

LODGER'S TAX ADVISORY BOARD
CITY OF TRUTH OR CONSEQUENCES, NEW MEXICO

REGULAR MEETING

ACTION MINUTES

THURSDAY May 26, 2016

TIME & PLACE: The Lodger's Tax Advisory Board of the City of Truth or Consequences, New Mexico, met in regular Session in full conformity with the law and ordinances of said Board, at the Commission Chambers, 400 West 3rd Street of said City on Thursday May 26, 2016 at 4:00pm.

PRESIDING OFFICER: The meeting was called to order by Chairperson Julie Durham, and Sonya Williams acted as Secretary.

ATTENDANCE: Upon Calling of the roll, the following members were reported present:

Julie Durham, Chairperson
Cydney Wilkes, Vice-Chairperson
Sazi Marri, Member

Not Present:

Hans Townsend, Member
Janice Gray, Member

QUORUM: There being a quorum present, the Board proceeded with the business at hand.

Board Members recited the Pledge of Allegiance.

**APPROVAL
OF AGENDA:** Vice-Chairperson Cydney Wilkes moved to approve the agenda.

Seconded by Sazi Marri.

Motion carried unanimously.

APPROVAL OF MINUTES APRIL 28, 2016: Vice-Chairperson Cydney Wilkes stated the date for the Regular Meeting Minutes were incorrect and should be corrected from March 28th, 2016 to April 28th, 2016.

Chairperson Julie Durham stated for the record that the date on page 5 would be amended as April 28th instead of March 28th.

Vice-Chairperson Cydney moved to approve the amended minutes.

Seconded by Member Sazi Marri.

Motion carried unanimously.

DISCUSSION/RECOMMENDATION: Chairperson Julie Durham asked what the recommendations were from the Special Meeting that was held on Tuesday.
ADDITIONAL CHANGES TO THE LODGERS TAX GUIDELINES.

Member Sazi Marri stated they recommended that a non-profit is found to handle all of the money and disperse it so that it is taken off of the cities plate.

Chairperson Julie Durham asked if that was for their part of it or for the whole \$158,000.

Member Sazi Marri stated it sounded like it was just their part so that anything that is submitted would go to the nonprofit and the nonprofit would issue it, and act as the fiscal agent.

Chairperson Julie Durham asked who was looking for this.

Member Sazi Marri stated that Steve moved to approve it but they did not mention anyone. She stated it would take the liability off of the city which is good. She stated that Lori Montgomery had explained that if the city pays the vendors directly then there is a procurement process that's going to have to be followed, so right now as it is, the organization can get the money and basically go straight to the funder that they normally choose. If it was through the city they would have to go through the procurement process which they would have to get a certain number of bids and they would have to advertise it. So from what she understands it would halt everything, but Steve Green felt that it was a big burden on the city staff to help people do this.

Chairperson Julie Durham asked if they were looking for a nonprofit to administer the proceeds. Chairperson Durham asked what nonprofit they mentioned.

Member Sazi Marri stated they did not mention any.

Member Sazi Marri also stated they did not approve their recommendations, that they tabled it instead.

Chairperson Julie Durham asked if they had any problems with it or if they needed them to address anything.

Member Sazi Marri stated that they did not say anything about them needing to address anything but the staff mentioned that it shouldn't be used as prize money and Steve Green would like some accountability for the money spent and why the organizations are getting what they're getting based on proven people coming in from out of town as opposed to it just being done year after year.

Chairperson Julie Durham stated the board is a volunteer board and the one to be more accountable has been addressed in her opinion by numerous new filings that they had the applicants do. For example the application and the guidelines have been modified many times so she is confused as to what exactly they want them to do.

Member Sazi Marri stated she thinks he was talking about the organizations not them. She said the organizations need to start following through and making some way to track accountability for the numbers that they are claiming to come in. Instead of just counting cars and saying there are 3 people per car so 40,000 people came, instead going to the hotels and getting the amount.

Chairperson Julie Durham stated that seemed very obtuse to her but they outlined what they want done and they will try to proceed with it that way.

Member Sazi Marri stated it does ask for numbers but he felt the numbers were very loose and not necessarily tracked or accounted for.

Vice-Chairperson Cydney Wilkes asked if there were any people from the organizations that she knew of.

Member Sazi Marri said the Fiddlers came and he was just remorseful because they're asking for help so Hans said that the Chamber and Museum stepped up and are hoping to make something happen with them. He was very apologetic and overwhelmed. As far as the whole organization goes he's the President, Secretary, Treasurer, and Vice Chair.

Chairperson Julie Durham stated that we are putting the pressure on the applicants.

Member Sazi Marri said she did not feel that there was undue pressure on anybody, but felt that there are very few sources of income coming into the city and if we can increase this then that's what the money should go toward. Increasing the Lodgers Tax Heads on Beds.

Chairperson Julie Durham stated they are using the New Mexico True and they allow the city to take from their portion of the Lodgers Tax to give to that program. She asked if they have accountability on that side.

Member Sazi Marri stated she did not know and none of that was brought up at the meeting.

