



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

Wednesday, February 9, 2021 - 9:00 am

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: 142 004 7117, Password: 87935 or see <http://www.cityofelephantbutte.com> for more information.

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### MINUTES

#### 1. Call to Order and Pledge of Allegiance

Co-Chair Susan LaFont 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 via WebEx

Paula Baker, Member - Present

Maureen Brown, Member – Present

Janine Sjostrom, Member - Present via WebEx

Steve Gentry, Member (Alternate) - Absent

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

#### 4. Approval of Agenda

Maureen Brown moved to approve the agenda. Janine Sjostrom seconded. 5-0. Motion carried.

#### 5. Approval of Minutes

Paula Baker moved to approve the September 29, 2020 Minutes. Maureen Brown seconded. 5-0. Motion carried.

#### 6. Financial Report

Clerk-Treasurer Rani Bush went through the fund's financials with the Board, including that \$50,162 rolled over from the last fiscal year. Lodger's Tax funds that have not been spent from 2-years past may revert to the State. There is a hope that the State will extend some grace to the City because of COVID and all events being canceled in 2020.

Janine Sjostrom offered to develop a preliminary marketing plan for the City and said that Townsend Media could easily work with the City to implement it. Townsend Media is the marketing

firm that Sierra Del Rio is utilizing. It would make good sense for continuity in advertising. The Board also discussed how attracting future residents to move to Elephant Butte is an extremely important aspect of the City's marketing. There were ads placed in the online version of New Mexico Magazine for November 2020 and April 2021.

Clerk-Treasurer Bush also explained that the City is in the process of working on collecting Lodger's Tax from short-term rentals, such as Airbnb.

## **7. Discussion/Possible Action**

### **a. Recipient Awards Update**

#### **i. Canceled 2020 Luminaria Walk \$2,000 to Marketing**

With the cancelation of the 2020 Beachwalk Luminaria, the \$2,000 Lodger's Tax award for this event was added to the \$25,000 for City's Marketing.

With the deadline for new Lodger's Tax Award applications approaching on March 1, 2021, the Board recommended that the City Council extend the deadline for this year only to May 1, 2021, due to strict state restrictions during the Pandemic. This will give event organizers more time to see if state restrictions will be further eased in time for them to plan their events for the next fiscal year.

### **b. COVID Update**

### **c. Marketing Update**

#### **i. Future Web Video Ad (SCCOG-Tourism)**

Mayor Trager reported that the South Central Council of Government's (SCCOG) web video has been creating for the City is near completion. The voiceover will cost about \$250. We believe that this is a great way to promote our amazing City.

The "DiscoverElephantButte.com" website is one avenue for this new video to be displayed. There is approximately \$800 due for the further development of this landing page. There was discussion on how to support and promote local restaurants and businesses further. It was noted that the drive market is basically 12-hours away in this current climate instead of the usual 2-3 hours.

#### **ii. Website & Opportunities with NMTD Co-Op Advertising January 2021**

## **8. Next Meeting Date**

The Board decided to hold their next meeting on Tuesday, May 11, 2021.

## **9. Adjournment**

Paula Baker made a motion to adjourn. Russ Trager seconded. 5-0. Motion carried.

**Minutes approved and adopted at the Lodger's Tax Advisory Board Meeting on May 11, 2021.**



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Russ Trager  
Co-Chair

ATTEST:



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Rani Bush  
Clerk-Treasurer

