

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

REGULAR MEETING

**ACTION MINUTES**

THURSDAY, May 22, 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 3<sup>rd</sup> Street of said City on Thursday, May 22, 2014 at 4:17pm

PRESIDING OFFICER: The meeting was called to order by Vice Chairperson Cydney Wilkes, (Chairperson Julie Durham was absent) and Karen Rieth acted as secretary.

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

Cydney Wilkes, Vice Chairperson  
Hans Townsend, Member  
Sazi Marri, Member

Absent:

Julie Durham, Chairperson  
Janice Gray, Member

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: "Vice Chair Cydney Wilkes asked for a motion for approval of the Agenda."

“Member Sazi Marri made a motion to accept the Agenda.”

Seconded by Member Hans Townsend.

Motion carried unanimously.

APPROVAL OF MINUTES  
APRIL 24, 2014:

“Vice Chair Cydney Wilkes asked for a motion for approval the minutes from April 24, 2014.”

“Member Hans Townsend made a motion to approve the minutes.”

Seconded by Member Sazi Marri.

Motion carried unanimously.

COMMENTS FROM  
THE PUBLIC:

Mickey Sallee, Secretary/Treasurer of Fiesta Inquired whether using the New Mexico True logo on advertising is required.

Member Hans Townsend answered that it is not a requirement.

Vice Chair Cydney Wilkes added that using the New Mexico True Logo is part of a program.

Member Sazi Marri added that it could be advantageous, because there could be some additional coverage with those ads through the New Mexico True program.

DISCUSSION/ACTION:  
QUARTERLY REPORTS

Board members reviewed a 4<sup>th</sup> quarter 2013 report from New Mexico Old Time Fiddler’s Association, and 1<sup>st</sup> quarter 2014 reports received from New Mexico Old Time Fiddler’s Association, Geronimo Springs Museum, and T or C Fiesta.

Board members were confused by the summary provided from Linda Sparks with the City Manager’s Office, and request an explanation as to the meaning of the “NA” – is it “not applicable”, or “not available”, or “no action”?

DISCUSSION/ACTION: Vice Chair Cydney Wilkes asked if Geronimo Springs Museum had

AMENDED BUDGET – GERONIMO  
SPRINGS MUSEUM

a representative present. None came forward.

The Board discussed the Amended Budget submitted by Geronimo Springs Museum.

“Member Hans Townsend made a motion to approve the Amended Budget submitted by Geronimo Springs Museum.”

Seconded by Member Sazi Marri.

Motion carried unanimously.

RECOMMENDATIONS FOR SIGN AT  
ASHBAUGH & DATE:

The Board discussed issues with the sign located at Ashbaugh & Date. The sign currently still advertises Hot Springs Festival from last year, and there is not going to be a festival this year.

Member Hans Townsend commented that the sign is an asset that the City should be using to promote current events.

Member Sazi Marri suggested advertising the Veteran’s Car show, the Halloween downtown event, the Old Fashioned Christmas, and Fiesta.

Member Hans Townsend disagreed with the Halloween event, as it is mainly a local event.

Member Hans Townsend would like to see annual events, but with stick on dates, so that the sign could be reused to save on costs.

Vice Chair Cydney Wilkes requested that the suggestions be reflected in the minutes, as well as the issue that the current sign needs to be taken down.

Member Hans Townsend suggested that Board members put together a list of important events so that signs could be made with changeable dates.

Member Hans Townsend made a motion “that we look for annual events that we can use on that sign and recommend that the date be a temporary attachment to the sign so that it can be used every year.”

Seconded by Member Sazi Marri.

Motion carried unanimously.

RESTAURANT WEEK: Vice Chair Cydney Wilkes explained that Joseph Schmitt of Latitude 33 and Bellaluca and Passion Pie have gotten interested in the idea of having a restaurant week tentatively titled, "Taste of T or C". They would like to include all the restaurants in a whole week of festivities surrounding around food.

DISCUSSION/UPDATE: POSITIVE GUEST EXPERIENCE TRAINING: Presented by Vice Chair Cydney Wilkes.

The unveiling of the Positive Guest Experience Training was during the Governor's Conference on Tourism in Ruidoso. The training is meant to be online training, with regional facets. T or C will be one of the Beta test sites. The New Mexico Department of Tourism is getting together video tapes of our area, and they expect to roll out the training mid-June. They are going to start with manager training, and then roll out the employee training.

There will also be free training from Virgin Galactic June 3 and 4<sup>th</sup>.

COMMENTS FROM THE BOARD: Vice Chair Cydney Wilkes commented on the importance of Positive Guest Experience Training, Free Virgin Galactic training, and encouraging lodger's Tax recipients to participate in training.

Member Hans Townsend commented that the Virgin Galactic training is from 8:30 – 4pm, which could make it impossible for some business owners to attend who may not be able to give a whole day away from their business.

Member Sazi Marri stressed that everyone should have training – not just the lodging industry.

Vice Chair Cydney Wilkes asked that the Guidelines be added to the next agenda.

Member Hans Townsend Commented that the Museum had re-printed brochures that had been previously approved, but was denied because the Guidelines had changed and now required the City Logo to be included.

Member Sazi Marri suggested that a section of the Guidelines should reflect new requirements, so that changes from year to year would be easy to find.

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

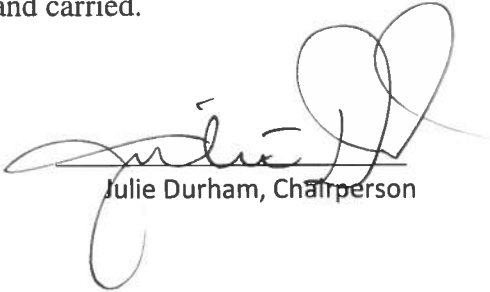
"Member Sazi Marri made a motion to adjourn. "

Seconded by Hans Townsend.

Meeting was adjourned.

APPROVAL: Passed and approved this 24th day of July,  
2014, on a motion duly made by Cydney Wilkes. And  
seconded by Janice Gray, and carried.

ATTEST:



Julie Durham, Chairperson