaldon, Secretary

All members were present.

Others present included: City Manager Madrid and Tammy Gardner, City Manager Executive Assistant

**1. Approval of Agenda**

**Member Gina Kelley moved to approve the agenda. Member King seconded the motion. Motion carried unanimously.**

**2. Comments from the Public**

Linda DeMarino: Thank you guys for providing this for us. We realize that it's volunteer.

Chairman Foerstner: Thanks for bearing with us while we learn the process.

**3. Approval of the LTAB Minutes**

a. January 31, 2019 Special Meeting

**Member King made a motion to approve the minutes. Member Gina Kelley seconded the motion. Motion carried unanimously.**

b. February 7, 2019 Special Meeting

**Member King made a motion to approve the minutes. Member Gina Kelley seconded the motion. Motion carried unanimously.**

**4. Requests to amend 2018/2019 Budget**

a. Sierra County Arts Council

Member Gina Kelly: I'm a little confused by it. First of all, the Herald's on it and the Herald doesn't exist anymore. You have on here that you're gonna do print advertising in the Herald, so I guess I'm confused about, are there specific places that you're advertising for specific events, and is this all gonna happen between now and the end of the month?

Cary 'Jagger' Gustin: Well, we were gonna do our final asking for reimbursement at the end of the last quarter, as we've done for years with the Arts Council, and we're gonna try and



change all of that, and start going quarterly. We have quite a few people working on it, and that was all I could do at the time. So the Herald stuff is gonna be stuff that we're gonna turn in from last year, so please bear with me, as I'm new at it.

Chairman Foerstner: That was kind of my question too. So the amended budget, I was confused on whether this is what you want to do for the rest of this fiscal year or what you've already done and you're asking to amend the budget because you've already done it.

Cary 'Jagger' Gustin: I honestly may have turned in the wrong piece of paper also, but we have a little bit of money left over that we didn't use in a couple of categories.

Member Gina Kelley: May I make a suggestion? You might want to push it to Facebook; it's far more effective and far less expensive. I did a Facebook ad for Lorena for \$50 and it's reached 40,000 people in 9 days, with about 1,000 clicks to the website; just a suggestion for future reference.

Chairman Foerstner: And it also tracks how many impressions you get, demographics of where it's reaching.

Cary 'Jagger' Gustin: As I said, I'm very bad at this, but I've got some reasonably good help.

Chairman Foerstner: My confusion on these amended budgets too is...

Member Gina Kelley: Are we being asked to approve an amended budget?

Chairman Foerstner: Yes, is this just for our information or if we turn it down, what happens? I'm just learning.

Cary 'Jagger' Gustin: Those are amounts that have already been approved and they're just moving those to different categories so that they can be utilized. Those monies have already been approved so we're just moving those to categories to be utilized.

Member Gina Kelley: So, these reflect the movement? Ok, that's what we didn't understand. Ok, thank you Jagger.

Chairman Foerstner: Does the amended budget fit the 75/25 rule?

Member Gina Kelley: Yes it does. I checked it as much as I could. It doesn't have the costs broken down by specific market; they just have a lump sum amount. But I think just considering the artist directory and the El Paso scene; it's hard to tell to be honest. What I think will be helpful to us in the future, going forward is that when you list a publication or a radio station or a newspaper, you put the name of the publication and the cost associated with it. That's the way I believe the museum does it. But it would really help us to know, that way we know that we're hitting the 75% out of town mark, so that would make things more clear for us, and then we wouldn't have to bug you with all of these questions.

Cary 'Jagger' Gustin: My intention is to do a much better job.

Chairman Foerstner: Can I ask what the artist directory covered 2 pages means? Is that an ad that you guys are taking out in your directory?





Cary 'Jagger' Gustin: Yes, I can address that. This is the 2019 edition, it just came out a couple of days ago and we do utilize your funds to print the front cover and some pages inside. This is copied statewide now; it's a very effective publication that goes out all over the state to the visitor centers, hotels, different venues all over the state. Our local hotels get them to pass out to their guests.

Member Gina Kelley: Do you send them to the tourism department?

Cary 'Jagger' Gustin: Yes, absolutely.

Chairman Foerstner: So these are in the visitor centers? Do you have any tracking methods associated with this to actually track maybe how many out of town visitors or specifically overnight visitors?

Cary 'Jagger' Gustin: We tried to do that with our music series that we had at the brewery this last summer, we tried to track people and note if they looked like they were from out of town or if they were locals. There's a great deal of people that come here to utilize our music events.

Chairman Foerstner: So the cover of \$330.00, I'm still confused as to what that is.

Cary 'Jagger' Gustin: That covers the cover and there's some inside pages that we buy as well.

Chairman Foerstner: That you buy, but this is your document, that's why I'm confused.

Cary 'Jagger' Gustin: We've applied for Lodger's Tax to do that for years, and it's never been an issue before.

Member Gina Kelley: We're just asking Jagger so that we can get a clear understanding.

Cary 'Jagger' Gustin: Sure, absolutely, and I'm here to answer.

Member Gina Kelley: I noticed that you didn't ask for any money for printing or anything for this, so it must be covered by advertising sales?

Cary 'Jagger' Gustin: It's probably in the request that we've already used.

Member Gina Kelley: Alright, I'll look.

Cary 'Jagger' Gustin: We've always paid for the cover and about 2 pages inside.

**Member King moved to approve the budget. Vice-Chair Koenick seconded the motion. Motion carried unanimously.**

#### 5. Lodgers Tax 3<sup>rd</sup> Quarter Work/Spending Reports FY 2018/2019

Chairman Foerstner: I'm assuming that the city makes sure as these are reimbursed that they meet the criteria in the guidelines and I'm wondering of the 75/20 rule, does that have to be evaluated as we go? I'm just kind of curious what the process is as these come in.



Tammy Gardner: It hasn't been yet but as you know, we're new to this too, so we'll be working on that a little better. But, I think that that's part of that appropriation. When they apply, they have to say exactly what their appropriation is and they can only spend what they applied for and how they spend it.

Chairman Foerstner: Unless they do an amended budget.

City Manager Madrid: As long as they stay within that plan, everything is fine.

Member Gina Kelley: I think that's a safe assumption. You guys are the ones paying the bills, so I'm sure you look at them very carefully.

Member King: So then you're comparing these to the approved application?

Tammy Gardner: Yes

Chairman Foerstner: So, the summary sheet that we got, the red x's and dates indicate that they did turn in the report, that they're just late for that quarter?

Tammy Gardner: Yes.

Member King: Well it's good to see that everyone was on time this quarter.

Member Gina Kelley: Thank you for that. That's really helpful to us.

Chairman Foerstner: Any other questions or concerns about these or should we just approve the reports?

Member Gina Kelley: I didn't see anything glaring. It's nice to just to be able to look at it and see how things are going. I'm surprised that people don't turn in for the reimbursements earlier because that's money out of your pocket and you would think that you'd want to get reimbursed for that earlier. But that's your call.

Marilyn Pope: Sometimes you're waiting on the checks to go through.

Member Gina Kelley: That's true. And sometimes it takes a good month just to get an invoice out of people.

**Member Gina Kelley moved to approve the 3<sup>rd</sup> quarter Work/Spending Reports.  
Member King seconded the motion. Motion carried unanimously.**

## 6. Application Review & Allocation Recommendation for FY 2019/2020

Chairman Foerstner: Just wanted some clarification before we start, I'm still a little confused. The last two Geronimo Trails Scenic Byway & Sierra County Recreation and Tourism Board, are we making recommendations for those?

Tammy Gardner: Those are actually for the co-op grant, so the Commission will take care of those.



Chairman Foerstner: Ok, because in the packet that was printed for me, Geronimo Trails was in the packet, but SCRTAB wasn't, so that's what's confusing me. I thought Geronimo Trails was asking for additional funds.

Member Gina Kelley: If Geronimo Trail is considering themselves part of the co-op grant then they can't use money for printing their brochures, visitor guides or anything, because the tourism department does not accept that as an eligible expense.

Tammy Gardner: Correct and they're going for the co-op grant.

Member Gina Kelley: Co-op will not pay for that.

Tammy Gardner: Right and they do sub-recipient.

Member Gina Kelley: They're asking for Lodger's Tax for that, that's separate from sub-recipient.

Chairman Foerstner: Well, she didn't show up, so I'm almost wondering...

