



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

Friday, July 26, 2019 - 2:00 P.M.

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

LODGER'S TAX MINUTES

Call to Order and Pledge of Allegiance

Susan LaFont is the Rotating Chairperson for this meeting. Meeting was called to order at 2:05 p.m. by Chairperson Susan LaFont and all persons present recited the Pledge of Allegiance

1. Roll Call

Susan Lafont, Chairperson- Present
Russ Trager, Member- Present
Paula Baker, Member-Present
Garrett Stockton, Member-Present
Maureen Brown, Member- Present

2. Statement of Open Meetings Resolution and Five-Minute Limit per speaker on all issues.

3. Approval of Agenda

Russ Trager added a report to be presented after Paula Baker does her recap of her meeting with Cliffdwellers regarding the NM Adventure Guide and updating the Elephant Butte Adventures Guide. Maureen Brown made a motion to approve the agenda with the amendment from Russ Trager. Paula Baker seconded the motion. 5-0 Motion carried.

4. Approval of Minutes

Recorder wasn't working for the last meeting. Russ Trager & Jane Tinon got together on the minutes. Russ Trager made motion to approve minutes and seconded by Garrett Stockton. 5-0 Motion carried.

5. Recap by Paula Baker of meeting with Cliffdwellers

Regarding NM Adventure Guide and updating the Elephant Butte Adventures Guide- Paula Baker attended the meeting with Cliffdwellers and Digital Productions. Some things that Cliffdwellers has been doing in the past will now have to charge. Made suggestions for advertising the area. Air B n B will start paying Lodgers Tax on January 1, 2020. Russ Trager stated that there are several houses for short term rent on the golf course. Paula Baker asked if they were supposed to pay gross receipts tax on these. Jane Tinon presented a letter from the City Attorney, Charles Rennick, regarding the Air B & B issue. Garrett asked if this is a state requirement or city. Susan LaFont stated that it is the State Requirement but the City can also add their own requirements. This topic will be discussed at future meetings.

Trying to incorporate more areas like river rafting, golf, ghost towns to make it a package to be promoted as a destination to bring in more people.

Elephant Butte Adventures Guide is being worked on in different aspects to bring in more Families.

Marketing should be marketed out of state or out of country. Paula Baker discussed that the Turtleback Mountain Resort Homeowners Association residents are disappointed in the marketing. Gary Levine said that he still wants to build Casitas. It was suggested that they try marketing with Billboards on the Freeway. Cheryl Shute from Denver, Colorado was hired as a Marketing Representative for Turtleback Mountain Resort Homeowners Association. They will

market out of state and also out of the country. They visited with everyone in the meeting one on one and conducted video interviews with several residents.

Garrett Stockton stated that radio ad marketing does not seem to work.

6. Discussion:

- a. Status update of Fiscal Year 2018-2019 Lodger's Tax Award Contracts. Jane Tinon will work with Rani Bush, the City Clerk, on getting the Contracts prepared for the Lodger's Tax.
- b. Answers to Lodger's Tax Questions presented to City Attorney on March 16, 2019. Lodger's Tax money can be rolled over for 2 years if not used. Rani Bush has been working on the budget & we need to know how much money is actually in the Lodger's Tax from previous year. Once budget is approved, Garrett asked for a copy of the budget.
- c. Industrial Media-Video Specialist, Pablito Horacio Herrera-Edna Trager met with him. He was very involved with producing content for websites. Offered to do drone pictures. Charges \$2500-\$3500 for each video. Garrett commented that Mr. Herrera did a free video for NM Wake to show him his work. Russ said that he runs the same ad but changes up the music for social media by changing the file. Garrett commented that for the amount of money that we spend on the Adventure Guides, we can reach just as many people through digital marketing. Russ stated that Edna had reached out to other marketing firms but was told that Elephant Butte was too small of a City to do marketing for us.
- d. Future meeting dates. Susan LaFont stated that they used to table or postpone future meetings unless there was a future event. She stated that the City wants the Board to have quarterly meetings in the future. Next meeting is scheduled for October 3, 2019. Several members will not be available so the meeting was re-scheduled for October 31, 2019 at 9:00 a.m.

7. Adjournment

Garrett Stockton made a motion to adjourn and Russ Trager seconded. 5-0 Motion carried.

Minutes approved and adopted at the Lodgers Tax Meeting on November 7, 2019.


Susan LaFont, Chairperson

ATTEST:


Rani Bush City Clerk-Treasurer

