

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

**REGULAR MEETING**

**ACTION MINUTES**

**THURSDAY February 26, 2015**

**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, February 26, 2015 at 4:00pm

**PRESIDING OFFICER:** The meeting was called to order by Chairperson Julie Durham, and Angela A. Torres and Christina Bruch 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  
Hans Townsend, 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:** "Member Janice Gray asked an amendment of the agenda. She asked that item 4 be deleted and move item 6 to item 5 and item 5 to item 6."

Seconded by Cydney Wilkes, Vice Chairperson.

Motion carried unanimously.

APPROVAL OF MINUTES  
August 28, 2014:

“Chairperson Julie Durham asked for a motion for approval of the minutes from August 28, 2014.”

“Member Janice Gray made a motion to approve the minutes.”

Seconded by Cydney Wilkes, Vice Chairperson,

“Member Hans Townsend Abstained, stating he does not remember what happened at the meeting in August.”

Motion carried unanimously.

COMMENTS FROM  
THE PUBLIC:

None.

“Angela Torres Introduced the new secretary Christina Bruch.”

DISCUSSION/ACTION- REQUEST TO  
AMEND BUDGET CATEGORIES FOR  
MAIN STREET-LINDA DE MARINO:

Vice-Chair Cydney Wilkes questioned Hot Springs Festival being on the budget.

Linda De Marino stated that they were thinking about having the Hot Springs Festival, but they decided not to have it. She stated that she didn't have time to submit an amended budget. She suggested changing that item to publications.

Chairperson Julie Durham suggested Linda take some time to look over the budget and make changes and then come back to this item to discuss it more.

Member Hans Townsend wanted to first ask Linda some questions before she amended the budget. He asked about how many business directories they needed, He believes that money could be more wisely spent on something else since the small community has many directories all ready.

Linda Stated that Steve Green Asked for a directory just for the downtown area. Steve Green felt that it was important to have. She also said that it would be smaller than any of the other directories.

Member Hans Townsend stated that he has heard complaints from businesses that they aren't included in the downtown area directories if they are located up past third street.

Member Janice Gray asked if there was any reason said businesses cannot be included in the main street organization.

Linda De Marino Said they can join the main street organization.

Member Hans Townsend said that he just thinks that this community is so small and has a lot of duplicate things and that it's not a good use of money to create another directory.

Linda De Marino said that it would be more like a pamphlet to carry around while walking downtown.

Member Janice Gray suggested that Linda take her budget back to the board so they can amend it.

Linda De Marino stated that she did not want to do that because she was running out of time to get all the checks cleared and everything approved.

Linda Stepped out to amend her budget to bring back later during the meeting for more discussion.

**DISCUSSION/RECOMMENDATION-  
FYE2016 GUIDELINES:**

Chairperson Julie Durham stated that she didn't get a chance to have the other members go over the guidelines. She also said that she finished them and turned them into the clerk's office in February.

She said she didn't really add new things, but went through and changed it so it's more readable and doesn't have duplicates. She stated that she streamlined it, and has to still do the formula. She reorganized a lot of the eligibility part of the guidelines. She then asked if there was anything that the members wanted to add or change. She also asked where they could get the city logo.

Hans said that it was no longer available on the website. He had to call the clerk's office to get one.

Chairperson Julie Durham asked Angela Torres if she could put it on the city website. Angel said she would talk to Bob Hupp about that.

Chairperson Julie Durham stated that on page 8 they would add where to get the city logo.

Member Cydney Wilkes asked about the quarterly spending reports and that page 17 states that no quarterly reports are required.

Chairperson Julie Durham said that she wanted to take out the quarterly reports because she feels that there is no use for the reports and suggested deleting page 17.

Member Janice Gray questioned if the quarterly reports were something required by the city.

Juan Fuentes stated that the reports are presented to the city commissioners and for the lodger's tax board to review. He also stated that if they were to change this part of their guidelines that they would need to present it to the city commission for approval first.

Chairperson Julie Durham stated that she felt for their purposes, page 16 of the guidelines outlined the things that they needed as a board. She also said that they don't use the quarterly spending reports.

Member Janice Gray stated that they cannot delete the guidelines because it is something that is required by the City.

Member Hans Townsend said that they Commissioners already get a spending report, so he feels that there is no need for the quarterly reports.

Juan Fuentes stated that chairperson Julie Durham would be the one presenting the guidelines to the city commission and the difference between this years and last years.

Chairperson Julie Durham stated that she would be fine with doing that.

Chairperson Julie Durham suggested that they finish the discussion about the guidelines until the next meeting.

Member Hans Townsend questioned if it was necessary for all organizations to pay their bills up front and then be reimbursed later. He stated that it makes it hard for small organizations to come up with the money up front.

