



**CITY OF ELEPHANT BUTTE LODGERS TAX ADVISORY BOARD NOTICE  
OF REGULAR MEETING - OPEN TO THE PUBLIC**

**Thursday, April 11, 2019 - 9:00 am**

**103 Water St. Elephant Butte, NM 87935  
575-744-4892**

**AGENDA**

1. Call to Order Pledge of Allegiance
2. Roll Call
  - Susan Lafont, Chairperson
  - Russ Trager, Member
  - Paula Baker, Member
  - Garrett Stockton, Member
3. Approval of Agenda
4. City Administrative Assistant Report
  - a. Review of Lodgers Tax application guidelines
  - b. Review of City's Marketing efforts & budget
  - c. Explanation of Signature Events funding
  - d. Review of preliminary budget for FY 19-20
5. Presentation of Fiscal Year 2019-2020 Lodger's Tax Award Applications
  - a. City Sponsored:
    - i. SDR Marketing
    - ii. CEB Marketing Plan
    - iii. Annual Lodger's Tax Audit
    - iv. Elephant Days Marketing
    - v. Holiday Lighting Contest
    - vi. NM Adventure Guide Magazine/Elephant Butte Adventures
  - b. Friends of Elephant Butte Lake State Park
    - i. Sandcastle Features
    - ii. Fireworks Extravaganza
    - iii. Luminaria Walk
  - c. Elephant Butte Chamber of Commerce
    - i. Chile Challenge Cook-off
    - ii. Casino Nights
    - iii. Holiday Events
    - iv. Summer Radio Ads
    - v. Social Media
6. LTAB Recommendation to Council of Lodgers Tax Awards Fiscal Year 2019-2020
7. Adjournment