Member Gina Kelley: Normally it just gets approved I guess, but for 6 years the tourism department has not approved printing of brochures or visitor guides, as they are an ineligible expense. Keep that in the back of your head. In case you try and submit that as part of the grant application.

Chairman Foerstner: I'm just wondering if we're looking at 6 applications or 8 applications for this pool of money. I'm a little confused. Sounds like 6.

a. Chamber of Commerce

Chairman Foerstner: I can't speak for everyone on the board; I'd like to just open it up to the representatives that are here. Because these applications are fairly vague and I think that we might want to work on that to maybe get a little bit more details during the application process, but now is a good time to come on up and let us know specifically what you guys are planning on doing and I would like to hear how you foresee your event or project. How many out of town and overnight visitors are you expecting from it and how you plan on tracking that.

Ed Townsend: I will do my best. For outside visitors, we expect is only for the Balloon Fest. It was nearly dead last year and Steve Buckley stepped in and raised the balloon number from 10 to 27 and we got to talking about what we could do to try and involve T or C so we could get a little benefit here from the Balloon Regatta as well as it going out to Elephant Butte and also to let people here know it was going on at Elephant Butte. So, we got together with the Balloon Regatta people and we drove around town looking for something we could do here, but there's wires everywhere. The only place that we found that we could do something was over at the VA home. There's a good amount of space out there and they think that they can get at least 5 balloons out there for a balloon blow on a Thursday. We're hoping that if we add that to the advertising and the idea is to bring some of it here to T or C so that we get some benefit from it. Instead of just Friday and Saturday at Elephant Butte, we've now extended it to Thursday, Friday and Saturday, with Thursday being T or C. So the balloons themselves cost \$200 each to get them to come for that extra night and then we've got to find them hotel rooms. We're doing good with hotel rooms so far.



Member Gina Kelley: Now, you know that Lodger's Tax is not eligible for balloons, right? Do you have to pay to get the balloons here?

Ed Townsend: The balloon Regatta is a non-profit organization, so we were asking for money to help put it on.

Member Gina Kelley: I get that, I was just curious what the \$1200 was for, is it for advertising?

Ed Townsend: Advertising and also to help get some of the hotel rooms. But we got some volunteered hotel rooms.

Member Gina Kelley: You can't pay for hotel rooms with Lodger's Tax.

Ed Townsend: Ok then, we wouldn't need \$1200.

Chairman Foerstner: How much would you need?

Ed Townsend: About \$600.

Member Gina Kelley: Ok.

Ed Townsend: This is the first time we've done it, so we really want to make a bang about it.

Member Gina Kelley: We are stewards of public money and we have to make sure that everything is done accordingly.

Ed Townsend: I don't know anything about balloons, because we've never done it before. So, we're trying to bring it into town so that we get more out of it rather than just the two days at the lake. And, we also pay for some of the rides for the kids. Last year, we gave them \$200 to pay for kid's rides from the schools, so that's something else that we do. We didn't ask for any money last year, we just gave it.

Chairman Foerstner: Can you talk about the other things on here.

Ed Townsend: Sierra County Visitors Guide is not like a newspaper where you print it and we send it to the people that are on your list or anything. It only goes out to people that actually pick it up, so if they're not interested in it, they don't take it. So when we put it out there, only the people that see it and are actually interested in it, pick it up and take it. It's not sent to anybody that doesn't ask for it. It's only sent to those that write to the Chamber of Commerce or call the Chamber and ask for a relocation package or anything like that. Otherwise it goes out to El Paso in the summers, which are hotels and all of the places that have racks. It goes out to over 100 locations.

Member Gina Kelley: Is it certified?

Ed Townsend: Yes. And they put all of the visitor guides in all of the tourism places in New Mexico for free, because we pay them to do the 2 cities. They do Albuquerque for us in the fall for 4 months and they do El Paso in the summer.

Chairman Foerstner: How many issues are you planning on doing this coming fiscal year?





Ed Townsend: We did 35,000 last year. This year, we've got some left and we're printing another 10,000 within the next month. We got enough money to carry us through because we didn't have enough money to a brand new one. It costs us \$23,000 to do a new edition, to do a graphic design because we have to update all of the businesses and everybody here in town. 1/3 of the businesses have changed. The menus from the dining, so we have a lot of updates to do, and we like to put a little bit of new photography in there. We're really happy with the lady who did the last graphic design and the effect that it has. In fact I got a call from Cimarron County, the Chamber, and they said they're looking to do a visitor's guide for Cimarron County and the surrounding counties and the chambers out there are getting together. They called me and said that ours was the best visitor's guide that they found in New Mexico. They wanted to know how we put it together and who we used. That doesn't bring us tourists, but it does show that people do look at it.

Member Gina Kelley: You still have advertising for that, right?

Ed Townsend: Yes, we still have advertising.

Member Gina Kelley: Thank you for saying the financials. It said that your cost for that was \$10,000.00; is that just for the printing?

Ed Townsend: No, the printing is \$18,000.00

Chairman Foerstner: \$18,000.00 for the 35,000 copies?

Ed Townsend: Yes, which is a lot better than when we started off at 19,000 or 20,000 copies?

Chairman Foerstner: And may we ask how much your ad revenue covers?

Ed Townsend: The ad revenue is usually 11,000.

Chairman Foerstner: So, you really only need \$7,000 from us?

Ed Townsend: Well, that's what they thought last year but we didn't get any ad revenue this year, because we can't print a new one because we don't have enough money, so we get no ad revenue; we fall in that hole.

Chairman Foerstner: You're not collecting ad revenue this coming year, even though you're reprinting?

Ed Townsend: We can't collect more ad revenue because we're printing 10,000 this month and it's not a new one, it's a copy of the old one.

Chairman Foerstner: Aren't all of the advertisers paying per year, so even though you haven't changed...

Ed Townsend: You're an advertiser, and you know that we don't hit you with that. We hit you for the copy, so when we print a new one, we go around and get new advertising. Then we will print you a new summary to let you know that we're printing another 10,000 we want you to pay the same as you paid last year for 35,000.

Chairman Foerstner: I get the 10,000, but what I'm talking about is, I thought you were gonna...



Ed Townsend: Well, this coming year we're hoping to print a new one.

Chairman Foerstner: So with that, you'll have new ad revenue?

Ed Townsend: Yes.

Chairman Foerstner: So if your new ad revenue for this next FY matches similar to last years, you really only need \$7,000.00?

Ed Townsend: No we don't, because it costs us \$23,000.00 to print and to get all of the graphics done. It's what it costs the Chamber to do the visitors guide.

Member Gina Kelley: But you're still gonna expect about \$10,000.00 in ad sales?

Ed Townsend: We're still gonna expect about \$10,000.00 in ads. But part of this is because every year they've said that 'we don't have enough money, we've cut you by 50%'. So last year it really hurt that's why we couldn't do a new one. So I put these numbers down because I'm thinking if you cut us by 10 at 50% we should still be able to make it.

Member King: I appreciate your honesty.

Ed Townsend: Some of them we're not cutting, the graphic design we put down here \$2000.00, but we paid \$4000.00 two years ago. The last one we did, we only paid \$2000.00 because we didn't update that much. But that means we have to update after two more years, like I said there will be a lot of businesses that have a lot of changes, including dining and stuff.

Chairman Foerstner: Are we able to when we approve funds, make recommendations on some specifics?

Member King: I was just thinking, can we ask at the end how much they really wanted in as sales?

Member Gina Kelley: Well I think we need to hear everybody's proposals before we start doing math because we don't want to start assigning numbers to people and then come to the end and then go 'oh no, we're out of money'.

Chairman Foerstner: No, I wasn't thinking about that, I was just thinking about when if we make recommendations we can also recommend that some changes be made and one that I would recommend in this visitors guide would be having some kind of tool to track it. The idea I had was, instead of referencing that standard URL for the chamber of commerce website you obtain a new domain specific to, it still goes to the chamber website but it's a specific URL or a specific domain. That way when people pick up the guide and they go to that domain, you have the tracking information on exactly how many people...

Ed Townsend: Why would they go to that domain? We tried putting in the visitors guide and free offers and giving them a specific email address and that was two years ago. A specific email address that is they emailed that address we would give them discount vouchers for the town and things; we never got one email.

Chairman Foerstner: I don't think that email is the best way.



Member Gina Kelley: I don't think it is either.

