

### **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 3<sup>rd</sup> 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 1<sup>st</sup> Quarter Reports
  - 1) 1<sup>st</sup> 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**

Reports due by 15th of month following quarter.

**FISCAL YEAR: 2018/2019** 

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

Coop Grant

\$16,000

X 10/10

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

Sierra County Recreation & Tourism

Kim Skinner 740-1777

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

Updated: 10/22/18

### LODGERS' TAX 10-15-18P12:02 FY: 2018/19 **QUARTERLY WORK/SPENDING REPORT**

NAME OF GRANTEE: Chamber of Co	ommerce of Truth or	Conseq	juences & Sie	erra Coi
THREE MONTH PERIOD OF REPORT	T: <u>07/01/18</u> T( mm/dd/yy)		0/30/18 m/dd/yy)	
PLEASE PROVIDE A DETAILED STA (If no work has been done, explain why work)		FOR I	REPORTING	PERIC
1)website work started; 2)Social Media F	Promotion started; 3)	Visitors	s Guide not s	tarted yet;
4)Sierra County App updates started, 5)V	visitors Guide Graph	ics not	started;	
6)Visitors Guide Distribution done; 7)Fi	lm Fiesta Fliers, Tick	ets, Po	sters almost d	done;
8)Film Fiesta Graphics Design almost do	one; 9)Website build	- torcfi	lmfiesta.com	almost done;
10)Film Fiesta Movie Purchase Fees bei	ng negotiated			
ITEMS AND AMOUNTS FOR WHICH DURING PERIOD:  ITEMS(S)	REIMBURSEMEN		DS WERE R	EQUESTED
		\$		
		\$		_
		\$	·	-
		\$		_
		\$		
	NM GRT	\$		(if applicable)
	TOTAL	\$	0.00	_ `
				_
ANTICIPATED COMPLETION DATES	S OF TASKS NOTE	D ABO	VE:	
TASK	ANTI	CIPAT	ED COMPLI	ETION DATE
1)website 2)Social Media 4) App Expans	ion		12/30/18	
3) Visitor Guide Printing 5) Visitor Guide	Graphics		01/30/19	
7) Film Fiesta Printing 8) Film Fiesta Gi	raphics		10/20/18	
9)Film Fest Website 10)Movie Purchase			10/20/18	
	575 894-223		Service and Servic	10/13/18
SIGNATURE'	CONTACT PHONE	NUMI	BER	DATE

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:**

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

#### ANTICIPATED COMPLETION DATES OF TASKS NOTED ABOVE:

TASK	ANTICIPATED COMPLETION DATE
Print \$1,000.00	Prior to May 15, 2019
Publish \$6350.12	Prior to May 15, 2019
Radio	Prior to May 15, 2019
Web	Prior to May 15, 2019

**SIGNATURE** 

575-894-6600/740-0724

10/10/15

CONTACT PHONE NUMBER

DATE

SIGNATURE	CONTACT FHONE	IAOMID		PATE Rev. 3/2015
Lakena Miller SIGNATURE	<i>575-894-22</i> . CONTACT PHONE		FR	10/10/18 DATE
TASK				LETION DATE
ANTICIPATED COMPLETION DATES	OF TASKS NOTED	∆ R∩VE	·	
	TOTAL	\$	0.00	_
	NM GRT	\$		(if applicable)
		\$		-
		\$	*	_
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		\$ 		1000
ITEMS(S)		<u>AMC</u> \$	<u>DUNT</u>	
ITEMS AND AMOUNTS FOR WHICH F DURING PERIOD:	REIMBURSEMENT I			EQUESTED
us on an annual basis.			- Charles	Hall the second
No work has begun as Day Trips will not r		ntil Spri	ng and ou	r webmaster bills
PLEASE PROVIDE A DETAILED STAT (If no work has been done, explain why work ha		OR REF	PORTING	PERIOD.
THREE MONTH PERIOD OF REPORT:	7/1/202018 TO (mm/dd/yy)		30/18 (dd/yy)	
		2 00/	00/10	
NAME OF GRANTEE: Geronimo Trail	l Scenic Byway Inc			

### 09-21-18ATU: 14 RCVD

NAME OF GRANTEE: _	MainStreet Truth o	r Consequences	5		
THREE MONTH PERIOD	OF REPORT:	07/01/18 (mm/dd/yy)		09/30/18 (mm/dd/yy)	
PLEASE PROVIDE A DE (If no work has been done, exp			FOR	REPORTING	PERIOD.
We have worked on three p	rojects that have u	tilized Lodgers	Tax fu	nds. However,	we have only
requested funds for two of	these as the billing	has not happen	ed for	the End of Sur	nmer Car Show.
MainStreet has had a phot	oshoot. From this, 1	we have photos	which	can be used fo	or the Downtown
Business Directory, the Re	location Guide, and	d other projects	to con	ne. The other L	Lodger's Tax
funded project is the South	west Regional Folk	Alliance. Lodg	ers Ta	x paid for two	registration fees
for Truth or Consequences	representatives to	promote T or C			
ITEMS AND AMOUNTS DURING PERIOD:	FOR WHICH REI	MBURSEMEN'	T FUN	VDS WERE R	EQUESTED
ITEMS(S)			<u> 4</u>	AMOUNT	
Weaponize Photography			9	850.00	_
SW Regional Folk Alliance	!		9	390.00	_
			5	5	Novae
			5	\$	_
			\$	S	_
		NM GRT	\$	S	(if applicable)
		TOTAL	\$	1,240.00	<del>-</del>
ANTICIPATED COMPLE	TION DATES OF	TASKS NOTE	D AB(	OVE:	
<u>TASK</u>		<u>AN'</u>	TICIP	ATED COMP	LETION DATE
End of Summer Car Show				October 3	rd
Huda Net	Carino	575-740-0	6180		09/30/18
SIGNATURE	l cc	NTACT PHON	NE NU	MBER	DATE

