

**City of Truth or Consequences
Lodger's Tax Advisory Board
SPECIAL MEETING MINUTES**
City Commission Chambers, 405 W. 3rd St.
November 26, 2019 at 3:00 p.m.

INTRODUCTION:

Chairman Foerstner called the meeting to order at 3:00 p.m.

ROLL CALL:

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

All members were present.

Others present included: City Clerk Cantin; City Manager Madrid and Executive Assistant Tammy Gardner

A. Approval of Agenda

Vice-Chair King moved to approve the agenda. Chairman Foerstner seconded the motion. Motion carried unanimously.

B. Comments from the Public

Mrs. DeMarino commented on an event called the Rock & Gem show they were planning for March and she wanted to let the board know because she noticed there isn't another meeting until the end of January.

Hans Townsend, Chamber of Commerce said along the same lines the Rock & Gem show is going to send them a letter which Mr. Townsend will share with the board.

C. Approval of New Funding Request Applications

1) Sierra County Arts Council (Dada Ball)

Chairman Foerstner asked each of the agencies to come up to present their item for the board.

Lynn Salley presented the event and she's successfully put together this event in a couple of different places including Hotel Andaluz in Albuquerque. She does have some in-person tickets sold already.

Chairman Foerstner asked how she is tracking the attendance. Ms. Salley is up for suggestions for tracking. Chairman Foerstner also said she could have the ticket taker ask if they are local or from out of town. Online sales will also tell you where they are from.

Member King mentioned that she noticed they also applied with Sierra County Lodger's Tax and asked if she was awarded anything. Member Kelley spoke to Kim Skinner and she understands she was awarded the amount of the Alibi Publication.

Discussion was held related to making sure she includes the logo and paid in part by statement in the advertisements. There were flyers that have been out already but she can contact her Graphic Designer to add it to the Facebook post.

2) Hot Springs Boys Basketball (Rio Grande Shootout Boys Basketball Tournament)

Mr. Derek Bean, Head Basketball Coach. They have five other teams coming from all over New Mexico which he named coming from various places including Cuba, Chaparral, Roswell, Cloudcroft, Naka.

It's a neat three day tournament that will be coming in and they are involving all of their youth in the event. Team sizes average about 20 people per team coming in, they anticipate all but one of them staying in town.

3) The Bountiful Alliance/Steampunks Creative Center (2020 Vision Concert)

Jessica Rawley presented the item and the request for funding

Chairman Foerstner asked if she had experience in events like this. Ms. Rawley responded not in T or C, but they owned an event company that was successful before they moved here. The only publication they have done is the flyer she presented which can be revised to include the logo and the social media and everything else can have it included. They are requesting \$500 for social media ads and \$300 for radio ads.

Chairman Foerstner gave an overview of what they are asking for funding for the Hot Springs Boys Basketball Rio Grande Tournament. The only thing eligible can only be 24% of what is awarded. Board recommends that they come back next year and try again.

Chairman Foerstner reviewed the Arts Council for Dada Ball requesting \$1,400. Steampunks Concert request is \$800 for Bountiful Alliance.

Member Kelly moved to approve funding for SCAC Dada Ball in the amount of \$800 and \$800 to the Bountiful Alliance/Steampunks Creative Center for the 2020 Vision Concert. Member King seconded the motion. Motion carried unanimously.

D. Approval of Amended Budgets from Allocations & Additional Funding Requests

1) Chamber of Commerce

2) Geronimo Springs Museum

- 3) **MainStreet**
- 4) **Sierra County Arts Council**
- 5) **T or C Fiesta**
- 6) **Veterans Memorial Park/Museum**

Vice Chair King moved to approve all of the amended budgets. Member Kelly seconded the motion. Motion carried unanimously.

E. Comments from the Staff

City Clerk Cantin spoke about honoring Evelyn Renfro, who passed away earlier in the year, during Christmas. She wants to save up to buy a nice sized Christmas tree and having it set up at Evelyn Renfro Park. She is asking for businesses, organizations, any group that would like to donate decorated trees to auction off to raise funds in order to purchase said tree in approximately 2-3 years.

F. SET TIME, PLACE AND DATE FOR NEXT MEETING

(Meets quarterly on the last Thursday of the month at 3:00 PM; January 30, 2020)

Thursday January 30, 2019 at 3:00 p.m. tentatively.

G. ADJOURN

Member Kelly moved to adjourn at 3:58 p.m. Vice Chair King seconded the motion. Motion carried unanimously.

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



Jake Foerstner, Chairman

