

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, JULY 22, 2024**

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held in the City Commission Chambers, 405 W. Third, Truth or Consequences, New Mexico, on Monday, July 22, 2024 at 12:00 pm.

CALL TO ORDER:

The meeting was called to order by Chairman Foerstner at 12:00pm.

ROLL CALL:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member - absent
Victoria Harrington, Member
Jessica MacKenzie, Member

ALSO PRESENT:

Tammy Gardner, Executive Assistant
Luba Hoffman, Deputy City Clerk

1. APPROVAL OF AGENDA:

- a. July 22, 2024

Vice-Chairman Kelley made a motion to approve the agenda. Member Harrington seconded the motion. Motion carried unanimously.

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of May 20, 2024.

Member MacKenzie made a motion to approve the May 20, 2024 minutes. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

3. COMMENTS FROM THE PUBLIC (3 minute rule applies):

There were no comments from the public at this time.

4. NEW BUSINESS:

- a. Discussion/Action: SCRAGS 2025 Rock & Gem Show Grant Application. Megan Holden, SCRAGS Committee Chair

Megan Holden: We were able to change the dates and have had a few vendors who were scheduled at a different show in Arizona that week who chose to attend ours instead. Would you like me to go line by line?

Chairman Foerstner: My biggest pressing question is, did you do your 90-day report from the last event?

Megan Holden: Yes, we did.



Chairman Foerstner: In a nutshell, how did it do?

Megan Holden: We did really well. Our attendance was down a little bit. Sunday was incredibly windy, so we think that affected it. This year, we had to move to the Lyons Center because the fair barn was under construction. We had more vendors outside, and that was very unfortunate. They still want to come back.

Chairman Foerstner: This year you can do them indoors?

Megan Holden: Yes. We will have some people outdoors, but those are kind of die-hard outdoor people. There are lots of people who want to get in. We have an extensive waiting list, but none of the indoor people are going to give up their spaces.

Chairman Foerstner: It's up to you guys if you want line by line or if you have questions. Maybe that's easier.

Vice-Chairman Kelley: I don't have any questions. I looked it all over. I understand you need the security for sure. Sandwich board sign holders – do those not carry over from year to year?

Megan Holden: We only have 3 hand-made, and we'd like more. We want to put them up around town and both entrances to the parking lot.

Member Harrington: I think you guys do very well with your signage. Everyone knows what's going on everywhere.

Megan Holden: This year, we added the small stick in the ground signs. I think those helped. I saw one on the way into Sonic.

Vice-Chairman Kelley: I see that you're buying tables.

Megan Holden: Yes, I know that may not fall within your purview, but that's our biggest hardship. We actually need closer to 60 or 80 tables. We've had to rent from NM Tech in Socorro and those are 6ft tables and what we sell is 8ft tables. There is all kinds of trouble with that. We'd like to slowly build our own stock of 8ft tables.

Vice-Chairman Kelley: Yeah, we can do that. We've been doing infrastructure.

Megan Holden: Well, I would love more.

Cross discussion about tables purchased for Fiesta possibly being available for use as well. Everyone agreed that the City should maintain ownership of the tables, but SCRAGS would have access to them for their show.

Member MacKenzie: How many tables is that? It just says tables.

Megan Holden: That's only about 12. Ideally, we need 80. I know that's a lot of money.

Cross discussion about where the tables would be stored.

Megan Holden: We've tried to rent them over the years, and we've had to scrounge between different places and not had much luck.

Tammy Gardner: That's definitely something I can talk to staff about where we'd store them if you were to fund however many tables.

Cross discussion about possibly renting a tent from the City that was purchased for Fiesta.

Member MacKenzie: I think you should increase your table ask by more. Then we have stuff for when people want to use it. Does it have to be stored at the City, or could they store it and it would be available for other events?

Megan Holden: We do have a place to store it, but it's in a barn, so it would need to be dusted before use.

Member MacKenzie: If we did 36 tables, it would be \$4,500, and that would be a good amount of tables. What do you guys think?

Chairman Foerstner: Maybe just an MOU that you guys can store them but other people can borrow them. I just don't know how we'd handle that.

Vice-Chairman Kelley: No, we don't that's between them and the City.

Chairman Foerstner: It doesn't make sense for us to buy every organization these tables. Then they're sitting in a barn forever. We need a network of who has what and we can just share them.

Member MacKenzie: Even if the City rents them, people will be coming back asking for money for something that we already bought. If she's willing to store and lend them out, then that's a win-win.

Megan Holden: I need to verify with the person who stores them. I live in Socorro, so it's not my property. As far as going in and out, I don't know how practical that is. I don't know how often people would borrow them.

Vice-Chairman Kelley: Rarely. We don't get many requests for tables.

Megan Holden: I can double-check with her. Is this something I'd work on with Tammy?

