



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

Tuesday, May 25, 2021 - 9:00 am

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

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

4. Approval of Agenda

Co-Chair Trager moved to approve the agenda. Board Member Sjostrom seconded. 4-0. Motion carried.

5. Approval of Minutes

Board Member Baker moved to approve the February 9, 2021 Minutes. Board Member Sjostrom seconded. 4-0. Motion carried.

6. Discussion/Possible Approval or Action:

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

Clerk-Treasurer Rani Bush went through the fund's financials with the Board, including the \$50,162 rolled over from the last fiscal year. Michael Steininger, Special Director for the Department of Finance and Administration, confirmed that the rollover is less than two years old and can be spent in FY 21-22.

b. Lodger's Tax Recipient Awards Update

The Luminaria Walk application was discussed.

Co-Chair Trager moved to approve the Luminaria Walk application for \$2,000. Board Member Sjostrom seconded. 4-0. Motion carried.

c. Marketing Update/Advertising Opportunities: Including SDR advertising, AAA Magazine and/or other, NM Magazine, Web-Based, Video

City Manager Vicki Ballinger updated the Board about the Chamber of Commerce agreement, the new welcome sign for the City (to be located close to the lake entrance) and Elephant Days. She also discussed the New Mexico True FY22 Cooperative Marketing Program, which City Council approved.

Co-Chair Trager motion to approve the \$14,200 Marketing Plan for Simply Design online digital ads and graphics by Shannon Whitehead. Board Member Baker seconded. 4-0 **Motion carried.**

City Manager Ballinger updated the Board on the Comprehensive Plan Survey.

d. Review Application-How often: Quarterly or annually, etc.

The Board discussed changes to the previous application and review process. Deputy Clerk Jessica Newberry will update the application. Application review will happen on a rolling basis instead of once a year. Moving forward, Lodger's Tax Recipient Awards will be added to each agenda.

e. COVID Update

None

f. Chair Position-Election

Co-Chair Trager moved to approve Paula Baker as Co-Chair, and Maureen Brown, as Co-Chair. Board Member Sjostrom seconded. 4-0. **Motion carried.**

7. Next Meeting Date

The Board decided to hold their next meeting on Tuesday, July 13, 2021.

8. Adjournment

Board Member Baker made a motion to adjourn. Co-Chair Trager seconded. 4-0. **Motion carried.**

Minutes approved and adopted at the Lodger's Tax Advisory Board Meeting on July 13, 2021.

ATTEST:



Rani Bush
Clerk-Treasurer


Susie LaFont
Co-Chair

