



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

**Thursday, November 7, 2019 - 9:00 am**

*103 Water St. Elephant Butte, NM 87935*

**LODGER'S TAX MINUTES**

1. Call to Order and Pledge of Allegiance—Susan LaFont is the chairperson for this meeting. Meeting was called to order at 9:05 a.m. by Chairperson, Susan LaFont and all persons present recited the Pledge of Allegiance
2. Roll Call—All present
  - Susan LaFont, Co-Chairperson –Present
  - Russ Trager, Co-Chairperson –Present
  - Paula Baker, Member-Present
  - Garrett Stockton, Member-Present
  - Maureen Brown, Member-Absent going out of town

Susan LaFont introduced Vicki Ballinger, City Manager, & Rani Bush, City Clerk & Carla Johnson, Friends of EB Lake State Park
3. Statement of Open Meetings Resolution and Three Minute Limit per speaker on all issues.
4. **Approval of Agenda**-Paula Baker made a motion to approve the agenda. Garrett Stockton seconded the motion. 4-0 Motion carried.
5. **Approval of Minutes**- Russ Trager made a motion to approve the minutes and seconded by Garrett Stockton. 4-0 motion carried.
6. **Discussion**
  - a. Financials to date- Rani Bush gave a year to date report on the awards given. However, it did not show the rollovers. Approximately \$24,057.28 remaining. Susan stated that the City received some matching grants several years back but are no longer getting the grants. Monthly stays do not pay Lodgers Tax. Short Term rentals will start paying Lodgers Tax in January 2020 as soon as it is determined which properties in Elephant butte are considered as short term rentals.
  - b. Review of Fiscal Year 2018-2019 Lodger's Tax Award Contracts-. City Manager Ballinger asked to have the process of Lodgers Tax Awards explained to her. Co-Chairperson Russ Trager explained the process. Chairperson Susan LaFont said that some funds should be set aside for future events during the fiscal year. Currently the board is not meeting quarterly. Chairperson, Susan LaFont said that there needed to be a budget before the awards could be decided. City Manager Ballinger stated that we should check at least once per year to see what the award recipients' plans are for the next year & how successful the events were for the groups. City Manager Ballinger stated that we can't have them sign a contract after the event was completed. We need a letter from

each group to sign that they received the funds and used the funds as stated in the application. City Manager Ballinger stated that we need to re-do the contract and send to the lawyer, (Hoyt & Mynatt) for approval. Carla Johnson, Friends of EB Lake State Park stated that she will email a copy of the Tor C Lodgers Tax Contract for our review. New documents will be emailed to board members when prepared for their review.

- c. New Elephant Butte Adventure Guide- NM Tourism distributes this guide to visitor's centers throughout the state. Russ Trager said the ½ page ad was approximately \$7,050.00. Russ Trager emailed the guide to all board members to be reviewed and is waiting for any corrections. Russ Trager found 2 things to have corrected. City Manager Ballinger said that we need to make sure that we have permission to use all pictures in the ad. Russ Trager will share all comments with Mayor Trager. It was recommended that we have a new photo and tag line. Questions as to how many issues would there be, the circulation of the Adventure guide and can the ad be changed to Land, Air, and Water pictures each quarter.
- d. Google + Destination Marketing Organizations (DMO) Workshop, November 19, Las Cruces- City Clerk, Rani Bush made people aware of the workshop in Las Cruces in case anyone wanted to attend.
- e. Meeting Dates for 2020-It was discussed that the meetings be set for January, March, June, and September. There was a motion made by Paula Baker to make the future meeting dates on the 3<sup>rd</sup> Tuesdays at 9:00 a.m. It was seconded by Garrett Stockton. 4-0 motion carried. Paula Baker made a motion to change the date of submission for Lodger's Tax application deadline to be March 1<sup>st</sup> of each year. Garrett Stockton seconded the motion. 4-0 motion carried. Paula Baker made a motion and it was seconded by Russ Trager to approve the 2020 Lodger's Tax meeting dates as January 21, March 17, June 16, and September 15. 4-0 motion carried.
- f. Appointment of an Alternate Board Member—Discussion of selecting an Alternate Board Member. Chairperson Susan LaFont stated that she would like to be an alternate if there is someone else who wants to be on the board. Garrett suggested the owners of Elephant Butte Inn. Any other suggestions are to be submitted to the Mayor.

7. **Adjournment-** Russ Trager made a motion to adjourn. It was seconded by Paula Baker. 4-0 motion passed.

  
Susan LaFont, Lodger's Tax Advisory Board Chairman

ATTEST:

  
Rani Bush  
City Clerk-Treasurer

