



**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

MINUTES

Call to Order Pledge of Allegiance

Russ Trager called the meeting to order and led the Pledge of Allegiance.

Roll Call

Russ Trager called Roll.

Susan LaFont, Chairperson-Absent

Russ Trager, Member-Present

Paula Baker, Member-Present

Garrett Stockton, Member-Present

Maureen Brown, Member-Present

Approval of Agenda

City Administrative Assistant Report

Review of Lodgers Tax application guidelines

Jane Tinon, Administrative Assistant, read the guidelines for Lodger's Tax applications. Russ Trager asked for discussion and then a vote was taken with all members stating no changes to the guidelines this year.

Review of City's Marketing efforts & budget

Jane Tinon, Administrative Assistant, explained that the City was going to send out a Request for Proposal (RFP) for a marketing firm proposals in the very near future. We are currently using Cliff Dwellers with an expired contract.

Explanation of Signature Events funding

Jane Tinon, Administrative Assistant, explained that the Lodger's Tax distribution was based on the budget last year of \$32,000.00. The total requested amounts for the applications this year including the reimbursement for Chamber Rent is \$38,124.00.

Review of preliminary budget for FY 19-20

Jane Tinon, Administrative Assistant, stated that the budget is currently being prepared. Garrett Stockton asked if the City Clerk could let them know exactly how much money was left in Lodger's Tax from last fiscal year and to let the Board know when the budget was finalized.

Presentation of Fiscal Year 2019-2020 Lodger's Tax Award Applications

CITY SPONSORED

SDR Marketing

Jane Tinon, Administrative Assistant, presented the application for Sierra del Rio's marketing in the amount of \$6000.00. There was discussion as to how SDR was going to be marketed. It was discussed that social media would be used, print ads and digital marketing and geofencing were also discussed. Paula Baker made a motion to approve the request for \$4000.00 as long as it was spent wisely. Maureen Brown seconded the motion and it was a unanimous decision.

CEB Marketing Plan

Jane Tinon, Administrative Assistant, presented the application for the City's marketing plan in the amount of \$6000.00. There was discussion as to how the City was going to be marketed. It was discussed that social media would be used, print ads and digital marketing and geofencing were also discussed. It was discussed about the NM True Adventures Magazine and the Elephant Butte Adventures Magazine advertising. Russ Trager made a motion to approve the \$6000.00 for the City Marketing and to discuss further on how to spend it after the RFP's have been received. Garrett Stockton seconded the motion and all were in favor.

Annual Lodger's Tax Audit

Jane Tinon, Administrative Assistant, presented the application for the Annual Lodger's Tax Audit in the amount of \$500.00. Russ Trager stated that since it is a requirement that we would have to pay it. Russ Trager asked that the City Clerk let them know what happens to the money if the audit is not done annually. Russ Trager made a motion to approve the \$500 and Maureen Brown seconded the motion. It was a unanimous decision.

Elephant Days Marketing

Jane Tinon, Administrative Assistant, presented the application for Elephant Days in the amount of \$2000.00. This is reduced from last year as we will only be having one day for Elephant Days. Paula Baker made a motion and Maureen Brown seconded. Unanimous decision.

Holiday Lighting Contest

Jane Tinon, Administrative Assistant, presented the application for the Lighting Contest in the amount of \$600.00. There was discussion that even though this is a wonderful event, it does not put heads in beds so it cannot be paid by Lodgers Tax. It was **denied** by unanimous decision.

NM Adventure Guide Magazine/Elephant Butte Adventures

There was discussion on whether or not a full page ad should be in the NM Adventure Guide. It was discussed to have a ½ page ad for \$7050.75. The Elephant Butte Adventure Guide was discussed about updating it. Asking for new photos too. Suggested amount around \$8000.00.

FRIENDS OF ELEPHANT BUTTE LAKE STATE PARK

Sandcastle Features

It was discussed about having a backdrop for photos with the sand features. It was discussed that the request was for \$2000.00. Russ Trager made a motion to fund this and Garrett Stockton seconded the motion. Motion carried.

Fireworks Extravaganza

Russ Trager made a motion to approve \$2000.00 and Paula Baker seconded the motion. All were in favor. Motion carried.

Luminaria Walk

Maureen Brown made a motion to approve \$2000.00 and it was seconded by Paula Baker. All were in favor. Motion carried.

ELEPHANT BUTTE CHAMBER OF COMMERCE

Chile Challenge Cook-off

Maureen Brown made a motion to approve \$1000.00. It was seconded by Garrett Stockton. All in favor. Motion carried.

Casino Night

Garrett Stockton stated that a lot of his customers come to Elephant Butte just for Casino Night. He made a motion to approve \$500.00 and it was seconded by Paula Baker. All were in favor. Motion carried.

Holiday Events

It was discussed about the light parade celebration. \$100.00 should be spent on a boost for social media. Garrett Stockton made a motion and Maureen Brown seconded the motion. All were in favor. Motion carried.

Summer Radio Ads

Russ Trager made a motion to approve \$3034.00 for the summer radio ads and Garrett Stockton seconded the motion. There was discussion that this was a good way to advertise. All were in favor of the motion and the motion carried.

Social Media

Garret Stockton made a motion to approve \$600.00 and Russ Trager seconded. It was discussed that if this money was not spent that it would have to go back into the Lodgers Tax.

LTAB Recommendation to Council of Lodgers Tax Awards Fiscal Year 2019-2020

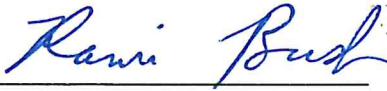
Russ will prepare the Board's recommendations for presentation to the City Council.

Adjournment-Maureen Brown made a motion to adjourn and Paula Baker seconded. All were in favor and the motion carried to adjourn.



Submitted by Jane Tinon
Administrative Assistant

ATTEST:



Rani Bush
City Clerk-Treasurer



