

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

REGULAR MEETING

ACTION MINUTES

THURSDAY, JANUARY 23, 2014

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, January 23, 2014 at 4:05pm

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
Janice Gray, Member

Also present:
City Clerk, Judy Harris

Absent:
Hans Townsend, 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 asked that in the opening paragraph of the agenda, the word "special" be changed to "regular".

“Member Janice Gray made a motion to accept the Agenda with the correction to the first paragraph.”

Seconded by Vice-Chair Cydney Wilkes.

Motion carried unanimously.

APPROVAL OF MINUTES: “Chairperson Durham asked for a motion to approve the minutes from December 12, 2013.”

“Vice-Chair Cydney Wilkes made a motion to approve the minutes of the last meeting.”

Seconded by Member Janice Gray.

Motion carried unanimously.

COMMENTS FROM THE PUBLIC: None.

DISCUSSION/ACTION: Chairman Julie Durham raised a question regarding the timeliness of turning in receipts for expenses. City Clerk Judy Harris explained that all expenditures should be reported in the same quarter that they occur, and suggested following up with Linda Sparks regarding funding guidelines.

Board members reviewed quarterly reports received from Geronimo Springs Museum and HEROS Inc.

Member Janice Gray pointed out that no 2nd quarter reports were received from Fiesta, MainStreet, Old Time Fiddlers, or Sierra Arts Council, as required by the funding guidelines.

DISCUSSION/ACTION: A printout of a presentation from Rio Rancho that may be of interest to Board Members was provided by City Manager Juan Fuentes, who was unable to attend the meeting.

LODGER’S TAX FROM A USER’S PERSPECTIVE A PRESENTATION FROM RIO RANCHO

DISCUSSION/ACTION: Board Members discussed the Tourism Marketing Update.
TOURISM MARKETING UPDATE City Clerk Judy Harris mentioned that Griffin and Associates had presented an update at the last City Council meeting, and although it was not in the written update, there had been discussion about the hospitality training.

Chairman Julie Durham and City Clerk Judy Harris discussed the decision to spend the discretionary fund on training, which was recently passed at the City Council Meeting.

A request was made to keep Vice-Chair Cydney Wilkes informed of progress.

COMMENTS FROM Members of the Board are displeased that money is being spent
THE BOARD: on television advertising as it may not be the best value for the dollar. Also, the Board would like to see more out of state advertising as they feel that people who live in New Mexico already know we are here.

City Clerk Judy Harris explained to the Board that the T or C and Sierra County Tourism Boards make the decisions on where and how that money is spent, and it does not fall within the Lodger's Tax Advisory Board purview.

Member Hans Townsend mentioned that the 2014 Southwest New Mexico Legislative Guide has a banner from the County, and a half banner from the City, but he would have liked for the County, the City, the Chamber of Commerce, and perhaps other entities combine their money to get a half page or whole page ad that encompasses all that Sierra County has to offer, and would be more likely to catch someone's eye and be more effective.

Member Janice Gray reiterated that it is a legislative guide for the people in New Mexico, who already know about Sierra County.

Vice-Chair Cydney Wilkes inquired as to who would see the comments from the Board.

Chairman Julie Durham commented that the City Commission would be made aware of the comments through the minutes, but also suggested that she could attend a City Meeting and present a point of view from the Board.

Member Hans Townsend commented that Commissioner Green might try to put together a meeting where leaders of the different Boards could come together and collaborate on advertising

projects. The Lodger's Tax Advisory Board would like the City Manager to be aware that they would support more communication and cooperation between Boards.

Member Hans Townsend shared information about a possible new business coming to town.

The Board discussed whether to hold a meeting in February.

"Chairman Julie Durham made a motion to hold the next meeting March 27 2014 at 4:00pm"

Seconded by Member Hans Townsend.

Motion passed unanimously.

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 27 day of March,
2013, on a motion duly made by Janice Gray. And
seconded by Sydney, and carried.
w. Mes

ATTEST:


Julie Durham, Chairperson