



City of Truth or Consequences

505 Sims Street

Truth or Consequences, New Mexico 87901

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

LODGERS TAX ADVISORY BOARD REGULAR MEETING AGENDA

October 25, 2018

5:30 P.M.

City Commission Chambers
405 W 3rd Street

ROLL CALL:

Jake Foerstner, Chair
Moshe Koenick, Vice Chair
Theresa King, Member
Renee Cantin, Interim City Manager

A. Approval of Minutes

1) *July 26, 2018 Meeting*

B. Review of 1st Quarter Reports

1) *1st Quarter Reports and Summary*

C. Chamber of Commerce Amended Budget

1) *Amended budget from Chamber of Commerce reflecting changes due to approved budget increase for Film Fiesta*

D. COMMENTS FROM STAFF

E. SET TIME, PLACE AND DATE FOR NEXT MEETING

(Meets quarterly on the last Thursday of the month at 5:30 PM; January 31, 2018)

F. ADJOURN

LODGERS' TAX RECIPIENTS

FISCAL YEAR: 2018/2019

Updated: 10/22/18

Reports due by 15th of month following quarter.

| NAME OF ORGANIZATION | ALLOTMENT | 1ST QTR. REPORT | | 2ND QTR. REPORT | | 3RD QTR. REPORT | | 4TH QTR. REPORT | |
|---|------------------------|-----------------|-------|-----------------|----|-----------------|----|-----------------|----|
| | | YES | NO | YES | NO | YES | NO | YES | NO |
| Chamber of Commerce "Hans" Townsend 894-2239 | \$10,000 | X | 10/15 | | | | | | |
| Geronimo Springs Museum Marilyn Pope 894-6600 | \$10,000 | X | 10/15 | | | | | | |
| MainStreet Truth or Consequences Linda DeMarino 740-6180 | \$14,000 | X | 09/21 | | | | | | |
| NM Off Highway Vehicle Alliance Dean Tulk 740-4299 | \$1,500 | X | 10/18 | | | | | | |
| Sierra County Arts Council Jagger Gustin 894-4244 W | \$3,000 | X | 10/15 | | | | | | |
| T or C Fiesta, Inc. Jim Brannon, Mickey Sallee 740-3962 | \$4,000 | X | 10/09 | | | | | | |
| Veterans Memorial Pk/Museum Windy Barnes 952-0484 | \$3,500 | | X | | | | | | |
| Geronimo Trail Scenic Byway LaRena Miller 894-1968 | Coop Grant \$6,000 | X | 10/10 | | | | | | |
| Sierra County Recreation & Tourism Kim Skinner 740-1777 | Coop Grant \$16,000 | X | 10/10 | | | | | | |

| | |
|----------|---------------|
| 1ST QTR: | JUL, AUG, SEP |
| 2ND QTR: | OCT, NOV, DEC |
| 3RD QTR: | JAN, FEB, MAR |
| 4TH QTR: | APR, MAY, JUN |

Copies to LTAB 10/25/18

Copies to CC 11/14/18

Copies to LTAB

Copies to CC

Copies to LTAB

Copies to CC

Copies to LTAB

Copies to CC

10-15-18P12:02 RCVD

LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT

FY: 2018/19

NAME OF GRANTEE: Chamber of Commerce of Truth or Consequences & Sierra Co

THREE MONTH PERIOD OF REPORT: 07/01/18 TO 09/30/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD
(If no work has been done, explain why work has not begun.)

- 1)website work started; 2)Social Media Promotion started; 3)Visitors Guide not started yet;
4)Sierra County App updates started, 5)Visitors Guide Graphics not started;
6)Visitors Guide Distribution done; 7)Film Fiesta Fliers, Tickets, Posters almost done;
8)Film Fiesta Graphics Design almost done; 9)Website build - torcfilmfiesta.com almost done;
10)Film Fiesta Movie Purchase Fees being negotiated

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED DURING PERIOD:

| <u>ITEMS(S)</u> | <u>AMOUNT</u> |
|-----------------|--------------------------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| NM GRT | \$ _____ (if applicable) |
| TOTAL | \$ <u>0.00</u> |