NAME OF GRANTEE:	New Mexico Off I	Highway Vehicle Al	liance	?	
THREE MONTH PERIOD	OF REPORT:	07/01/18 (mm/dd/yy)	го _	10/15/18 (mm/dd/yy)	
PLEASE PROVIDE A DE (If no work has been done, ex			R REI	ORTING PER	RIOD.
No money was spent durin	g this time.				
ITEMS AND AMOUNTS	EOD WHICH DED	ADI IDOEN AENTE EI	INIDO	WEDE DEOL	IECTED DAIDY
ITEMS AND AMOUNTS PERIOD:	FOR WHICH REIN	ABUKSEMENT FU	צעמע	WERE REQU	JESTED DURING
ITEMS(S)			<u> </u>	AMOUNT	
None	31100100100100		\$	0.00	ana a
			\$	)	_
			\$	)	
			\$		
			\$		_
		NM GRT	\$		(if applicable)
		TOTAL	\$	0.00	500%
ANTICIPATED COMPLE	TION DATES OF T	ASKS NOTED AE	BOVE	:	
<u>TASK</u>		ANT	ICIPA	TED COMPL	ETION DATE
Par C. Tak	_	575-740-42	299		10/17/18
SIGNATURE		CONTACT PHONE		MBER	DATE

NAME OF GRANTEE	SICIPA.	Coun	ty 1.	Arts	Courcil
THREE MONTH PERIOD OF RE	PORT: 07/07	// <b>/</b> TO	09/30/ (mm/dd/yy)	18	
PLEASE PROVIDE A DETAILED (If no work has been done, explain why			FOR REPO	ORTING P	ER
Sievra County And	ts Counci	15 0	rograz	n of	work
is on going					
1 4			2	•	
ITEMS AND AMOUNTS FOR W	HICH REIMBUI	RSEMENT	FUNDS V	VERE REC	UESTED
DURING PERIOD:					
ITEMS(S)	4		AMOUN'	Γ	
		3	\$		
		<del></del>	\$		
			\$		
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		TAL	\$	(п ар <b>0.00</b>	plicable)
	10	IAL	<b>J</b>	0.00	
ANTICIPATED COMPLETION I	DATES OF TASI	KS NOTEI	ABOVE:		
<u>TASK</u>		ANTIC	PATED C	OMPLETI	ON DATE
Advertising program	a will com	plete.			<del></del>
in May of 201	5				
SIGNATURE	<u>525 -</u> CONTACT				- 15 · 2018
DE OF LUIED	dillwood				
	C1 . 11 COUD 1	7		- 55-(	Rev. 3/2015
OCT 1 5 2018					



NAME OF GRANTEE: Sierra County Recreation of	& Tou	rism A	dvise	ory Board	
THREE MONTH PERIOD OF REPORT: 07/0 (mm/c		ТО		/30/18 n/dd/yy)	
PLEASE PROVIDE A DETAILED STATUS OF AC (If no work has been done, explain why work has not begun.)	TIVIT	Y FOI	R RE	PORTING	PERIOD.
Tourism Website updates, maintenance, projects, coor	ection	ıs, ada	ition	s, Faceboo	k, Twitter
ITEMS AND AMOUNTS FOR WHICH REIMBURS DURING PERIOD:	EMEI	NT FU			EQUESTED
ITEMS(S)			AM	OUNT	
Website updates, maint, projects, Facebook, Twitter	-	21	<b>\$</b> _	849.07	_
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The state of the s		-	\$ \$		-
		-	»— \$		_
N	∕I GR	- Г	\$ \$	72.17	(if applicable)
	TAL		<b>\$</b> _	921.24	
ANTICIPATED COMPLETION DATES OF TASKS TASK					LETION DATE
Website, updates, maintenance, advertising, Facebook				05/01/19	
Brochure Distribution	-			01/31/19	
Print	_			05/01/19	)
(57)	75) 741	0-1777	7		10/10/18
SIGNATURE CONTACT				BER	DATE

Rev. 3/2015

NAME OF GRANTEE: Tor C Fiesta				
THREE MONTH PERIOD OF REPORT:	07/01/18 T (mm/dd/yy)	O 09/3		
PLEASE PROVIDE A DETAILED STATU (If no work has been done, explain why work has		OR REP	ORTING	PERIOD.
No work will be done until just before Fiest	a takes place in May	у.		
ITEMS AND AMOUNTS FOR WHICH RI	EIMBURSEMENT	FUNDS V	VERE R	EQUESTED
OURING PERIOD: TEMS(S)		43.40		
TEMO(3)		AMO	UNI	
		\$		-
		\$		-
		\$		
		\$		-
	NM GRT	\$		<ul><li>(if applicable)</li></ul>
	TOTAL	\$	0.00	_ (= upproducts)
ANTICIPATED COMPLETION DATES O	F TASKS NOTED	ABOVE:		
<u>rask</u>	ANTI	CIPATED	COMP	LETION DATE
-boo				
Mickey Sallan	575-894-894	48		10/10/18
SIGNATURE C	CONTACT PHONE		R –	DATE
				Rev. 3/201