Tammy Gardner: You can start with me. It's going to be me and the Clerk's office.

Member MacKenzie: Are we in agreement to up that to \$4,500?

Everyone agreed to increase the amount for tables. A bit more discussion of the number of tables to be purchased, which would be approximately 36 depending on pricing since Megan will be shopping for the best price.

Member MacKenzie made a motion to approve the SCRAGS 2025 Rock & Gem Show grant for the increased amount of \$23,555. Member Harrington seconded the motion. Motion carried unanimously.

b. Discussion/Action: MainStreet TorC Desert Ultra Grant Application. Becca Eza, MainStreet Executive Director and John Masterson, Race Director

Becca Eza: I'm more here as one of the directors of the TorC Desert Ultra, the trail race that has been happening every October. This is our 4th annual event starting at Rotary Park and going across the river. We had 70-90 runners in the past. They bring friends and family to town as well mostly people from El Paso, Las Cruces, Albuquerque, but we have had people come from other states specifically for this event. This year, we have permission from the BLM to increase our limit on runners. We're hoping to get about 25-30 more runners this year. You did fund us last year for some of these things. Our request is almost the same as last year with a few changes in the amounts. We increased the amount we're asking

to help with t-shirts because of having more runners this year. One new thing on here, the last line item, is a selfie station. Last year, we had a big finish line arch set up that everyone was taking pictures from. It's based at Rotary Park. It's just not a good place to show off the town. We have the idea to have a local artist with carpentry skills create something that goes at Rotary near the finish line with the view of Turtleback Mountain. We're having people take these photos and post on social media. It's going to be better to advertise our race for the future.

Vice-Chairman Kelley: The tourism department encourages stuff like that. They really like selfie stations.

Becca Eza: We can set it up at Rotary to have a nice view in the background. \$2,000 is just the amount we thought would pay an artist well for their time plus have good quality materials. We have a couple names in mind. We haven't actually talked to anyone about it. Someone who has good artistic skills and good carpentry skills that can create something that would hopefully even be able to be used in future years or added to. Everything else was previously asked for last year.

Member Harrington: I recommend Bryan Steward as an option.

Becca Eza: That is one name that we received.

Cross discussion about recommending Reed Rische and that he's out of town for the summer.

Becca Eza: Speaking of October, that's something in the past that we've talked with you guys about. We understand it's a bigger touristy month. This year, the date is set for October 26. Because of MainStreet Halloween, and my son's birthday is Halloween, I want to move the race to maybe a couple weeks later in November starting the 2025 season.

Cross discussion that the cooler temperatures would attract more runners.

Member MacKenzie: Why the local advertising?

Becca Eza: We do have a number of locals that run. I'd say there's probably 15 or 20 local people. The event at the park is meant to be a community event, we're trying to grow it into bringing in more locals and having vendors. We have a beer garden at the finish-line, so people can come down and have a beer. We've had Latin music there in the past. The advertising is to let the community know about it as well to bring spectators and volunteers. We have a pretty good volunteer base. We've had about 20 people in the past that have signed up for a shift down there. In the past we've had people complain that they weren't aware it was happening. We want to try to make the community more aware and involved in it.

Vice-Chairman Kelley made a motion to approve the MainStreet TorC Desert Ultra grant for \$6,800. Member MacKenzie seconded the motion. Motion carried unanimously.

c. Discussion/Action: Veterans Memorial Park & Museum Billboard-Pamphlets Grant Application. Windy Barnes, V-President

Maggie Allen: I'd like to have my flyers re-printed again. We've gotten a lot of good comments on that flyer. We're requesting help with the billboard rental.

Chairman Foerstner: How many flyers do you get for this?

Maggie Allen: 5,000 for \$937.45.

Chairman Foerstner: It's a 4-fold.

Vice-Chairman Kelley: I know we go through a lot of them at the Visitor's Center.

Member MacKenzie: Didn't we, Gina, have some suggestions about the billboard?

Vice-Chairman Kelley: We do, but Maggie and I are working on that. Maggie and I met last week. This is just for the rental. We need to come up with an image we think will stand out a bit more. Then she'll come and ask for the money for that.

Chairman Foerstner: This is the same location near Palomas?

Vice-Chairman Kelley: Yes. I suggested to Maggie that she at least get the application in through the fiscal year for the rental.

Member MacKenzie made a motion to approve the Veterans Memorial Park & Museum Billboard-Pamphlets grant for \$5,212.95. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

d. Discussion/Action: Geronimo Trail Scenic Byway Ad Package Grant Application. Gina Kelley, GTSB Executive Director

Gina Kelley: I had this opportunity come up that I thought was really intriguing. Outside Magazine puts out this National Parks Journal. This is the Grand Canyon issue. In it, they have itineraries for road trips. It includes New Mexico with routes from Carlsbad Caverns to White Sands. They were routing people up through Tularosa to Santa Fe. I said if they agree to change your route on your maps to go to I-25, then maybe we can work this out. It's pricey, but it's printed twice a year. I included information about the circulation.

