



City of Elephant Butte Lodger's Tax Advisory Board Regular Meeting

Wednesday, September 29, 2020 - 2:00 pm

Due to the current health risks associated with COVID-19 and orders from the New Mexico Governor's Office and the New Mexico Public Health Department, public attendance at this and future meetings of the City Council are temporarily suspended. Until the orders are lifted, and in accordance with the guidance from the New Mexico Attorney General, the City will make its meetings open to the public through WebEx number: (415) 655-0001, Access Code: 126 766 1568, Password: 0922020 or see www.cityofelephantbutte.com for more information.

MINUTES

1. Call to Order and Pledge of Allegiance

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

2. Roll Call

Susan LaFont, Co-Chair – Present via WebEx
Russ Trager, Co-Chair - Present
Paula Baker, Member - Present
Maureen Brown, Member – Present
Janine Sjostrom, Member - Absent
Steve Gentry, Member (Alternate) - Present

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

4. Approval of Agenda

Co-Chair LaFont moved to approve the agenda. Co-Chair Trager seconded. 5-0. Motion carried.

5. Approval of Minutes

Co-Chair Trager moved to approve the August 12, 2020 Minutes. Board Member Baker seconded. 5-0. Motion carried.

6. Discussion/Possible Approval or Action

a. Financials to Date ("Roll-over" funds from FY19-20)

Clerk-Treasurer Rani Bush went through the fund's financials with the Board, including that \$50,162 rolled over from the last fiscal year.

b. Report on August 19 City Council Meeting, related to Lodger's Tax recommendations

Co-Chair Trager reported on his presentation to the City Council. They approved \$2,000 for the Luminaria Walk and \$25,000 for Elephant Butte Marketing. If the Luminaria Walk is

canceled, that money will be added to the \$25,000 for marketing.

c. Lodger's Tax Awards Update:

a. City of Elephant Butte (\$25,000 awarded)- N.M. Magazine Ad

The Board reviewed the current ad and made suggestions about future ads to be less wordy. They liked the picture selection and color scheme.

d. Event in December to include interested businesses, with shuttle service, crafts, restaurants, etc.

City Council liked this idea. Board Members Baker and Gentry will take the lead in organizing the event. They will have a committee meeting on the following Tuesday.

7. Next Meeting Date- January 19, 2021, at 9:00 am.

8. Adjournment

Co-Chair LaFont made a motion to adjourn. Board Member Brown seconded. 5-0. Motion carried.

Minutes approved and adopted at the Lodger's Tax Advisory Board Meeting on February 9, 2021.



Russ Trager
Co-Chair

ATTEST:



Rani Bush
Clerk-Treasurer