Chairman Foerstner: A lot more will go to a URL versus writing you an email because they are worried about getting SPAM.

Member Gina Kelley: When you look at your Google analytics for your website, you must have some idea of where people are looking from for information.

Chairman Foerstner: For \$15 a year you get different domain and you know that every single visitor to that domain, came from that piece of advertising, which is your visitors guide. And if you want to take it a step further, you can Google, within your code, you can make it to where if they came to that domain and then went to a hotels website through your website, you could not only track that you got so many visitors guide but you can track how many were referred to a hotel.

Ed Townsend: Yes, you can track where they go from your domain as well.

Chairman Foerstner: I think going forward we're wanting to see a little more accountability in tracking to see are we putting heads on beds with these events and these projects?

Ed Townsend: I didn't think of an easy way to track, that's what I started out saying that we don't send it out. Nobody gets it if they don't ask for it or if they don't go and get it themselves, so every copy that goes out it's taken from the racks, it's taken from somebody that looks at it and is interested.

Chairman Foerstner: So right now you just have the one URL, [torcchamber.org](http://torcchamber.org)?

Ed Townsend: Yes.

Chairman Foerstner: If you could think of another one maybe, I just wanted to throw that out there as a recommendation because then I think in the future years, you come back to us and say, hey look we did this and we see that we're getting such and such visitors from the visitors guide, and then we kind of know how many are coming from there.

Member Gina Kelley: Are you redoing your website entirely?

Ed Townsend: No

Member Gina Kelley: The only reason I'm asking is because you have \$1400.00 in there as a cost and that seems like a lot of money to just keep a website without doing major overhaul.

Ed Townsend: Well, major overhaul means we gotta do...and we're upgrading the pages that have got all the photo-tours of the lakes and all the different things around here and so what we're doing on the side right now is we're upgrading all of those pages because they are old pages. The front end is the latest one, with the newest stuff on there. And, we're adding links to different things too.

Chairman Foerstner: So is \$1400.00 your estimation or have you already gotten a bid from a web designer and that's what it's gonna take?

Ed Townsend: Like I said, most of the money that we're asking for, we expect it to be cut in half, which is what has happened to us for the last 2 years. And then some things become



nearly impossible and the small stuff you do yourself because it's not even worth putting on here. So, the website, the \$1400.00 I would think we'll be spending about \$700-\$800.

Member Gina Kelley: Ok.

Chairman Foerstner: Could you tell me what ebb.org is?

Ed Townsend: That's Elephant Butte Balloon Regatta.

Member Gina Kelley: So are you partnering with them to help it the event be more successful?

Ed Townsend: Yes, because they are out of Albuquerque and so we built the website for them last year, ready for this year. This year we are updating all of the balloon costs and new forms on there for the sponsors and updating all of the dates and we did all of the wording again. We put things like where people can donate straight to PayPal. We used a script and it cost us \$120.00 because that script will save every email that people use to go on there, which is another way of getting a list without them having to volunteer it.

Member Gina Kelley: Personally I want to say thank you for doing what you can to save that event, because in all of the places that I've traveled promoting New Mexico over the last 10 years, the balloon regattas are by far our most popular reason that people think of New Mexico, aside from Breaking Bad, and they all think we do meth.

Ed Townsend: We got a lot of people from El Paso last year.

Member Gina Kelley: When you say New Mexico, they think of balloon fiesta.

Ed Townsend: We've lost a lot of things already that we shouldn't have lost, like the fiddler's competition, which moved to Arizona. They didn't have the money, people, or the incentive who offered to help.

Member Gina Kelley: It's an older demographic and they just lose the energy to keep doing it. It's not uncommon in this state.

Ed Townsend: But we don't really want to lose it. We don't have enough events that are successful anyway. And starting new events is much harder than keeping old events going.

Member Gina Kelley: I hope that everyone understands that we're not trying to be nagging or negative, we are just public stewards...I just want to make sure that people don't think that we're picking on them.

Chairman Foerstner: We just want to make sure that these are going towards putting heads on beds, so that the public funds are being used wisely and efficiently.

b. Geronimo Springs Museum

Chairman Foerstner: So Marilyn, you're requesting \$12,000.00.

Member Gina Kelley: I like the schedule; I think it's a really great educational program. And I guess my question is, for your advertising, ads, posters, cards, specific to an event, where do those get distributed?





Marilyn Pope: A lot of them at the museum itself and then part of them go to other Chamber of Commerce's and visitors centers and historical societies and genealogical societies and things that we're affiliated with.

Chairman Foerstner: Can you give us more details? Can you tell us which events these ads, posters, and cards are for and about how many you get for that \$4,000.00? Can you just give us more detail?

Marilyn Pope: The big event of the year is the banquet and we have people from a number of states that attend those and so we do quite a bit of publicity for that. That's where we have Chris Adams who is an archeologist with the forest service, gets our speakers and we always have very, very good speakers, so we send those for that. We have small programs which fit in with what I have said on radio, because if we're having something that has to do with the Gila, we usually advertise by radio for Silver City and Deming. That seems to work well for us. We do Healing Water Trail cards which we send out to different places and we give a lot of those out because a lot of times they're out of brochures. And then we have one card that identifies different places in town like City Hall and the museums and we send them to other museums too. Last year we had 2 big programs during the year. We sponsored exhibits that we were having at the museum. We just got all the information from The Herald since the 1940's; all the newspapers and so on, so we have a ton of materials there and we will be contacting other genealogy groups and historical society groups and so on with that.

Member Gina Kelley: This is a huge project. Is there any hope to digitize it to make it available online?

Marilyn Pope: Most of it is digitized already. They gave us the computer and everything. We would just now like to get the county books from the early 1880's all digitized and all of the notebooks digitized which we have 100-200 of those. If you have time, you all come over and I'll take you all on a tour one at a time.

Member Gina Kelley: It's really great that they did that though.

Marilyn Pope: It was a wonderful, wonderful gift.

Member Gina Kelley: I like your t-shirt promotion idea; I think it's really cute.

Marilyn Pope: We get so many people that from here they are going to Wyoming, they're going to California, and I kind of thought, ok there's something we have to be able to do. And we do sell a lot of those t-shirts. They all say Geronimo Springs Museum and they all say Truth or Consequences.

Member Gina Kelley: Do they send you photos?

Marilyn Pope: That's what I want to do.

Member Gina Kelley: Your Facebook page doesn't really seem to have a lot of action on it, and that would be a really cute thing to put on your page.

Marilyn Pope: We're getting there.

Member Gina Kelley: Awesome. We have a lot of people that we turn, so I'm thinking that an awful lot of people, we give the kids coloring book, and we're asking for money for a new



activity book for kids. I really think that they will send back pictures, especially with the phones now, so simple.

Chairman Foerstner: Marilyn, you have on here \$3,000.00 for the website. Can you go into specifics as to what you're doing there?

Marilyn Pope: Most of that, I'm thinking about for the city, for the material from the Herald. Also, we want to do bios. We have over 60 consignees in the gift shop and I want to do bios on all of them because most of them are locals and that promotes our community. And, I'd like to do bios on the board members and the staff, and put a lot more about our programs.

Member Gina Kelley: Yah, I'd focus more on the programs than the bios of people, because that's what's gonna bring people here.

Chairman Foerstner: Yah, we need to put heads in beds, I would say the same.

Marilyn Pope: One thing that we get a lot of interest on with things like that is information on the American Indians that we buy from.

Member Gina Kelley: That's true, you've always had a great jewelry collection down there; I know that I have a lot of it from when I lived here before.

Member King: I don't have any other questions.

Marilyn Pope: We're open 7 days a week. Since we're a museum and we're not just focused on events, the main way that we get people is to get them to come back or to stay longer and we're doing a lot more of that with the research and genealogy and so on, they will stay several more days to go to a cemetery that's local or great-grandfathers homestead or something like that. So I like advertising that is continuing, that can be used on and on and on for bringing people in. We try to keep people in town by virtue of our displays. My favorite card that we got several years ago is the Museums of Sierra County. If they stay in the area long enough to visit all of the museums in Sierra County, they're been here several days, which means hotels and restaurants and filling up the car with gas.

Chairman Foerstner: Marilyn, I noticed on your application you mentioned that people attended 15,000 total and 12,000 out of Sierra County, is that just people that come into the museum or are you talking about events?

Marilyn Pope: Everybody.

