

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

REGULAR MEETING

ACTION MINUTES

THURSDAY, July 24, 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, May 22, 2014 at 4:10pm

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

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

Julie Durham, Chairperson
Cydney Wilkes, Vice Chairperson
Janice Gray, Member

Absent:

Hans Townsend, Member (present but came late and left early)
Sazi Marri, Member (present but came late)

Also Present:

Joey Perry, public

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

Board Members recited the Pledge of Allegiance.

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

"Member Cydney Wilkes made a motion to accept the Agenda."

Seconded by Member Janice Gray.

Motion carried unanimously.

APPROVAL OF MINUTES
MAY 22, 2014:

"Chairperson Julie Durham asked for a motion for approval of the minutes from May 22, 2014."

"Member Cydney Wilkes made a motion to approve the minutes."

Seconded by Member Janice Gray.

Motion carried unanimously.

COMMENTS FROM
THE PUBLIC:

None.

DISCUSSION/RECOMMENDATION
QUARTERLY REPORTS:

Board members discussed the following quarterly reports:

Main Street 7/1/13 – 9/30/13

Main Street 10/1/13 – 12/31/13

Main Street 1/1/14 – 3/31/14

Main Street 4/1/14 – 6/30/14

New Mexico Old Time Fiddlers Association 4/1/14 – 6/30/14

T or C Fiesta 4/1/14 – 6/30/14

Geronimo springs Museum 4/1/14 – 6/30/14

Geronimo Trail Scenic Byway 4/1/14 – 6/30/14

Sierra County Recreation & Tourism Advisory Board 4/1/14 – 6/30/14

Member Cydney Wilkes noted that Main Street submitted an entire year's worth of quarterly reports on the same day, and the first three have zero amounts and the fourth one shows a total of \$4,337.49. They were allocated \$8,000, so it may be worth noting that they did not spend their full allocation.

Chairperson Julie Durham stated that at the last meeting it was brought up whether there are special requirements that are not listed in the guidelines for websites, and City Manager Juan

Fuentes had told the Board he would follow up with Linda. Chairperson Julie Durham turned to Karen Rieth and asked if any changes had been made to the guidelines regarding additional payment requirements by the City for websites. Karen Rieth replied that she was not aware of changes and understood that was the purpose of it appearing on the agenda today for recommendations. Chairperson Julie Durham inquired of Karen Rieth what the proper procedure for following up would be. Karen Rieth suggested contacting the City Manager's Office. Chairperson Julie Durham agreed to contact the City Manager's Office.

Chairperson Julie Durham asked if these guidelines are the most recent version. Karen Rieth explained that these are the 2015 Guidelines that were presented at previous meetings. Chairperson Julie Durham asked When these guidelines were presented. Karen Rieth stated that the guidelines were introduced prior to doing the allocations, and would check the minutes for exact dates.

Board Members discussed the requirement for bidding websites in order to allow local businesses the chance to provide services. Chairperson Julie Durham stated she felt it was a bit out there, and should not be necessary for private organizations. Chairperson Julie Durham stated that specific requirements should be in the 2015 Guidelines and will follow up with Linda in the next month.

Chairperson Julie Durham asked if there were any other comments regarding the Quarterly Reports.

Member Janice Gray stated that she is glad to see that Mainstreet has brought their quarterly reports up to date, and pointed out that it looks like although several of the groups report 100% complete, none of them spent all of the funds they were allotted.

Member Sazi Marri commented that most of the reports are really vague, only indicating "website work" or "printed materials". Mainstreet was specific on their 3rd quarter.

Member Hans Townsend stated that it would be nice to get the excel spreadsheet as well as an actual copy of invoices.

Member Janice Gray disagreed, stating that as an advisory Board, we are not required to approve those, so we don't need to see them.

**REVIEW OF LODGER'S TAX
ALLOCATION GUIDELINES & POINT
SYSTEM:**

Board Members discussed changes they would like to see in the Guidelines, agreed to make notes on needed changes and requested it appear for further discussion at the next meeting.

Chairperson Julie Durham stated she would like to change the order of items 6 & 7 on the agenda. Karen Rieth, Staff reminded the chairperson that the agenda had already been approved.

Chairperson Julie Durham deviated from procedure, announcing that she would hear comments from the Board prior to item 6 on the agenda, and recognized Joey Perry, Member of the public, who raised her hand and was allowed to speak about her experience working as a volunteer for the Visitor Center.

**COMMENTS FROM
THE BOARD:**

Board Members commented on the vision of the Board, issues with gaps in the current guidelines and forms being used, their personal experience with applying for funds, and submitting for reimbursement.

Chairperson Julie Durham asked Member Cydney Wilkes to speak about guest experience training.

Member Cydney Wilkes explained the Guest Experience Training Beta Module that was presented at the Governor's Conference in Ruidoso, and discussed at previous meetings.

**RECOMMENDATIONS FOR SIGN AT
ASHBAUGH & DATE:**

Members of the Board discussed issues that were noted at the previous meeting with the outdated sign located at Ashbaugh & Date, and requested that the issue reappear for further discussion at the next meeting.

Member Sazi Marri will find out the cost of signs before the next meeting.

**NEXT MEETING MONTHLY OR
QUARTERLY:**

"Member Cydney Wilkes made a motion to meet on August 28. "

Seconded by Member Sazi Marri.
Motion passed unanimously.

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

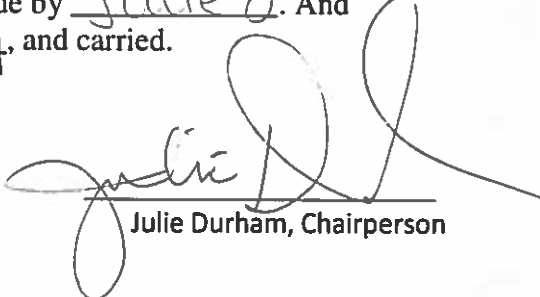
"Member Cydney Wilkes made a motion to adjourn. "

Seconded by Member Janice Gray.

Meeting was adjourned.

APPROVAL: Passed and approved this 28th day of August,
2014, on a motion duly made by Julie D. And
seconded by Cydney, and carried.

ATTEST:



Julie Durham, Chairperson