Chairperson Julie Durham Stated she thinks there is accountability and she thinks they are nickeling and diming the program to death. She also stated that they have to come up with a plan for what they want to do and she would like to challenge the Commission to come up with a plan for measurement that they feel comfortable with.

Member Sazi Marri stated she felt it was up to the organizations. As main street they call after every event and have things available in the hotels so they can get back and track numbers to show them that this is what the events brought in, so they can start to get funded for advertising.

Chairperson Julie Durham asked how she was doing this.

Member Sazi Marri stated she was going to have to get with the board to approve methods.

Chair Person Julie Durham said that was one aspect of it but with the New Mexico True Program they have billboards and advertisements. How is that tracked?

Member Sazi Marri stated she didn't know but the advertising they did with New Mexico State Tourism was tracked as far as Facebook and web based so it was very trackable. But as far as the billboards go she did not know.

Chairperson Julie Durham was interested in finding out what their criteria is. Julie also said if tracking is something that's important there should be a guideline set up by the commission to inform

the board of the kind of performance they want to see, so she would like to challenge the Commission to come up with that and they will proceed to administer it. In addition she stated that they have done many things as a board to try to improve track ability and the applications have become more complex. If there are additional ways they want to implement track ability they should present that to us and we'll go from there.

Member Sazi Marri stated as a board that's what those numbers are in there for. She feels it's only fair if that's what they are looking at, what's bringing in the most out of town visitors, because that is what the money should be going toward.

Member Cydney Wilkes had a question about what the commission wants and what their role would be to disseminate this information to the grantees.

Member Sazi Marri said she had no idea.

Chairperson Julie Durham said they are a little confused as to what the Commission wants them to do for the track ability. She stated as a board they have tried to have a system where they put more in place to form what the applicants are supposed to do for the grants. How are they going to implement that? She feels that it's not fair for the city to say that they want more track ability, how, what do you want? She stated she wants to see the City quantifying this and coming up with some guidelines as to how they want track ability handled and we can add those to our guidelines.

Member Sazi Marri stated that it was not vague, and he was specific on different ways to do it.

Chairperson Julie Durham asked why the City is not there to give them some guidance as to what they want if they are tabling their ideas.

Secretary Sonya Williams stated she thinks that when they make a decision they will let them know. She stated from what she understood from Renee was that they might not want to do anything with the changes on the guidelines until the Commission made their decisions.

Chairperson Julie Durham stated that is a definite, its definitely on as far as any changes to the guidelines go until they figure out what they want to do with the new system they are coming up with and also to amend our guidelines or suggest to us track ability and how they want to see that done.

Discussion about prize moneys and rodeos ensued in regards to the Clint Benjamin Memorial organization.

Chairperson Julie Durham asked if they have a city marketer, Griffin & Associates. She stated they could use this as an opportunity to utilize this services to better market their products.

Member Sazi Marri stated since workshops aren't well attended, if they can have Griffin & Associates compile a list of radio stations, televisions & newspapers of all the publications and where it's possible to advertise in the surrounding state to have that available.

Chairperson Julie Durham stated that was a good idea. As far as the workshops are concerned she stated they will attend because that is a part of their allocations. She suggested having 2 workshops a year instead of one and adding this item to the agenda for the next meeting.

Chairperson Julie Durham stated she would like to keep item number 3 on the Agenda for the next meeting.

**DISCUSSION/RECOMMENDATION:
CONTINUED PARTICIPATION ON
LODGERS TAX**

Chairperson Julie Durham recommended removal of item 4 since Sazi is now back.

**DISCUSSION/ACTION: QUARTLERY
MEETING DATES & WORKSHOP**

Chairperson Julie Durham suggested meetings on July 28th, 2016, October 27th, 2016- possible workshop for marketing, January 26, 2017. She stated the month of April will be for the compliance workshop and would like to get with Juan or Linda to determine the date for that meeting. She also stated that when the City gets back to them with the date for the compliance workshop they will set the Regular Meeting in May to approve the grants.

COMMENTS FROM THE BOARD:

Vice-Chair Person Cydney Wilkes noticed there was not a section for comments from the Public on the Agenda.

Chairperson Julie Durham stated they will put the comments from the public on the next agenda since they do not have any Public comments today.

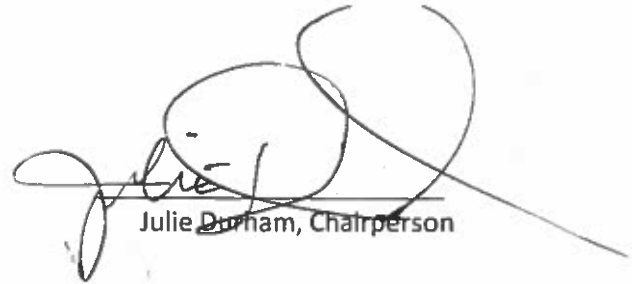
ADJOURN: There being no further business to come before the Board,

"Member Sazi Marri moved to adjourn"

Vice-Chair Person Cydney Wilkes Seconded.

Meeting was adjourned.

APPROVAL: Passed and approved this 25 day of August,
2016, on a motion duly made by Sazi Marri. And
seconded by Cydney W., and carried.



Julie Durham, Chairperson