Chairman Foerstner: And you have sign in sheets to support that amount?

Marilyn Pope: Yes. We have sign in sheets. If we have an event, we sell tickets so that we have a record that way of where they're from. And then on Saturday's we do head counts several times a day.

Chairman Foerstner: Since your numbers are actually supported by your sign in sheets, have you thought about adding to your sign in sheets a little bit more questions? How did you hear about T or C? Are you staying overnight?

Marilyn Pope: That might be a good idea.



Chairman Foerstner: That way we can use it for tracking, not only to see how good your advertising is doing, but other things that bring people here.

Marilyn Pope: In the last few days, the only thing that's been on my mind is the parade for Fiesta. In the last few days we have given out information or made recommendations or answered questions about Desert View, River Bend, El Faro, Pacific Grill, Martha's, Los Arcos, La Cocina, The Gallery, The Public Library, Bullock's. We have a Socorro tour company on Saturday morning before the Fiesta parade. For Fiesta, we have a tour at 9AM, the parade at 10AM, then following the parade, we will have reenactments for 3 hours, and we have open house for all 3 days.

Member Gina Kelley: Where do the reenactments take place?

Marilyn Pope: Right there at the spring next to the museum.

Chairman Foerstner: I just want to thank you for being so thorough and having everything listed to make it easier.

c. MainStreet Truth or Consequences

Linda DeMarino: First of all I want to say that I only asked for a little over \$11,000.00 that is not double what I need. As a matter of fact, it's kind of bare bones of what I need. Even last year, I got more than that. We're not having Hot Springs Festival, so we've taken out money for that, as we gave it back to you guys already since we weren't going to use it. Basically we kind of have a different strategy this year, of course we have our Old Fashioned Christmas, second Saturday Art Hop and we also help support the end of summer car show, just a small amount and we do that online. A lot of what we want to do is to set up T or C to be able to represent itself in a really good way for tourism efforts. For example, right now if we were to go out to the Space Port and set up a table, what does that table look like? We don't have things for that table. We don't have banners, we don't have all the brochures really that we need. One brochure that I've identified that we need is actually a rack card but it'll probably be a brochure, is just a general T or C one. We have the museum, we have this event and that event, but we don't have a general thing that we can just take and put somewhere to try and draw people. So we're really trying to focus on that effort. Also, in the other costs, I put photography, graphic design, banners, promotional items, and promotional booth necessities so those are all included in there. And photography, we've had photography for the past 2 years, so we're getting a collection of photographs which can be used. We're willing to let other entities use some of our photography because we hire a professional photographer who works for a really reasonable rate. He does a great job and we're using him. And as far as tracking since you've already been asking, I really love the idea of the unique URL's, so I'm thinking about moving forward in making sure that the brochures and rack cards and things that we are putting out there have unique URL's, because that's not really that hard. We travel a lot, like when I go to MainStreet conferences, I'll take brochures and stuff there and put them on the back table, and other MainStreet directors will pick them up and take them back to their communities. And only the people who want them, take them, so we're not sending out ones that aren't gonna get used. For example, we try to put things in relevant places. So if we go down to Las Cruces and go to an art museum, we'll take a stack of the postcards for Second Saturday Art Hop, things like that.

Member Gina Kelley: Surely the tourism department will be happy to help out with that.

Member King: You don't anticipate bring the Hot Springs Festival back?



Linda DeMarino: It's possible, but I don't really know at this time. We are in the middle of a lot of big projects right now, so we don't have the manpower to be able to do that. We were looking at trying to do it in September, and we kind of envisioned what that could be and what it would look like and for this year coming up, I don't see it. And you guys are gonna have money left over I think, so if we do bring it back, it probably wouldn't be this year. It probably wouldn't even be in this fiscal year, it would probably be September 2020.

Member Gina Kelley: You've got your hands full with your Foch Street project, façade improvements, customer service training class, and a couple of other things.

Chairman Foerstner: Can you tell me what you mean by printed collateral?

Linda DeMarino: Collateral is any brochures, rack cards, any of the printed stuff is just called collateral. Anything that you leave somewhere...

Chairman Foerstner: Ok, so just having it in stock printing more of the brochures are what you mean?

Linda DeMarino: Anything, even the ones that we're gonna make up, that's collateral too.

Member King: How many total individual pieces of collateral do you anticipate printing?

Linda DeMarino: Brochures probably 2, relocation guide 3 or 4 things total.

Member Gina Kelley: The one thing I'm really trying to consider with our budget is that is we really are gonna get them out into places, not in T or C; we are going to need higher quantities of those brochures.

Chairman Foerstner: Is any Facebook advertising in your budget? What category?

Linda DeMarino: I just put it under print.

Member Gina Kelley: We need to add a digital column to this application.

Linda DeMarino: Yah, I usually just put it under print. I mean it's not print but it's advertising. I really like using Facebook. I've become pretty good at identifying target markets. It's kind of fun to watch all of the analytics of Facebook, see who's clicking on your stuff and where they're from, and what age group they're from.

Member Gina Kelley: With this Hot Springs thing that I did for Geronimo Trail, I saw the average visitor to the website drop by about 10 years or younger. Which is good, we need younger people to come here, to build the return.

Chairman Foerstner: Do you kind of have a guesstimate for your \$2500.00 for advertising with how that breaks down with print vs. Facebook ads, since Facebook is in there?

Linda DeMarino: We're not really gonna spend a whole lot on print advertising. We'll probably do some print for Second Saturday Art Hop, and if we do anything, I really try not to advertise in town, if we do anything, it will be a small Herald or Cobblestone ad. I try to keep that super tiny as far as any expenses. I think the one event that we did this past year; we spent \$50.00 in the Cobblestone.





Chairman Foerstner: So you see a higher ratio for digital advertising out of the \$2500.00 rather than print?

Linda DeMarino: Yes.

Member Gina Kelley: Does the Cobblestone reach outside of Sierra County?

Linda DeMarino: Yes, she's got distributors.

Chairman Foerstner: How does that work then when somebody advertises in the Cobblestone? Does that go in the 75% or the 25%?

Member Gina Kelley: Well that's the thing, I don't know. I considered it local but...

Linda DeMarino: They've never broken it down. The Herald was clearly a local publication, so it was considered local. Anything that was printing and going outside of here, they just put in the other category.

d. Sierra County Arts Council

Chairman Foerstner: Well, you do have the second largest ask. Can you just give us an overview?

Andy Underwood: All we do is art, so categories like print ads, the more we have the more we can spend with places like Desert Exposure, El Paso Scene, The Ink and all of those publications go to the art community throughout New Mexico, Texas and they bring people in on the weekends. I think that's what part of the downtown scene are now hot springs, The Brewery, and art. So, we would spend as much money as we could in that. In our publish, you can see that we have the artist directory cover, which Jagger explained to you. We're advertising inside of our own publication but it's an advertisement. The publication is free to the public. We made 14,000 copies this year. It's handed out in galleries, bath houses, hotels. It describes the art community frequently. We also have a brochure that we put out that is handed out also. We usually make 2,000 copies of that which is handed out locally. As it's handed out locally, it's handed out to people from out of town.

Chairman Foerstner: What are the Starlight Fliers?

Andy Underwood: It's a concert series in Kingston.

Chairman Foerstner: So that wouldn't be promoting T or C then?

Member Gina Kelley: Right, how does that put heads in beds in Truth or Consequences?

Andy Underwood: Well if 80 people go to the Starlight series, approximately 30% of those people come from out of town.

Member Gina Kelley: Do you have tickets sales to back that up?

Andy Underwood: Well, what we're gonna try and do is track all of our stuff much better this year. And we're gonna try and track everything through ticket sales. A lot of our stuff is free so we do sign in sheets; and we're gonna have to add a category asking if they're staying in



hotels, because otherwise we can find out if they're from out of town just by looking at them. But, documentation for what we do is one of our goals for this year.

Member Gina Kelley: Have you thought about selling tickets through Eventbrite? It's an online ticket sale, it's pretty inexpensive, and that way you can track where everybody's coming from. And it sure makes it more convenient for out of town people. It's something that a lot of organizations do now. There is a charge, but it's not a whole lot of money.

Andy Underwood: A lot of times, our tickets are just sold at the door, a bulk of them, so we don't do a lot of online sales, but that would be a good way to track them. We're gonna try and modernize ourselves a little bit as we try and do more. But mostly it's sign in sheets as I've said, most things are free and we're just gonna try and track everything at least at a better rate than what we've done in the past.