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

| <u>TASK</u> | <u>ANTICIPATED COMPLETION DATE</u> |
|---|------------------------------------|
| <u>1)website 2)Social Media 4) App Expansion</u> | <u>12/30/18</u> |
| <u>3)Visitor Guide Printing 5) Visitor Guide Graphics</u> | <u>01/30/19</u> |
| <u>7) Film Fiesta Printing 8) Film Fiesta Graphics</u> | <u>10/20/18</u> |
| <u>9)Film Fest Website 10)Movie Purchase</u> | <u>10/20/18</u> |

 575 894-2239 10/13/18
SIGNATURE CONTACT PHONE NUMBER DATE

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**

10-15-18A11:46 RCVD

NAME OF GRANTEE *GERONIMO SPRINGS MUSEUM*

THREE MONTH PERIOD OF REPORT: 07/01/18 TO 09/30/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PER

Ad-Insert in following publications-Cowboy Country

El Defensor Chieftain

Rio Rancho Observer

News Bulletin

Albuquerque Journal-East Mountain Edition

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED DURING PERIOD:

| <u>ITEMS(S)</u> | <u>AMOUNT</u> |
|--|--------------------|
| <i>Cowboy Country-please see above</i> | \$ 649.88 |
| | \$ |
| | \$ |
| | \$ |
| | \$ |
| NM GRT | \$ (if applicable) |
| TOTAL | \$ 649.88 |

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

| <u>TASK</u> | <u>ANTICIPATED COMPLETION DATE</u> |
|--------------------------|------------------------------------|
| <i>Print \$1,000.00</i> | <i>Prior to May 15, 2019</i> |
| <i>Publish \$6350.12</i> | <i>Prior to May 15, 2019</i> |
| <i>Radio</i> | <i>Prior to May 15, 2019</i> |
| <i>Web</i> | <i>Prior to May 15, 2019</i> |

Marilyn Pope
SIGNATURE

575-894-6600/740-0724
CONTACT PHONE NUMBER

10/10/15
DATE

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**

09-21-18 AT 10:14 RCVD

NAME OF GRANTEE: MainStreet Truth or Consequences

THREE MONTH PERIOD OF REPORT: 07/01/18 TO 09/30/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.
 (If no work has been done, explain why work has not begun.)

We have worked on three projects that have utilized Lodgers Tax funds. However, we have only requested funds for two of these as the billing has not happened for the End of Summer Car Show. MainStreet has had a photoshoot. From this, we have photos which can be used for the Downtown Business Directory, the Relocation Guide, and other projects to come. The other Lodger's Tax funded project is the Southwest Regional Folk Alliance. Lodgers Tax paid for two registration fees for Truth or Consequences representatives to promote T or C.

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED DURING PERIOD:

| <u>ITEMS(S)</u> | <u>AMOUNT</u> |
|----------------------------------|---------------------------------|
| <u>Weaponize Photography</u> | <u>\$ 850.00</u> |
| <u>SW Regional Folk Alliance</u> | <u>\$ 390.00</u> |
| <u> </u> | <u>\$ _____</u> |
| <u> </u> | <u>\$ _____</u> |
| <u> </u> | <u>\$ _____</u> |
| NM GRT | <u>\$ _____ (if applicable)</u> |
| TOTAL | <u>\$ 1,240.00</u> |

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

| <u>TASK</u> | <u>ANTICIPATED COMPLETION DATE</u> |
|-------------------------------|------------------------------------|
| <u>End of Summer Car Show</u> | <u>October 3rd</u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |

Jhonda Metoparino
 SIGNATURE 575-740-6180 09/30/18
 CONTACT PHONE NUMBER DATE

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**

NAME OF GRANTEE: New Mexico Off Highway Vehicle Alliance

THREE MONTH PERIOD OF REPORT: 07/01/18 TO 10/15/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.
(If no work has been done, explain why work has not begun.)

No money was spent during this time.

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED DURING PERIOD:

| <u>ITEMS(S)</u> | <u>AMOUNT</u> |
|-----------------|-----------------------------|
| <u>None</u> | \$ <u>0.00</u> |
| <u> </u> | \$ <u> </u> |
| <u> </u> | \$ <u> </u> |
| <u> </u> | \$ <u> </u> |
| <u> </u> | \$ <u> </u> |
| <u> </u> | \$ <u> </u> |
| NM GRT | \$ <u> </u> (if applicable) |
| TOTAL | \$ <u>0.00</u> |

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

| <u>TASK</u> | <u>ANTICIPATED COMPLETION DATE</u> |
|-------------|------------------------------------|
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |


SIGNATURE

575-740-4299
CONTACT PHONE NUMBER

10/17/18
DATE

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**

NAME OF GRANTEE: Sierra County Arts Council

THREE MONTH PERIOD OF REPORT: 07/01/18 TO 09/30/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PER
(If no work has been done, explain why work has not begun.)

