



## **City of Elephant Butte Lodgers' Tax Advisory Board Regular Meeting**

**Tuesday, July 13, 2021 - 9:00 a.m**

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](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  
Russ Trager, Co-Chair - Present  
Maureen Brown, Board Member – Present  
Janine Sjostrom, Board Member - Present  
Steve Gentry, Alternate Board Member – Absent

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

#### **4. Public Comment**

Earl Greer submitted a Lodgers' Tax application for the Balloon Regatta on the 13<sup>th</sup> – 15<sup>th</sup> of August. He thought most of the advertising would be done in Las Cruces and El Paso. Advertisement will also be on social media. Co-Chair La Font suggested using 10 percent to advertise in our local newspaper since a good percent of our seniors do not have social media, and it highlights that the event is still happening. The Board will vote on the application later in the meeting.

#### **5. Approval of Agenda**

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

#### **6. Approval of Minutes from May 25<sup>th</sup>, 2021**

Board Member Sjostrom moved to approve the minutes with the amendments of adding "in FY21-22" to the end of the last sentence in Item 6a. and correcting the date of the next meeting in Item 7. Co-Chair Trager seconded, 4-0. **Motion carried.**

#### **7. Financial Update**

Deputy Clerk Jessica Newberry and Clerk-Treasurer Rani Bush went through the fund's financials

with the Board. Co-Chair Trager noted that State statute requires spending monies within two years; however, there is no procedure for giving back unspent money.

## 8. Discussion/Possible Approval or Action:

### a. Lodgers' Tax Recipient Awards

**Board Member Sjostrom moved to approve the Elephant Butte Balloon Regatta application for \$2,500. Co-Chair Trager seconded. 4-0. Motion carried.**

The approval of the Elephant Days application was postponed until later in the meeting.

### b. Lodgers' Tax Application Revision

The Board discussed the current application, and the following revisions were suggested:

- Page 1 – Title application to read Lodgers' Tax Funding Application.
  - Under Date of Event add (Office Use) FY.
  - Add date application was revised.
- Page 2 – Add website [Cooperative Marketing Resources \(newmexico.org\)](http://newmexico.org) from NM True Magazine.
  - Re-word title to read, "Amounts awarded by the City of Elephant Butte in the past 3 years," and add a chart with 3 rows.
  - Add to paragraph "PAID FOR IN PART BY."
- Page 3 – Remove first paragraph and added to the second chart on page two titled Marketing Location on page 2.
  - **Second paragraph** - revise 60% to **70%** and 10 miles to **60 miles**. Remove wording, "Special considerations will be made for the following:" add **Section a. Tee Shirts paragraph** and change wording, "**Tee shirts are not allowable expense under the 70%.**"
  - **Section b.** - revised sentence to read, the local newspaper **and radio** is distributed outside the area; therefore, **30%** of the total **dollar** amount spent in the local papers will be considered out of the area. (City Manager Vicki Ballinger will confirm with City code for the correct wording.)
  - **Section c.** Remove.
  - **PROCEDURES: 1.** Added "**must submit an application**" for review to sentence.
  - **No. 3** - revise 75 miles to **60 miles**.
  - Page 4 – First sentence revise change wording to date to May 25<sup>th</sup> of each year.
  - **Section b.** - revised sentence to read "Paid for in part by the City"
  - **No. 4** - revise the sentence to read "no later than 45 days."
  - **No. 5** - re-word "**Reimbursement will then be made at the City's next regular check run.**"
  - **No. 6** - removed "**deadline is noon on Wednesdays for checks released after 3 p.m. on Fridays.**"

**c. Short-Term Rental Letter**

The draft letter is still being revised, so it will be revisited at the next meeting.

**d. Marketing Update/Advertising Opportunities: Targeted Digital Media Campaign; State Co-Op Marketing, Web-based Video, Monument Sign Quote (Butte Blvd & Country Club Road)**

Board Member Sjostrom suggested using the State Co-Op grant vs. a private party (Town Square Media) for advertising Elephant Butte as a place to live. City Manager Ballinger then gave an update about the new monument sign. Board Member Brown volunteered her property for the placement of the sign.

Next, the Board watched the Elephant Butte video created by Dan Monahan from State Tourism. Then City Manager Ballinger updated the Board on Elephant Days.

**Board Member Sjostrom moved to approve the Elephant Butte Days application for \$7,500. Board Member Brown seconded. 4-0. Motion carried.**

**e. Resignation of Board Member Paula Baker, Board Member Replacement**

**Co-Chair Trager moved to approve Paula Baker's resignation. Board Member Brown seconded. 4-0 Motion Carried.**

Co-Chair La Font suggested Steve Gentry as a full board member.

**f. Chair Position-Election**

**Board Member Brown motioned to have Co-Chairs Trager and La Font remain as co-chairs. Board Member Sjostrom seconded. 4-0. Motion Carried.**

**9. Next Meeting Date**


The Board decided to hold their next meeting on Tuesday, October 12, 2021.

**10. Adjournment**

**Board Member Sjostrom 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 October 12, 2021.***

ATTEST:

  
Rani Bush  
Clerk-Treasurer



  
Susie LaFont  
Co-Chair