Member Gina Kelley: Do you have an Instagram page?

Andy Underwood: No we don't.

Member Gina Kelley: For art, that's kind of critical. That's really the best way to get your visuals out there. It's not anything more than taking a picture with your phone. It would be better to have someone email you a jpeg to save on your phone and then post it on Instagram instead of walking around and taking a picture of something on a wall. Instagram is pretty important for the art scene.

Andy Underwood: I will pass that on to my crew. You'll see that a lot of our stuff like the art hops are held on Sundays at the Rio Bravo, it might be a way to keep people in town one more night in those hotels. Music Mix last year was held on Thursdays, this year we're gonna go to Fridays at Grapes Gallery instead of the brewery. We're trying to have more things for people to do. Hillsboro concert series is somewhat like the Starlight series, it's out of town, but people travel. It's a pretty big deal, the music up in Hillsboro. And people do come to town to eat and to stay in hotels. Santa Fe Opera, we get that every other year. This year we didn't do it, but next year we will. That's a free event, so we have to have a register sheet and try and track heads on beds with another category on the sign in sheet. Afterwards, we usually have a reception at a gallery and we could also track that way because we sell tickets. Once again, usually at the door, but it would be nice for us to move into the 21st century and try to sell some stuff online. We're small, but we do a lot of things. Pick-a-mania in Kingston is a big event, it's been going for years and years and it's just getting bigger and bigger. That would be tracked by ticket sales, and that is one event that electronic sales would work real well. There are a lot of other events that we support as well. We even support Open mic at Ingo's Art Café. Same thing, it's downtown on Date.

Chairman Foerstner: By support, what do you mean? Are you advertising for that out of town?

Andy Underwood: We do.

Member Gina Kelley: Really?

Andy Underwood: I think so, it's crazy but it's all part of the art scene.

Member Gina Kelley: Do you design your ads so it says: This month in T or C? And then you do like an ad that shares a schedule of what's happening or do you do each individual event?



Andy Underwood: Individual events. It would probably be a good idea for us to put the whole thing together.

Member Gina Kelley: Because that way people can plan.

Andy Underwood: Exactly, and that's why we need to rebuild our website and that might be a place where we load in everything that we do.

Chairman Foerstner: That's the next thing I was gonna ask, what are you planning on the website? Is it a full overhaul?

Andy Underwood: I think it's a full overhaul. We were gonna work on it last year, and we never got around to it. It takes a lot of time. We have a lot of board members and a lot of advisory board members. We're 140 members strong.

Vice-Chair Koenick: In what way does the arts council help the Second Saturday Art Hop?

Andy Underwood: Part of it is in the art directory, but I'm not absolutely sure.

Member Gina Kelley: Yah, because I think MainStreet has been the one doing all of the advertising for that.

Andy Underwood: Exactly, they do all of the advertising for that. I think that we originally started that deal up years ago.

Member Gina Kelley: Nope, Downtown Gallery District Association.

Andy Underwood: Our job is just promoting art as well as we can, and I do feel like that brings in a lot of tourism.

Member Gina Kelley: Well this is a very vibrant arts community.

Chairman Foerstner: Can you talk a little bit more about the film festival, is that something that you are co-sponsoring with another organization or is that only the Arts Council, because I believe last year it was only the Chamber, right?

Cary 'Jagger' Gustin: We've had people ask for us to take it over this year and we agreed to do it.

Chairman Foerstner: ok, so it's exclusively Arts Council?

Andy Underwood: We had a meeting yesterday and we voted to support it and they gave us our budget. Last year it was very tight for them and I think it was pretty successful and a lot of people had a good time. They didn't have their stuff together and they're just hoping that with our help and your help that they can get their fliers out sooner.

Member Gina Kelley: Do you know what the ticket sales were?

Cary 'Jagger' Gustin: 147 tickets



Andy Underwood: And it's a weekend event all through town. And this year it's going to be a little different. They're gonna change it up a little bit.

Member Gina Kelley: One thing that stuck out like a sore thumb, you have in here film procurement and that is against the law. That is not eligible as a Lodgers Tax expense, either by state statute or local ordinance.

Andy Underwood: Ok. I'm very sorry.

Member Gina Kelley: I've been involved in writing the Lodgers Tax Best Practice handbook for 3 years. Lodger's Tax is for marketing and for tourism infrastructure development. That's pretty much it. Although there are porta potties and security and things like that, but that's why we need to be very careful because we don't want the state auditors to come back to the city.

Andy Underwood: I understand. This year we're gonna try and advertise on the MPR station.

Member Gina Kelley: I think that's a great idea. I think that's the perfect market. I wanted to ask about the artist directory which is a beautiful publication. What's your advertising revenue on that?

Cary 'Jagger' Gustin: About \$12,000.00. It pays for art.

Member Gina Kelley: I figured it did because you didn't ask for money or funding for it.

Andy Underwood: This year is the biggest one. I believe it's been about 10 years.

Cary 'Jagger' Gustin: It's been going on for 17 years.

Chairman Foerstner: They've been advertising since 2005 I think.

Andy Underwood: It's pretty relevant. Tourists that have come to the brewery they came here passing through and saw that publication and decided that there was something going on here.

Chairman Foerstner: Since you brought this up, what is your distribution outside of town with this?

Andy Underwood: It's hard to say for me. I don't have any data on that, we've put out 14,000 copies. It's not really that we go out of town passing them out; it's the people that are here from out of town that pick it up. Most of the Sierra County residents don't really pick it up as much as the people from out of town. It gives them a description of every place to eat, every place to stay. It's a word of mouth thing and very hard to track how effective it is. That book is a part of it. We don't send it out anywhere, we just hand it out by hand.

Member Gina Kelley: I know Rebecca sometimes delivers them places. She should be really careful about where she does that because when I was at the Ruidoso visitor's center for 7 years, she would always bring them to us and they don't get put out because the Chamber had artists that were members and did not like having a publication in there that promoted competition. I know that sounds petty but some places are. The state tourism department does a really big heavy push on promoting art, so this might tie in with their initiatives except it doesn't have New Mexico True on it, so they won't do it.





Andy Underwood: I'll make a note of that too.

Vice-Chair Koenick: I have a suggestion in regards to Instagram stuff, and this goes for everybody as well; for each event and this is also for Facebook too, create a hashtag for that event and then blast it out for that event and people can put that hashtag on their picture and that way it's a way of tracking as well, you can kind of look at things and see.

Member Gina Kelley: I think that's a really great idea.

Chairman Foerstner: I think that's what we're looking for, a little more tracking going forward. I do want to tell you that I appreciate this detailed budget that you attached. I like that your application had that. Sorry that we're picking it apart, but we're glad that you did it.

e. T or C Fiesta

Chairman Foerstner: We do not have a representative for T or C Fiesta. Now do you guys want to talk about the applications even though they're not here or do you want to circle back and talk about...?

Member Gina Kelley: I think we can, what do you think.

Member King: I'm ok to just go over them briefly.

Chairman Foerstner: Moe can answer questions as long as he recuses himself when the time comes.

Member Gina Kelley: They're advertising is almost all out of town, the only thing is they've got a couple of things on here, again ineligible for Lodger's Tax which is golf carts and musical acts. So that's something that someone should be aware of.

Member King: What about the porta potties?

Member Gina Kelley: That's ok, porta potties are cool.

Chairman Foerstner: My question would be about tracking. What are the methods that fiesta has put in place for tracking heads on beds, total number of visitors. You put on here 5,500. I'm just wondering how you came up with that number of out of town.

Vice-Chair Koenick: To be honest, I don't know on that one. I think it's more or less done by a head count. I know some of the new tracking is done through Facebook and stuff like that is what we're doing now. Basically like target advertising, following up wherever print ads are going and radio ads as well.

Chairman Foerstner: I see \$4,600 for your publishing but only \$200 for Facebook; I'd like to see that switched to a little bit more digital.

Vice-Chair Koenick: Last year with Facebook we started something new and it was like \$50-\$60 and I paid it out of pocket. This year we're trying to add on to see what we can do better.

Chairman Foerstner: And are you finding that Facebook ads are digitally trackable?



Vice-Chair Koenick: Yes, you can see on the bar graph the before and after. And it's a big jump.

Chairman Foerstner: I'd like to see the ratio of this print advertising versus Facebook flip flop.