Juan Fuentes stated that the reason for that is because the City cannot give money for items that have not yet been rendered or provided.

Member Hans Townsend then asked why the organization can't bring the bill directly to the City after services have been rendered.

Juan Fuentes stated that he would have to look through the guidelines to see if it says strictly reimbursements and suggested that it could be a recommendation to bring to the City commission. He stated that in the past they were having problems with organizations billing the City directly and they didn't know which bill belonged to whom.

Chairperson Julie Durham suggested that they need a system that could be flexible. She said it would have to be only for the big bills that the organization doesn't have the money for up front.

Juan Fuentes stated that he still stands by the reimbursement basis because it is a cleaner and easier process for the City. He stated that any organization applying for grants needs to have some kind of cash flow to begin with.

Member Janice Gray stated that she was unaware that the city required a copy of a paid bill in order to be reimbursed.

Linda De Marino said that the city requires a copy of the paid bill, copy of the check, and tear sheets.

All members agreed that this system was new and that in the past, there was a more flexible system.

Linda De Marino stated that she does agree that this system makes it difficult for small organizations because Main Street helped Fiesta last year with some of their bills.

Juan Fuentes suggested that they wait to approve the guidelines at the next meeting, but it would not give the applicants a whole lot of time. He suggested calling a special meeting to vote on the guidelines.

Chairperson Julie Durham suggested that there should be a special meeting called in a week to approve the guidelines.

Linda De Marino asked to make a few suggestions before moving onto the next item. She suggested that they include the option of using electronic tear sheets for publications. She said that it would create more efficiency and save time.

Chairperson Julie Durham suggested adding a bullet point on page 13 that says "electronic tear sheets can fulfil this requirement if e-mailed to lodgers tax applicant"

Juan suggested removing the word "original" from the guideline.

Linda De Marino also suggested that where it says "page cut or torn from publication" should include electronic format.

Linda De Marino suggested that Facebook posts should be included somewhere in the guidelines.

Chairperson Julie Durham suggested that it should be included in page 9 of the guidelines.

Linda De Marino suggested that there should be something

implemented so that other organizations have to put in money for advertising and that the lodgers tax funding can go a whole lot further if other organizations have to match funds.

Chairperson Julie Durham stated that in the past it hasn't worked very well. She said that it is something that they will keep in mind.

Member Hans Townsend suggested that certain organizations should get a little more preference if they are willing to put up a certain amount of money to match the lodger's tax fund.

Chairperson Julie Durham stated that they were trying to come up with a rating formula to help with the guidelines.

**DISCUSSION/ACTION- REQUEST TO AMEND BUDGET CATEGORIES FOR MAIN STREET-LINDA DE MARINO:**

Chairperson Julie Durham stated that at this time they are going to go back to item 6.

Linda De Marino stated that the business directory was mainly Steve Greens idea and she could not get ahold of him to discuss it further. She also said that it is on their work plan and she does not want to remove it from the budget. She made changes to the budget as she felt necessary.

Member Janice Gray mentioned that any amended report has to be turned into the city and that she would need to make a new one and turn it in.

Member Janice Gray made a motion to approve the amended report.

Member Hans Townsend seconded.

Motion carried unanimously.

**COMMENTS FROM THE BOARD:**

Chairperson Julie Durham asked if there was any further discussion needed for the guidelines, or if they can wait until the next meeting.

Member Janice Gray asked about the section that states the rejected payments can be resubmitted to the lodger's tax board for reconsideration. She wants to have some clarification about that. She questioned why the payments would be rejected.

Chairperson Julie Durham stated that there could be a lot of reasons they would be rejected. She said that she put this section in here because she wants a rejected payment to come back to the board for them to look at so they can justify why it should be paid. She feels that it would be better if the organizations had the option to have it looked over again instead of being angry at City staff.

Member Janice Gray mentioned that the board cannot approve or disapprove a payment on something that has been rejected.

Chairperson Julie Durham stated that they can make a recommendation like everything else they do and they can take it to the city commission.

Member Cydney Wilkes suggested changing the wording of the guideline.

Juan Fuentes also suggested rewording of the guideline.

Member Janice Gray asked Linda De Marino if she had a question about the quarterly reports.

Linda De Marino stated that the quarterly reports make no sense to her.

Juan Fuentes asked the board what type of report would help them. He stated that every year they will be receiving applications and he wanted to know what would help them to organize all this better.

Chairperson Julie Durham stated that receiving bill payments form would be more helpful.

Vice-Chair Cydney Wilkes stated that last year going through the quarterly reports was not helpful to determine whether an organization should receive funding or not. She stated that the categories don't make sense and there's not enough information.

Juan Fuentes asked if there was any value in any reporting.

