



City of Elephant Butte Lodger's Tax Advisory Board Regular Meeting - Open to the Public

Tuesday, March 17, 2020 - 1:00 P.M.
103 Water St., Elephant Butte, NM 87935

MINUTES

Before the meeting officially began Mayor Edna Trager updated the Board with information she received from the State who sent her copies of the Best Practices for Lodger's Tax. Lodgers Tax can be used to market attractions in the area. Co-Chairperson Susie LaFont suggested that the City market the Lake and the Golf Course. Mayor Trager asked for suggestions for promoting the City. Sandcastle event & Casino Night have been cancelled so the Lodger's Tax money will be rolled over. Mayor Trager recapped the money allotted for each organization.

She stated that money not spent would be used to market the City. Lodgers Tax can be used for law enforcement & crowd control for events. Spirit Golf is interested in having Elephant Days at the golf course.

1. **Call to Order and Pledge of Allegiance** - Russ Trager was the chairperson for this meeting.

The meeting was called to order at 9:10 a.m. by Chairperson Trager and all persons present recited the Pledge of Allegiance.

2. **Roll Call**

Susan LaFont, Co-Chairperson - Present

Russ Trager, Co-Chairperson - Present

Paula Baker, Member - Absent

Garrett Stockton, Member - Present

Maureen Brown, Member - Present

Suresh Patel, Alternate - Member-Absent. In California due to the coronavirus there, he is not traveling

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

4. **Approval of Agenda**

Co-Chairperson LaFont made a motion to approve the agenda which was seconded by Board Member Stockton. Unanimous vote. Motion carried.

5. **Approval of Minutes**

Board Member Stockton made a motion to approve the minutes which was seconded by Board Member Brown. Unanimous vote. Motion carried.

6. Discussion/Possible Approval or Action

a. Financials to Date

A lot of the bills haven't been submitted yet so some of the money still needs to be paid out. Cliff Dwellers charged the City \$156.00 for the changes to the Elephant Butte Guide. We should have money left over from SDR & City marketing. Co-Chairperson Lafont wanted a report as to how much was awarded to each entity and how much was spent. Administrative Assistant Jane Tinon will ask the Clerk-Treasurer to provide this for the next meeting. Mayor Trager will speak to Cliff Dwellers and get an invoice to be paid.

Any Leftovers will be rolled over and must be used within 2 years.

b. Award Selection Procedures

Mayor Trager wanted any suggestions as to where Elephant Days will be held and a theme. She stated that we have to have approval from Turtleback Homeowners to use the dirt parking lot for events. Board Member Stockton suggested that Randy Ashbaugh has a picnic license that we could ask to use or the golf course has 2 liquor licenses. Co-Chairperson LaFont stated people told her that the event was not visible at the golf course.

Mayor Trager stated that Elephant Days will be going back to a 2 day event. Co-Chairperson LaFont stated that the car show didn't get much participation as there were several car shows in the month but some other kind of competition could be added. Board Member Stockton suggested that we get a bigger name band instead of local bands. Chair Trager suggested that we have an archery competition.

Mayor Trager stated that some of the Lodger's Tax can be used to update the City's website.

Co-Chairperson LaFont made a motion. Board Member Stockton seconded the motion. Unanimous vote. Motion carried.

Co-Chairperson LaFont suggested that we follow up on reports from organizations for heads in beds.

c. Applications for Lodger's Tax Awards

- Friends of Elephant Butte Lake State Park
- Fireworks Extravaganza
- Luminaria Beachwalk
- City of Elephant Butte and Sierra del Rio Golf Course

The Elephant Butte Chamber of Commerce is not submitting any applications for Lodger's Tax this year.

Co-Chairperson LaFont made a motion to extend the deadline for receiving applications until April 15, 2020 which was seconded by Board Member Stockton. Unanimous vote. Motion carried.

Further discussion of the applications will be tabled until after the amended deadline for receiving applications which is April 15, 2020. There will be a special meeting to discuss applications on April 21, 2020 at 9:00 a.m.

Administrative Assistant Tinon will email the applications prior to the meeting. Co-Chairperson LaFont stated that Suresh Patel should be here for that meeting if the government changes the travel limitations.

7. Next Meeting Date

April 21, 2020 at 9:00 a.m.

8. Adjournment


Co-Chairperson LaFont made a motion to adjourn. It was seconded by Board Member Stockton. Unanimous vote. Motion carried.

Minutes approved and adopted at the Lodger's Tax Advisory Board Meeting on July 12, 2020.



Russ Trager
Lodger's Tax Advisory Board Co-Chairman

ATTEST:



Rani Bush
Clerk-Treasurer