Vice-Chair Koenick: Print advertising costs a lot of money.

Member Gina Kelley: There are some pretty inexpensive options on the military bases. They'll even do Facebook ads for you, so that's something to think about in the future. I know the people at Bliss really are eager to escape Fort Bliss whenever they have an opportunity.

Vice-Chair Koenick: We've dealt with them for as long as I can remember. The only one that I can say is a hit or miss on is Alibi, they're really expensive.

f. Veterans Memorial Park & Museum

Chairman Foerstner: I don't think we have a representative for them tonight, let's take a look at their application.

Member Gina Kelley: Maybe they're combining the people that come to the museum and the car show with their attendance, that's kind of a lot. The other thing is the billboards that are \$3300. They are not 75 miles outside of town, so according to our guidelines, they are only eligible for 25% of that cost. I guess we can make a recommendation and if the city commission wants to override their own guidelines, that's up to them but I think for us, we have to do the responsible thing and follow the guidelines. Does that sound fair?

City Manager Madrid: This commission is unable to make any recommendations, so I agree with you.

Member Gina Kelley: So I don't have to feel guilty for saying that?

City Manager Madrid: If there's something that you think is not quite proper, if you don't act then you're not doing your job.

Member Gina Kelley: Well I know how important those billboards are for them.

Chairman Foerstner: Do we know how many they have?

Member Gina Kelley: They just have one. And actually the rate that they pay is mind blowing cheap, because they probably have that contract for well over 10 years. Those billboards have been up forever and they're only paying \$287 a month so it's really inexpensive marketing for them but it's just not technically in the guidelines, so only \$825 of that cost is eligible.

Chairman Foerstner: Let me ask you about the 75-25 rule, so when it comes to the website, they're not even here to answer any questions so I don't even know what they're wanting to do on the website for \$1400 if it's a full overhaul. How does that work? Does that go into the 75 and only if their webmaster is out of town?

Member Gina Kelley: No, website advertising is out of town advertising. Because mostly the people that look at it are going to be from out of town. I mean yes, we all go to the local websites to check in on stuff, but that's for out of town marketing.



Chairman Foerstner: What about copy paper and printer ink?

Member Gina Kelley: That's not eligible. That's an admin.

Chairman Foerstner: Brochures, paper ads and fliers, I wish they were here to answer. Maybe Mo can answer, do we know? Do you know how many brochures, how many fliers?

Vice-Chair Koenick: I'd have to look it up, the museum brochure for sure. If I remember correctly 2500-5000 copies a year.

Member Gina Kelley: And I have seen that out of town. I have seen that at state visitor centers.

Member King: I have too actually.

Chairman Foerstner: And this is not for the Veteran's Memorial Car Show, right? They don't have anything to do with that anymore? I think MainStreet took that over.

Linda DeMarino: We did it one year and then the Veteran's home took it back over.

Chairman Foerstner: So the Veteran's home took it back over.

Cary 'Jagger' Gustin: They do it themselves.

Member Gina Kelley: Thank you Linda and Jagger.

Chairman Foerstner: Is that the only brochure that they do?

Vice-Chair Koenick: Yes.

Chairman Foerstner: Ok, so 5,000 copies does not cost \$3,500.

Member Gina Kelley: It's just a double fold, right?

Vice-Chair Koenick: It's a 9x16

Member Gina Kelley: So that's probably about 20 cents a brochure.

Member King: But they put it in with paper ads and fliers so we don't know how much are going towards the brochures. We don't know how much advertising they do and where, it doesn't tell us anything.

Member Gina Kelley: if we don't have them here to answer our questions and we don't have enough information to make an educated decision, can we just say that we're not giving you anything until you explain yourselves? I would not put it that way, but I would say can you put that request on hold for a future time?

Tammy Gardner: That's kind of how we put it in our emails to them that you should be present at these meetings in order to be fully considered for funding.

Member Gina Kelley: Ok, thank you.



City Manager Madrid: we're gonna estimate our budget with or without your award.

Ed Townsend: where they are talking about the website that is also for the Sierra County app which we revised. We've had a lot of people that say they like it.

Chairman Foerstner: Do you guys want to go over SCRTAB? I say we skip over that.

Member Gina Kelley: I can tell you that, I was with Joanie and Kim up in Santa Fe and thank you so much for giving her a budget number to work with, so she's going to be applying for a \$70,000 grant. We'll just have to see, because the co-op grant is a moving target every year. Hopefully this will be the last year that it's a moving target. So we really don't have the details on the out of town stuff.

Chairman Foerstner: So now that we've heard from everybody ask some questions and circle back around. One thing that I wanted to let everyone know, the one thing we did add to the guidelines is that we now have the ability to hold back 20% of our award in case anything comes up throughout the rest of the year, which allows us to make some decisions later in the year instead of all at once. I think we should exercise that option.

Member Kelley: I think we should too, because any one of these organizations could come up with some great idea 6 months from now and we want to be able to fund it.

Chairman Foerstner: I know that I want to work with you guys on improving this application and getting more details. Maybe a detailed breakdown instead of an overall how many people and overall price, we get a breakdown by a project or by event and that way we can the information right off the bat.

Member Kelley: I guess I need to be reminded how much is our allocation?

Chairman Foerstner: I have \$46,843.00.

Member King: Is that the full allocation or does that include what we got back from other two?

City Manager Madrid: I don't think that it does include that because when we put that number back in, the number is closer to \$51,000.00

Chairman Foerstner: So we're holding back \$40,000 is what we can give if we hold back 20%.

Member Gina Kelley: So that's \$40,800 that we can distribute.

The other thing that I wanted to bring up, because I was just at the seminar in Santa Fe about e newsletters and email marketing and believe it or not the average open rate is 22% nationwide. Its permission based so these are people that already want to hear from you. So if you have an email data base for the Art's Council especially for the art events.

Cary 'Jagger' Gustin: We have 600 people on our list

Member Gina Kelley: 600 people? Well that's 600 people that you can advertise to directly that want to hear from you. And even the same thing for the museum for their events.

Cary 'Jagger' Gustin: We use it constantly.





Member Gina Kelley: So after we take out our reserves of \$10,200 we have \$40,800 to distribute.

Chairman Foerstner: I say we start with the Chamber. They are the largest ask so maybe we can go back through their paperwork and see what we can do.

Member King: Did we finish the rest of the applications?

Chairman Foerstner: Well I was told that the Geronimo Trails and SCRTAB are co-op grants so we don't consider those. So we're splitting up this \$40K via 6 applicants.

Member King: Well I think if we look at the visitors guide we can probably take off an easy \$6,000 right off of that simply because of the ad sales costs \$23,000 and the ad sales are \$10,000. The most it could be is \$13,000 for that line anyway. But even with the website, Hans already said about \$800 and same with the balloon glow \$600 so if we were to make those adjustments it knocks down the request to \$18,300. But that's almost half of what we're going to allocate. Last year we awarded \$10,000 to the Chamber.

Member Gina Kelley: And you're spending all \$10,000 right?

Ed Townsend: Yes.

Member King: How much of this money is going into the design as opposed to the print? Or is this the only print that you have here?

Ed Townsend: The design is going to be \$3,000.

Chairman Foerstner: You've got \$2,000 on here

Ed Townsend: Well we don't charge you for everything either.

Chairman Foerstner: So the annual updates usually cost you \$3,000 for graphic design?

Ed Townsend: Yes, it's 88 pages.

Member King: Do you feel like the quantity, you're doing another reprint because you're out?

Ed Townsend: Yes, El Paso takes 10,000 of them and it costs us \$1,600 to distribute there.

Chairman Foerstner: Have you ever thought about shrinking it down, instead of 81 pages?

Ed Townsend: That's why I said, we're looking to reduce. I'm open to suggestions. We have a lot of stuff to put inside.

Chairman Foerstner: Does Elephant Butte Chamber of Commerce support this visitor's guide at all?

Ed Townsend: We're not doing it to represent the Chamber; we're doing it to represent the whole community.

Member Gina Kelley: Do you ever ask for any Elephant Butte Lodger's Tax?



Ed Townsend: We haven't because we've never been able to get there in time when they're doing it. It always seems to change.

Member King: I just looked at with what we allocated last year and I reduced MainStreet because they're actually asking for less this year than we allocated to them last year, we're already at \$42,100.00; if we were to match all of that. This is more than what we're saying that we want to allocate because we want to hold back the 20%.

