



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

**Tuesday, January 21, 2020 - 9:00 a.m.**

**103 Water St. Elephant Butte, NM 87935**

**LODGER'S TAX MINUTES**

**Call to Order and Pledge of Allegiance**-Russ Trager is the chairperson for this meeting. The meeting was called to order at 9:00 a.m. by Chairperson, Russ Trager and all persons present recited the Pledge of Allegiance.

**1. Roll Call**

Susan LaFont, Co-Chairperson—Joined the meeting later  
Russ Trager, Co-Chairperson Present  
Paula Baker, Member Absent  
Garrett Stockton, Member Present  
Maureen Brown, Member Present

**2. Statement of Open Meetings Resolution and Three Minute Limit per speaker on all issues.**

**3. Approval of Agenda**- Maureen Brown made a motion to approve the agenda. Garrett Stockton seconded the motion. 3-0 motion carried.

**4. Approval of Minutes**-Maureen Brown made a motion to approve the minutes and it was seconded by Garrett Stockton. 4-0 motion carried.

**5. Discussion:**

a. **Financials to date**-Edna Trager showed a report that \$12,702.00 was left over that has not been paid out for 2018. Mayor Edna Trager asked to have Rani Bush, City Clerk-Treasurer to let us know how much is to be rolled over. Edna Trager reported that we are on track for the first half of the year on collection of Lodgers taxes. Garrett Stockton asked about the percentage for Lodgers tax. Edna Trager explained it is 5%. She stated that Revenue is declining. Russ asked if we know if the business is staying in EB or going elsewhere. The City is working on a resolution for collecting short term rentals. Letters will be sent out to all residents asking them to register for Lodger's Tax if they have short term rentals. It is a pass through tax.

Friends of the Lake did not use money for their Sand Castle Event.

b. **Revision of 2019-2020 Lodger's Tax Process**—Edna Trager stated that New Mexico has not decided to change the Lodger's Tax process. Edna Trager will attend the Tourism meeting on February 14, 2020 and bring back any new information. The Lodger's Tax Application will not be reviewed by our attorney at this time. New application forms are to be sent out February 1<sup>st</sup>. The deadline for submission of applications will be changed to March 1<sup>st</sup> each year. Russ Trager asked that the font be enlarged and Vicki Ballinger asked to add page numbers to the application. Lodger's tax deadline for Lodger's tax submissions needs to be put in the newspaper under Legal Notices and posted other places.

- c. **Final Review of Elephant Butte Adventure Guide**—This guide will be printed and distributed in about 2weeks after the final approval.
  - d. **Update of New Mexico Adventure Guide**- NM Adventure Guide Lodger's tax was approved for approximately \$7000.00 but we did not get co-op advertising so they opted for a 1/6 page in this guide for approximately \$3,035.00. Digital marketing and geo-fencing was also discussed. Garrett Stockton made a suggestion of a marketing company in Albuquerque that he will be using for his business. Edna Trager will visit with them in February while she is in Albuquerque at a conference.
  - e. **Google + Destination Marketing Organizations (DMO) Workshop, Webinar** –Edna stated that the webinars are on NM True website
  - f. **Alternate Board Member**-Names suggested for alternate board members were Suresh Patel from Elephant Butte Inn, Cindy Torres from Plaza Realty, Cheryl Shipley from Coldwell Banker/Talon Septic and Steve Gentry from Big Foot Restaurant. Maureen Brown stated that having Suresh Patel as an alternate would help him to be more involved in our community. Susan LaFont will speak to them and let the board know if anyone is interested.
  - g. Next meeting March 17, 2020 @ 9:00 a.m.
6. **Adjournment**- Russ Trager made a motion to adjourn the meeting and it was seconded by Maureen Brown. 4-0 motion carried.



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Russ Trager, Lodger's Tax Advisory Board Co-Chairman

ATTEST:



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Rani Bush

CityClerk Treasurer