

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MONDAY, MAY 27, 2025**

AGENDA

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Monday, May 27, 2025 at 1:30 p.m. in the City Commission Chambers, 405 W. 3rd St, Truth or Consequences, NM 87901.

CALL TO ORDER

ROLL CALL:

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

1. APPROVAL OF AGENDA

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of March 24, 2025.

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

4. NEW BUSINESS:

- a. Discussion/Update: Geronimo Trail Scenic Byway Report- National Park Journal Advertising. Gina Kelley Executive Director
- b. Discussion/Update: Geronimo Trail Scenic Byway Report- Hot Springs Brochure. Gina Kelley Executive Director
- c. Discussion/Update: Geronimo Trail Scenic Byway Report -Website Hosting & Maintenance. Gina Kelley Executive Director
- d. Discussion/Action: Geronimo Trail Scenic Byway Application- Website Hosting & Maintenance. Gina Kelley Executive Director
- e. Discussion/Action: MainStreet- Desert Ultra 2025 Application. Becca Eza MainStreet T or C Executive Director
- f. Discussion/Action: MainStreet T or C and Fiesta T or C- Fiesta Reboot Application Destiny Mitchell
- g. Discussion/Update: Sierra County Arts Council Report- Ongoing Marketing to Promote Sierra County and T or C as an Arts Destination. Christine Auten Vice President

- h. Discussion/Action: Sierra County Arts Application- Ongoing Marketing to Promote Sierra County and T or C as an Arts Destination. Christine Auten Vice President
- i. Discussion/Update: Sierra County Arts Council Report- Artist of Sierra Country Studio Tour. Christine Auten Vice President
- j. Discussion/Action: Sierra County Arts Application- Artis of Sierra County Studio Tour. Christine Auten Vice President

5. COMMENTS FROM THE BOARD

6. COMMENTS FROM STAFF

7. ADJOURNMENT