City Manager Madrid: If we were to make the distribution somewhat equitable as it was last year without picking apart everybody's changes, that's a very difficult thing to do based on past performance. All you need to do is, take a percentage of what was allocated last year and apply that to your new number for this year.

Chairman Foerstner: Why don't we go to those ones that are easy to cut; the ones that aren't here and that are ineligible.

Member Gina Kelley: Veteran's Memorial

Chairman Foerstner: Lets' just call it \$2525.00 for right now and move on.

Member Gina Kelley: Let's go with Fiesta now. Last year they got \$4000.00. I think they need to put more money into social.

Chairman Foerstner: We need to cut the print/publish in half and they need to advertise more with Facebook.

Vice-Chair Koenick has recused himself from Fiesta

Member King: It seems to me that Fiesta is a big event in this town and I certainly don't want to short them. I don't have as much history in this town as the rest of you do.

Chairman Foerstner: It's an event that's been going on for a really long time so it's established, but I think as it's been established it's become more and more of a local event to be honest with you. I run a hotel and I don't ever hear people say that they're here for Fiesta, I'm not saying that it can't change if they flip flop this around and spend some more money on wise advertising it can become a draw again. They need to do a little bit better tracking on their visitation, but I can definitely see better tracking on their digital ads to see if there's interest from other out of town. I think it's gonna go on whether we fund them heavily or not to advertise. The show will go on; based on if they have volunteers, it's still gonna happen. We don't even know if any of this print advertising is being effective.

Member King: So covering what we've done, what did we say that was \$5,200.00? Last year we gave them \$4,000.00 and do we want to start with splitting the difference and go \$4,500.00, which we've already cut their request. If we give them \$4,000.00 that's cutting it in half. There's always that question if they're asking for more.

Chairman Foerstner: I kind of know that they are. I appreciate when people are honest about asking for double, but they are not here to be honest about it and I just don't think that \$4,600.00 in publishing is gonna make a big difference in Fiesta.

Member King: Do we want to stick to the \$4,000.00 that we gave them last year or bump it up just a little bit to \$4,500.00 and see where we are at the end?



Chairman Foerstner: How about we pencil in \$4,000.00 and then move on and then we can all just circle back.

Member Gina Kelley: I'm taking notes because I think that we should provide some kind of recap to the City Commission on why we decided what we decided, so that we don't look like we're just being arbitrary, maybe just like a little one sheet.

Tammy Gardner: I'm sure that they're going to review the minutes.

Member Gina Kelley: Might be easier just to bullet point.

Member King: Jagger, you're going to represent the Art Council, right?

Cary 'Jagger' Gustin: Yes.

Member King: Last year we gave them \$3000.00

Chairman Foerstner: Their ask is much higher than last year.

Member King: Their asking for \$21,000.00; even if we were to take out the \$1,500.00 for the film allocation then it's \$19,810.00, so we're still a long way off from what we gave them last year.

Chairman Foerstner: They have a pretty detailed budget; we can go through these and see what we can cut.

Member Gina Kelley: I would tell them to cut down their print again, I'd say cut that in half.

Chairman Foerstner: I'm wondering do we need to find a two page ad in their own publications, especially since there is no outside publication, but there is no outside distribution.

Cary 'Jagger' Gustin: No, there is outside distribution. That goes to all of the state visitor centers. Andy was remiss and didn't understand that. Rebecca takes those to all of the state visitor centers personally.

Member Gina Kelley: She might want to make sure that they get put out because there's no New Mexico True on it. They don't play nice with others anymore. I'll ask Toby.

Member King: We have a lot of events but some of them are events that are outside of town and some of them aren't necessarily putting heads on beds but they don't have a good tracking for us to know, are they putting heads on beds? Are people enjoying the events that are already here, staying here whether they're local or already in town for other reasons and are enjoying the events? There's no tracking on that, so it's tough to say.

Vice-Chair Koenick: If I may say something, as far as cutting numbers on the books and things like that, cutting corners and it's being distributed elsewhere. You can cut the costs by maybe doing a postcard or something that says "Pick up the artists directory while in town" and it's maybe something that could be trackable as well by being distributed in certain areas just like we distribute this; just something to think about.



Member King: This is a tough one because it's so much more than what they were allocated last year.

Member Gina Kelley: No, this fiscal year they requested just shy of \$6,500.00, so that's a pretty substantial increase.

Chairman Foerstner: Yah, and without tracking in place.

Member King: And they're taking over the film festival, right?

Cary 'Jagger' Gustin: The film festival is estimating \$5,360 things that they would need, without the film rental.

Member Gina Kelley: The \$5,360, that's under published, that includes the artist directory ad, the brochures, the starlight fliers, so the film festival itself, and by the way tickets are not an eligible expense, that's \$3,100 just for the film festival.

Chairman Foerstner: They only sold 142 tickets; most of them are sold to locals.

Member King: That's great if they are advertising for more heads on beds but we don't have any history to show that that's going to happen.

Member Gina Kelley: First of all, I'd cut your print ads right in half. That's a lot of money.

Member King: How many ads is this for?

Cary 'Jagger' Gustin: I don't, I think that's just a general ad budget that they put together for the whole year.

Member Gina Kelley: Do we really need to advertise the art stuff in the Sentinel? Do you think that's a market for that?

Cary 'Jagger' Gustin: Well, I think it helps to do some local. We don't want to cut that out totally. We're trying to utilize the Cobblestone, because I think she has a pretty far reach. The El Paso scene is wonderful, that goes out all over the southwest; it encompasses everything here in the southwest.

Member Gina Kelley: I like Roy but I don't know that the Ink really has a reach anymore. I just think that so much has gone digital that, you want to be where people are looking and what they're looking at is not print anymore. Digital banner ads can be pricey but that's why we lean so heavily on social because it does have such a great reach for not a lot of money.

Member King: It's just a tough one because it's such a wide variance from last year.

Chairman Foerstner: Well, we can pencil in \$3,000 for now and just circle back.

Member Gina Kelley: Jagger, I do have one question. Do any of the artists contribute anything as far as funding any of this advertising?

Cary 'Jagger' Gustin: Some of them do buy ads in the directory.

Member Gina Kelley: They buy ads in the directory, but they don't contribute to any of the other print ads?





Cary 'Jagger' Gustin: No ma'am. Some of the individual artists would place an ad with us every year in the guide, but they don't contribute to our programs. We do sell a membership every year; locally, there are about 30 people that don't live here that buy a membership. We also get a grant from New Mexico Arts every year, and that's specifically designed to put entertainment in the city and the county.

Chairman Foerstner: Let's pencil in \$4,000 and then circle back.  
Next is the museum. They are requesting \$12,000, last year \$10,000.

Member Gina Kelley: Marilyn, I wanted to ask, when I was looking thru the quarterly reports it showed what your anticipated expenses were in May and by looking at that and looking at what's already been reimbursed, it looked like there were still \$4,000 left. Are you gonna have a lot of advertising in June?

Marilyn Pope: Yes. We have two big events and one of them will require more money.

Member King: Can we talk about the \$3,000 for the website?

Member Gina Kelley: That's because of the Herald stuff.

Member King: I have written down here Herald info, bios, promoting programs, but I don't understand the cost of the \$3,000 for those.

Member Gina Kelley: Marilyn, could you tell us again about the \$3,000 for the website?

Ed Townsend: A lot of the stuff they got from the Herald and some other places as well. They made a book which the county helped with.

Marilyn Pope: The County paid for the book and with the Lodger's Tax we used for printing.

Ed Townsend: It's a booklet that shows all of the different books that they've now gotten thru the tax rolls going back to the 1800's, family listings from A-Z, which are good for genealogy and they've also got their own books. Right now the site is being expanded with 11 pages of all the different books that they've got and the records from the Herald, and so all of this is going on the website with links and a lot of the stuff like the family records. They can look up each family and they'll be able to buy from the museum for a nominal fee. The books that they've got which is 3 pages of the booklets that they've got in there, those will be on sale on the website, shipping included, which will help the museum but it also is getting the word out there. A lot of the tax rolls is 5 pages, and school records, and court records, all of those are going up on the website, and the idea there is to explain what it is, so people know that they can go to the museum and look up whatever they like in those books, which is another way that we hope the people will come to town if something is really interesting for their family, especially going back over 100 years. Some of these people are fanatical about genealogy and so all of that will be in the museum. If the news is not out there to show that it's there, it doesn't help much. We're hoping that will boost the number of people that come into the museum, and that's why we're building all of those pages on there and putting things up for sale.