Chairperson Julie Durham stated that right now there is no value in reporting. She thinks that this year their priority in the guidelines and getting a rating formula to help distribute funds. She says then that after that they can talk about what kind of reports they need. She stated that the applications and payment request forms are enough for her, but that is something they need to address at a later date.

Linda De Marino said that there is some value in the quarterly reports. She says that it reminds the organization of what they had planned on doing for the year. She stated that it helps the organization to remember not to waste their money.

Member Janice Gray says that she doesn't want to see how they spent the money and where it went and doesn't want the paperwork. She said the organization give a recommendation on how they will spend the money then the City is the one that is in charge of making sure they spend the money correctly and they

aren't reimbursed if they don't do that. She says that if they are going to do a point system, then they should take out the percentage used on the report. She said that Juan needs the reports no matter what so they can't do away with them completely.

Chairperson Julie Durham Stated that this needs to be put on hold until a later date. They need to work on the guidelines and making a rating formula. She says then they can revisit this in the next business cycle.

Member Janice Gray stated that she didn't understand how they were going to give them a point system if they don't have the report that's required by the City.

Chairperson Julie Durham stated that is something they can address when they talk about the rating system.

Member Hans Townsend said that they can make all the reports they want and give them points for all the paperwork, but if they aren't serving a purpose, then they are creating a burden for the volunteers.

Chairperson Julies Durham Stated that she thinks they all agree that the quarterly reporting is not serving a purpose for them.

Juan Fuentes stated that there is urgency for this board to meet deadlines.

Chairperson Julie Durham said that they didn't have a meeting for 6 months.

Juan Fuentes stated that as the Chairperson, Julie Durham can call a special meeting whenever she wants to.

Chairperson Julie Durham suggested giving the board members a week to get the guidelines finished and then they will just apologize to the applicants for not having very much time.

Member Janice Gray asked about the reimbursement funds request.

Chairperson Julie Durham stated that it is a form that is to be turned in every time they request reimbursement.

Member Hans Townsend stated that every time you ask for money you turn one in and the forms tell a lot more than the quarterly reports.

Janice questioned why they can't just transfer the information from the reimbursement forms to the quarterly reports.



Chairperson Julie Durham stated that they can gather that information on a quarterly basis.

Member Hand Townsend argued that if they were to do that, then they are repeating things by doing the same thing twice.

Member Janice Gray and Member Hans Townsend agreed to disagree on the subject of which form would be more helpful.

Member Hans Townsend noted that they can't be asking these volunteers to be doing more and more paperwork. He feels it is unnecessary to ask them to repeat the same information on the quarterly reports.

Chairperson Julie Durham stated that she feels they should streamline this process so that the volunteers have an easier time with it and can understand it better.

Juan Fuentes reminded the board of the purpose for the Lodgers Tax money. He stated that they need to do the best they can to increase the GRT and be more effective with the resources they have.

Member Hans Townsend question Juan about how that affects the way they are spending the money.

Juan Fuentes stated that he is addressing the purpose of the lodger's tax money. He reminded the board that with any money received, there will always be reporting.

~~Member Hans Townsend argued that he didn't see how they needed to increase GRT.~~

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3-26-15

The members argued about it for a few minutes.

Chairperson Julie Durham decided that they should table the conversation and continue with the guidelines at the next meeting.

Vice-Chair Cydney Wilkes asked about the times table for the applicants and how long they have to get their paperwork in.

Juan Fuentes stated that it really depends on when they can get the guidelines approved. He gave them a timeline of when everything would have to be turned in and approved.

Vice-Chair Cydney Wilkes mentioned that she was surprised about how fast they had to make a decision.

last year JJ 3-26-15

Juan Fuentes said that they would be looking at the end of April making decisions depending on how fast the guidelines are

approved.

Chairperson Julie Durham motioned to have a meeting on March 4, 2015 at 4:00.

Vice-chair Cydney Wilkes moved the motion.

Member Hans Townsend seconded.

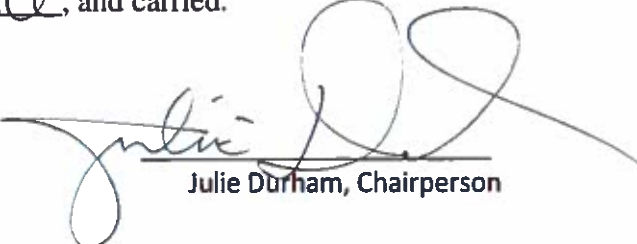
Motion carried unanimously.

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

“Chairperson Julie Durham made a motion to adjourn. “

Meeting was adjourned.

APPROVAL: Passed and approved this 26 day of March, 2015, on a motion duly made by Hans. And seconded by Janice, and carried.



Julie Durham, Chairperson