Sierra County Arts Council's program of work
is on going

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED
DURING PERIOD:

| <u>ITEMS(S)</u> | <u>AMOUNT</u> |
|-----------------|--------------------------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| NM GRT | \$ _____ (if applicable) |
| TOTAL | \$ 0.00 |

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

| <u>TASK</u> | <u>ANTICIPATED COMPLETION DATE</u> |
|---|------------------------------------|
| <u>Advertising program will complete.</u> | _____ |
| <u>in May of 2019</u> | _____ |

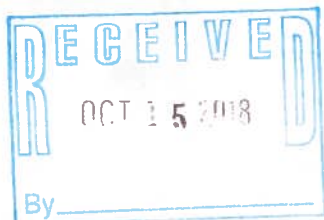
[Signature]
SIGNATURE

575-740-7158
CONTACT PHONE NUMBER

10-15-2018
DATE

dillwood11c@gmail.com

Rev. 3/2015



**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**



NAME OF GRANTEE: Sierra County Recreation & Tourism Advisory Board

THREE MONTH PERIOD OF REPORT: 07/01/18 TO 09/30/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.
(If no work has been done, explain why work has not begun.)

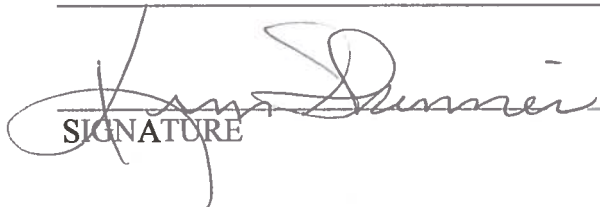
Tourism Website updates, maintenance, projects, coorections, additions, Facebook, Twitter

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED DURING PERIOD:

| <u>ITEMS(S)</u> | <u>AMOUNT</u> |
|--|---------------------------------|
| <u>Website updates, maint, projects, Facebook, Twitter</u> | \$ <u>849.07</u> |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| NM GRT | \$ <u>72.17</u> (if applicable) |
| TOTAL | \$ <u>921.24</u> |

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

| <u>TASK</u> | <u>ANTICIPATED COMPLETION DATE</u> |
|---|------------------------------------|
| <u>Website, updates, maintenance, advertising, Facebook</u> | <u>05/01/19</u> |
| <u>Brochure Distribution</u> | <u>01/31/19</u> |
| <u>Print</u> | <u>05/01/19</u> |


SIGNATURE

(575) 740-1777
CONTACT PHONE NUMBER

10/10/18
DATE

**LODGERS' TAX
QUARTERLY WORK/SPENDING REPORT**

NAME OF GRANTEE: T or C Fiesta

THREE MONTH PERIOD OF REPORT: 07/01/18 TO 09/30/18
(mm/dd/yy) (mm/dd/yy)

PLEASE PROVIDE A DETAILED STATUS OF ACTIVITY FOR REPORTING PERIOD.
(If no work has been done, explain why work has not begun.)

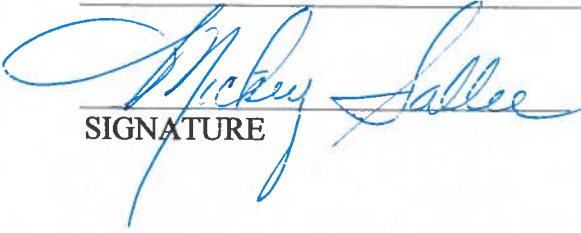
No work will be done until just before Fiesta takes place in May.

ITEMS AND AMOUNTS FOR WHICH REIMBURSEMENT FUNDS WERE REQUESTED DURING PERIOD:

| <u>ITEMS(S)</u> | <u>AMOUNT</u> |
|-----------------|---------------------------------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| | NM GRT \$ _____ (if applicable) |
| | TOTAL \$ <u>0.00</u> |

ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

| <u>TASK</u> | <u>ANTICIPATED COMPLETION DATE</u> |
|-------------|------------------------------------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |



SIGNATURE

575-894-8948
CONTACT PHONE NUMBER

10/10/18
DATE