Member King: The \$3,000 is then for adding these pages on?



Ed Townsend: That's part of it, on the technical side of it and sales side of it, so that they can do stuff thru PayPal.

Marilyn Pope: Based on the number of inquiries that we get with people coming in and calling us on the phone, and sending us emails, and so on, if we had it online we would get so much more.

Ed Townsend: And we could refer them to the website when they call. We're talking about 30 pages at least.

Member Gina Kelley: So are you gonna put the full content on the site or just links to the content?

Ed Townsend: No, all of the content will not be on there. You cannot put the tax rolls on there because they are very old books, so they have to go in to look at those and the school records. All of the family records which a lot of information is, we want to have the genealogical records available online so that someone can buy their family records.

Member Gina Kelley: That way you inspire them to visit the museum and/or to buy the family records instead of letting them download the stuff themselves.

Ed Townsend: They can't download it. A lot of that stuff is not possible to download it, but there is stuff on there that they could download. And then some of the things that will buy like the books that has 3 pages of listings of all those, they'll be able to get those shipped to them. It's all increasing the exposure and the interest in it. That's just the part that we're working on right now, but she's got other things for our website.

Marilyn Pope: If they find out enough about what they're looking for, they will come in and they will buy from us. Genealogy is the first or second most popular hobby.

Member Gina Kelley: I think that the programming is really important. I think that the museum is a vital part of our community. I know that most of the people that go there are from out of town.

Member King: Well, Marilyn is asking for \$12,000 and last year we gave them \$10,000.

Member Gina Kelley: I think we should stick with \$10,000 for now, until we do the math some more later.

That puts us up to \$20,825 is that right?

Member King: That leaves us with MainStreet and the Chamber.

I recommend that we start with MainStreet, because she's asking for less than what we gave her last year, so this one may be a little bit easier.

Chairman Foerstner: I think the monies are put in good categories and will be put to good use. So, if we do give her the \$11,600 where are we at? Do we have to make any cuts?

Member Gina Kelley: We still have the Chamber and we're gonna probably want to give them more. That only leaves us \$8,300.00



Chairman Foerstner: I think we penciled in \$10,000.00 for the Chamber. Can you even do the visitors guide for \$10,000 Hans? Is it gonna happen if we only give you \$10,000 again, as far as a full reprint and a redesign?

Ed Townsend: Probably not.

City Manager Madrid: You have the authority to hold funds, but you're not required to.

Chairman Foerstner: We're at \$42,425.00. If we give them \$10,000; MainStreet \$11,600; and what we already decided.

Linda DeMarino: People are probably gonna forget that you even have that money, so you could still be left with quite a chunk to rollover.

Member Gina Kelley: If we kept 15% back that gives us \$43,350. So we could give the Chambers \$11,000 right?

Chairman Foerstner: Maybe we should bump up the Arts Council a little bit, see what they can do. See if they'll try a little harder with tracking.

Member Gina Kelley: Put them up to \$5,000? And put the Chamber up to \$12,000 maybe?

Member King: If we were to bump up the Chamber to \$12,000 and the Arts Council \$5,000 then we're holding back 10%, which is \$5,100.

Member Gina Kelley: Maybe that's all we need to do for the first year.

Chairman Foerstner: We can focus on working on the application. We won't have a whole lot to distribute in the other 3 quarters, but we can spend the time working on the application, and if something pops up, we'll have a little bit of money to play with and test out the application and hopefully we're encouraging people to do a little bit more tracking so we could be a little more thorough for next year and look at what they've done.

Member Gina Kelley: So just put 10% in reserves for this year?

Member King: Which is giving the Chamber \$12,000?

Chairman Foerstner: Chamber \$12,000 – Museum \$10,000 – MainStreet \$11,600 – Art Council \$5,000 – Fiesta \$4,000 – Veterans \$2,825; we're at \$45,425, and that leaves us with a little over 10%.

Member Gina Kelley: Jagger, do you think you might ask the county for Lodger's Tax to promote the events in Kingston and Hillsboro?

Cary 'Jagger' Gustin: We never have, but we could.

Member Gina Kelley: I think maybe it might be a good idea. We all know that the county doesn't have a lot of Lodger's Tax, but I don't think that it hurts to ask.

Cary 'Jagger' Gustin: I've avoided doing that because I'm on the advisory board and I think it's a conflict of interest. I just don't think that it looks real good to do that, so we've never done that.



Member Gina Kelley: Can Katherine or Andy do it?

Cary 'Jagger' Gustin: I just don't think that it looks good.

Member King: Hans, you were on this board and president of the Chamber

Ed Townsend: You just recuse yourself.

Member Gina Kelley: I think if Katherine went to them and asked for money for social media advertising for those events, which is pretty inexpensive, I think that they would be receptive to it, because they really don't like print. I'm just trying to think of others ways to get you some more money.

Cary 'Jagger' Gustin: I appreciate that, but I just don't think that it looks good.

Linda DeMarino: I think it looks better for them to give you money for an event that is not in town.

Member King: We want everybody to be involved in so many things and some point there's going to be a conflict of interest, but that doesn't mean that you should hurt the Arts Council for that.

Member Gina Kelley: We commend you for your ethics.

Vice-Chair Koenick is recusing himself from the Museum, MainStreet, Fiesta, and Veteran's Memorial Park & Museum.

**Member King made a motion to award the Chamber of Commerce \$12,000. Vice-Chair Koenick seconded the motion. Motion passed unanimously.**

**Member Gina Kelly made a motion to award MainStreet \$11,600. Member King seconded the motion. Motion passed unanimously.**

**Member King made a motion to award the Geronimo Springs Museum \$10,000. Member Gina Kelly seconded the motion. Motion passed unanimously.**

**Member King made a motion to award The Sierra County Arts Council \$5,000. Vice-Chairman Koenick seconded the motion. Motion passed unanimously.**

**Member Gina Kelley made a motion to award Fiesta \$4,000. Member King seconded the motion. Motion passed unanimously.**

**Member King made a motion to award Veteran's Memorial Park & Museum \$2,825. Member Gina Kelley seconded the motion. Motion passed unanimously.**

## **7. Comments from the Board/Staff**

City Manager Madrid: I'm sure everyone noticed the gap between what the applicants were trying to do and what you all would like to emphasize. Print media is less valuable than electronic media. The tracking of where people are coming from and are they staying in town are more valuable than putting on an event. I think it would be a good idea if the board met





and did some things to formulate the application to reflect that. The applicants formulate their programs to reflect the intent of the funding entity.

Member Gina Kelley: Do you think we should go to a point system because a lot of communities do use the point system, because that way it's not so vague.

City Manager Madrid: I would recommend it. You are not tied to it, you can always just use it as a first evaluation and if they're close, it's a judgement call and that's your prerogative.

Chairman Foerstner: I like that; I'd like to have a rule book to go by.

Ed Townsend: A few years ago the Chamber went to the city and requested a data reflecting which weekends of events were successful at putting heads on beds and were denied this request. It's just a suggestion.

Cary 'Jagger' Gustin: How much is being held in reserve?

Member Gina Kelley: \$5,100.00

Linda DeMarino: I totally appreciate where all of this is going, the only one thing I have to say about all of it, is to be careful because generally speaking, the people who utilize Lodger's Tax most of them are volunteers. And just saying, next year we have 2 different people here that are brand new, and as it goes in organizations there's not always a lot of consistency. The other thing I would suggest is to consider matching money.

Vice-Chair Koenick: Maybe there's a way that the tracking, if everybody kind of directed it into one area, like a specific website, then it could be tracked.

8. **SET TIME, PLACE AND DATE FOR NEXT MEETING Thursday July 11, 2019** (Meets quarterly on the last Thursday of the month at 5:30 PM)

**Member King made a motion to set the next meeting for Thursday July 11<sup>th</sup> at 5:30pm. Member Gina King seconded the motion. Motion passed unanimously.**

9. Adjourn

**Member Gina Kelley moved to adjourn at 8:13 p.m. Member King seconded the motion. Motion carried unanimously.**

Approved by the Lodger's Tax Advisory Board on Thursday, June 4, 2020.

  
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Jake Foerstner, Chairman

