

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

SPECIAL MEETING

ACTION MINUTES

THURSDAY, DECEMBER 12, 2013

TIME & PLACE: The Lodger's Tax Advisory Board of the City of Truth or Consequences, New Mexico, met in Special 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, December 12, 2013, at 4:00pm.

PRESIDING OFFICER: The meeting was called to order by Chairperson Julie Durham, and Karen Rieth acted as secretary.

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

Julie Durham, Chairperson
Cydney Wilkes, Vice Chairperson
Hans Townsend, Member

Also present:
City Manager Juan Fuentes

Absent:
Janice Gray, Member (attended, but came late)

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

PLEDGE OF ALLEGIANCE: Board Members recited the Pledge of Allegiance.

APPROVAL OF AGENDA: "Chairperson Durham asked for a motion for approval of the Agenda."

"Vice-Chair Cydney Wilkes made a motion to approve the agenda".

Seconded by Member Hans Townsend.

Motion carried unanimously.

APPROVAL OF MINUTES: "Chairperson Durham asked for a motion to approve the minutes from October 24, 2013."

"Vice-Chair Cydney Wilkes made a motion to approve the minutes."

Seconded by Member Hans Townsend.

Motion carried unanimously

COMMENTS FROM THE PUBLIC: None.

DISCUSSION/ACTION: Board members discussed quarterly reports received from the QUARTERLY REPORTS Old Time Fiddler's Association and the Chamber of Commerce. An Amended budget was received from Geronimo Springs Museum, which will be tabled until the next meeting.

DISCUSSION/ACTION: Juan Fuentes, City Manager presented information re: HEROS REQUESTED LODGER'S Amended Budget request- due to changes in spending categories. TAX AMENDED BUDGET HEROS INC It was also mentioned during the meeting that HEROS has moved out of state.

"Member Janice Gray made a motion to accept the amended budget from HEROS Inc."

Seconded by Vice-Chair Cydney Wilkes.

Motion carried unanimously.

DISCUSSION/ACTION: City Manager, Juan Fuentes, addressed questions from the board LODGER'S TAX regarding the current funding guidelines, noting that these are FUNDING GUIDELINES the same guidelines that have been used for the past 2 years.

Board members discussed funding; Member Hans Townsend

asked about page 5 guidelines. City Manager Juan Fuentes noted that the guidelines follow requirements from the State.

“Member Janice Gray made a motion to accept the guidelines as written.”

Seconded by Vice-Chair Cydney Wilkes.

Member Hans Townsend raised an objection, stating he would like to see accountability from the City, and have quarterly reports from the City. City Manager Juan Fuentes and Member Janice Gray addressed the deviation from the agenda.

It was stated that Board Members would like to be made aware of when Joanie Griffin’s presentation is on the City Commission agenda, so they may attend.

“Member Janice Gray reiterated her motion to accept the guidelines as written, which had previously been seconded by Vice-Chair Cydney Wilkes”.

Motion Carried 3 to 1. Member Hans Townsend abstained.

DISCUSSION/ACTION: Board members and City Manager Juan Fuentes presented ideas for marketing projects on which to use the \$2,000 discretionary fund that has been allotted to the Lodger’s Tax Advisory Board for FY 2014.

FY 2014 LODGERS TAX MARKETING PROJECT

Some ideas that were considered were:

- Hans Townsend: Collaborating with other entities to jointly distribute tourism information such as brochures and the visitor’s guide to save on distribution costs.
- Julie Durham: Have Griffin advise on logistics of distribution of various marketing materials both in and out of the State.
- Juan Fuentes: Sponsor a project with Western University to develop a training program for steak-holders in the hospitality and tourism community.

- Cydney Wilkes: Sponsor a free seminar to provide training from Virgin Galactic on how to improve hospitality in the community.
- Juan Fuentes: A left-read billboard on I-25 near the airport viewable from the East side of the freeway, and possibly sell space on the opposite side to other entity from the North.
- Cydney Wilkes: Virgin Galactic's offer to provide training. Utilize marketing for T or C as a Drive-Market stay over location for people traveling from Mexico to ski Taos and various locations, and the need for Spanish Speaking seminars, due to T or C being a logical stop over.

“Chairperson Julie Durham made a motion to explore partnering with Western New Mexico University to provide hospitality training.”

Seconded by Member Janice Gray

Cydney Wilkes will follow up with Virgin Galactic to inquire if they would be interested in partnering with Western New Mexico University, or sponsoring their own program to provide education to raise standards in the hospitality service field.

Motion passed unanimously.

DISCUSSION/RECOMMENDATION:
TO DESIGNATE T OR C MAIN
STREET AS FISCAL AGENT FOR
FIESTA INC.

City Manager Juan Fuentes presented information regarding an expired agreement between Fiesta and the Public Arts Council, and reasons why it is not valid for this purpose.

Member Hans Townsend argued that he had spoken with Fiesta Reps, and they are against having Main Street as their fiscal agent.

City Manager Juan Fuentes stated he had met with reps from both Main Street and Fiesta, and they had no problem.

“Member Janice Gray made a motion to designate T or C Main Street as Fiscal Agent for Fiesta, Inc.”

Seconded by Chairperson Julie Durham

City Manager Juan Fuentes suggested a Roll Call Vote.

A Roll call vote was taken:

Julie Durham voted Nay
Janice Gray voted Aye
Cydney Wilkes voted Nay
Hans Townsend voted Nay

Motion denied.

COMMENTS FROM THE BOARD: Board members commented on their opinions about the procedural ins and outs of being an Advisory Board making recommendations to City Council vs. being a Board of decision makers.

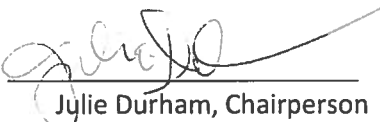
ADJOURN: There being no further business to come before the Board,

"Member Janice Gray made a motion to adjourn. "
Seconded by Hans Townsend.

Meeting was adjourned.

APPROVAL: Passed and approved this 23rd day of January,
2013, on a motion duly made by Cydney Wilkes. And
seconded by Janice Gray, and carried.

ATTEST:


Julie Durham, Chairperson