



CITY OF ELEPHANT BUTTE LODGER'S TAX ADVISORY BOARD NOTICE OF REGULAR MEETING

Tuesday, July 13, 2021 - 9:00 am

103 Water Street, Elephant Butte, NM 87935

The City will also make its meetings open to the public through WebEx number: (415) 655-0001, Access Code: 142 004 7117, Password: 87935 or see www.cityofelephantbutte.com for more information.

AGENDA

1. Call to Order and Pledge of Allegiance

2. Roll Call

Susan LaFont, Co-Chair
Russ Trager, Co-Chair
Maureen Brown, Member
Janine Sjostrom, Member
Steve Gentry, Member (Alternate)

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

4. Public Comment

Public comment can be made in person, through WebEx or submitted to the Clerk-Treasurer (cityclerk@cityof eb.com) before the meeting.

5. Approval of Agenda

6. Approval of Minutes from May 25, 2021

7. Financial Update

8. Discussion/Possible Approval or Action:

- a. Lodger's Tax Recipient Awards
- b. Lodger's Tax Application Revision
- c. Short-Term Rental Letter
- d. Marketing Update/Advertising Opportunities: Targeted Digital Media Campaign; State Co-Op Marketing; Web-based Video, Monument Sign Quote (Butte Blvd & Country Club Road)
- e. Resignation of Board Member, Paula Baker, Board Member Replacement
- f. Chair Position-Election

9. Next Meeting Date: Tuesday, October 12, 2021, at 9:00 AM

10. Adjournment