Chairman Foerstner: It's one ad or what is it?

Gina Kelley: It's a half-page ad and content. It's not just the print. This gets printed twice a year. There's a whole advertorial here. We're included on the maps. We're included on the website. They do social media boosts. They do digital ads on the website. It's a really good package.

Chairman Foerstner: It's a Geronimo Trail ad for the trail or T or C?

Gina Kelley: It's going to be for T or C, but it's going to be a Geronimo Trail ad. The art work's going to be T or C with a focus on all the attractions on the trail, but the art work's going to be soaking, of course.

Member MacKenzie: You said it comes out twice a year?

Gina Kelley: Twice a year. This is for both issues.

Member MacKenzie: It's like a guide that people hold onto?

Gina Kelley: Yes.

Chairman Foerstner: What's the circulation did you say?

Gina Kelley: It's really high.

Chairman Foerstner: I see it -- 50k. And, we also get website, 4.5 million? What do you get on the website?

Gina Kelley: Banner ad, and they also do content on the website.

Cross discussion: The board agreed that a new design would be best but not necessarily making it smaller so it would be more noticeable and offer a place for people to congregate with a shade cover/pergola.

Chairman Foerstner: The problem with our water is that it gets full of algae. That was an issue with that fountain too. It's just a little stream, and it was always green.

Member Harrington: Is there going to be a sign with historical information of the hot springs? On Main Street, unless you know what's there, you drive, and you miss everything if you blink.

Cary "Jagger" Gustin: There is a plaque there on the wall that kind of gives some of the history of it. That would be able to stay in place.

Member Harrington: If there's a re-design, I think there should be something sticking out of the ground with some hot springs' history.

Vice-Chairman Kelley: Right now, the big sign is all about the attack, right? It's not about the hot springs, it's about an Indian attack.

Cary "Jagger" Gustin: Thank you very much.

Vice-Chairman Kelley: I think there's a Healing Waters Trail marker there, so we'd have to change that. I think it even talks about the Shel Nymark fountain unless he designs it again.

Cross discussion that there are also some inscribed flagstones that were sponsored that would need to be saved and re-used.

5. COMMENTS FROM THE BOARD:

Vice-Chairman Kelley: For the Healing Waters Plaza, MainStreet is doing the bricks again if anyone is interested in that. We did receive the geo-technical survey for the Visitor's Center. The City received that about the Lee Belle Johnson building and recommendations on ways to fix it. It's really interesting reading. I have a copy if anyone is interested. Mayor Hechler and I are both working different angles to get funding to repair the building. He's working the COG/Federal program for economic development. I'm working the Tourism Department side and the State Office of Historic Preservation. They also gave me a great list of private funding sources. I'm looking into every single one of those websites to see if anyone can help us kick in some money.

6. COMMENTS FROM STAFF:

Tammy Gardner: I'm sorry I didn't get the spreadsheet to you from the beginning of the year to show you the end of last year's fiscals. My computer was down today, but I'll get that to you. Angie did give me your cash balance - \$1,084,831.12.

Chairman Foerstner: Do we know how much is at risk of being turned back to the state due to 2-year expiration?

Tammy Gardner: I do not. That's just what she gave me.

Cross discussion regarding Jagger submitting a plan that is not smaller, because there's funding for a solid project. The board suggested Jagger get bids from big artists for the fountain project.

Vice-Chairman Kelley: My question for the City is, Lodger's Tax a couple years ago paid for new signs that say 'Entering Historic Hot Springs District'. There's the one located outside the Charles. The other one was located in Triangle Park. That got taken down when there was a construction project. Now that the road construction is pretty much done, can we put our sign back up?

Tammy Gardner: I will talk to OJ.

Vice-Chairman Kelley: I've been meaning to email OJ, and I keep forgetting.

Chairman Foerstner: It would be great to have that sign back.

Vice-Chairman Kelley: We did pay for that, and it's sitting somewhere.

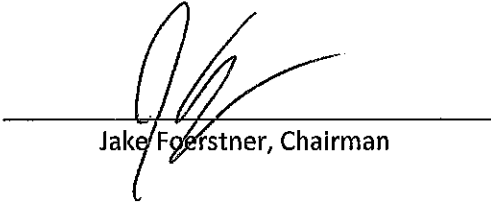
Tammy Gardner: I will find out and send you an email.

The board scheduled their next regular meeting at 12:00pm on Monday, September 16, 2024.

7. ADJOURNMENT

There being no further business, Chairman Foerstner adjourned the meeting at 12:35pm.

PASSED AND APPROVED this 12th day of November 2024.



Jake Foerstner, Chairman

