

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, SEPTEMBER 22, 2025**

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, September 22, 2025 at 12:00 pm.

CALL TO ORDER:

The meeting was called to order by Chairman Foerstner.

ROLL CALL:

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

ALSO PRESENT:

Katy Martinez, Deputy City Clerk

1. APPROVAL OF AGENDA:

Member Harrington made a motion to approve the agenda. Member DeMarino seconded the motion. Motion carried unanimously.

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of July 28, 2025

Member DeMarino made a motion to approve the 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/Update: Sierra County Sheriff's Posse

Karen Chavez Sierra County Sheriff's Posse Treasure: We fell like it went well. We put a lot of work into it. We appreciate your guys help. I turned the report in but I didn't have the numbers of the survey at the time I was out of state. We did the poster, flyers and window stickers. They only thing that I think is that we need to get them done a little sooner then we got them. We did get them distributed and out of town in different areas but we need to get that done quite a bit sooner. The Fiesta board helped us but we may take it on ourselves and get it done next year because we need it out a little bit sooner.

Member DeMarino: When did you get them out?

Karen Chavez Sierra County Sheriff's Posse Treasure: About 2 weeks before Fiesta.

Vice-Chairman Kelley: You want to get them out?

Karen Chavez Sierra County Sheriff's Posse Treasure: The month before. We received them 2 weeks before and they were working on other stuff. That is something we would change. Talon Septic did an amazing job. We took surveys at the gate after people paid to go to the rodeo. From what we surveyed we had 420 attending from out of town with an additional 419 locals. The people from out of town 90% indicated they were staying in local motels.

Vice-Chairman Kelley: That is good thank you. Its important for us to know.

Karen Chavez Sierra County Sheriff's Posse Treasure: We would like to probably involve the Sentinel a little bit more for a longer period of time. We got the \$100 from you guys and we got an advertisement in but we would like to expand on that. They do have a lot of out of town subscribers. I know the radio station may not be the Sentinel and more but that is something we would like to pursue is getting it on the radio station a little bit more. We are looking at some of those out of town people came from here at some point so we would like to expand on that a little bit.

Sherry Farr Sherriff's Posse Manager: I just want to let you guys know that Fiesta isn't our only event. We do quite a few weekend events. We had New Mexico Junior Rodeo Association on weekend. We have the 4-H Rodeo and gymkhanas on weekends and those all draw people in that stay the night here.

Vice-Chairman Kelley: It does. Im responsible for trying to keep the calendar of what is happening around town and im reliant on facebook. I look through the facebook events to see what is new. If you guys can find someone to post those more regularly then I can add them on our calendar that gets emailed out to people. It goes to the state tourism department and all that.

Karen Chavez Sierra County Sheriff's Posse Treasure: We can definitely email it to you so you didn't have to go look for it. We are also planning to start posting our events in the local paper.

Member DeMarino: Its sounding like your not on social media.

Karen Chavez Sierra County Sheriff's Posse Treasure: We are.

Vice-Chairman Kelley: They are. Its just not super regular.

Sherry Farr Sherriff's Posse Manager: Sierra County Sheriff's Posse on facebook.

Karen Chavez Sierra County Sheriff's Posse Treasure: It's the one that says official page because it will bring up 2 or 3 different ones up.

Member DeMarino: I was just wondering because she asked you about posting on social media and you said you would email it to her.

Vice-Chairman Kelley: That's how I have found them in the past so I get them added to the calendar. Like buckle series you guys just did that I got on the calendar and I had it posted at the visitors center and things like that.

Member DeMarino: On suggestion, Victoria was just showing me that you guys have a group. There is different things on facebook there is a group and then there is a page. A group can only be seen by

people that are in it for the most part a page can be seen by the general public and it is a really good thing for marketing.

Sherry Farr Sherriff's Posse Manager: How do we do a page.

Member Harrington: The same was doing a group. When you go on there instead of hitting create a group you will hit create a page. It looks like you only have 2 post in the group. But if people are not in that group they are not going to see it even if you share it if they are not in that group it will come up as a blank image. They are not going to see anything unless they are members of that group.

Karen Chavez Sierra County Sheriff's Posse Treasure: We highly advertise the rodeo, the team sorting series and the ranch rodeo we had on facebook. It went out to 700 plus people and I had people contacting us off of what we posted and that was the Sheriffs Posse site. How did they get the information.

Sherry Farr Sherriff's Posse Manager: If I even if people weren't on the Sheriffs Posse Group can see it?

Member Harrington: No they have to be in the group to see those post. But pages are public groups are not.

Karen Chavez Sierra County Sheriff's Posse Treasure: We will look into it. I know other people that are definitely not in our group did see it.

Member Harrington: Im not saying people didn't see it. Im saying you will do better with the page because it is public. I have my page and my group. My group is more intimate I have people that go there and ask questions. My page is more broadcasted out there. What I share on my page reaches different than what I share in the group so I usually share the page into my group also because it is reaching different people. All we are saying is the page is the best way to go and you should still do the group because you already have followers but you are going to reach different people because the page is public.

Member DeMarino: Do you know where to find Victoria?

Karen Chavez Sierra County Sheriff's Posse Treasure: No.

Member DeMarino: She is down town at Rebel Roadrunner that is her shop or you can all ahead and take a laptop and she can help you.

Karen Chavez Sierra County Sheriff's Posse Treasure: Thank you. We have people that probably know exactly what you are talking about its just not us.

Vice-Chairman Kelley: There is like 3 different pages and they all say join so I see what Victoria is saying.

Karen Chavez Sierra County Sheriff's Posse Treasure: That's good to know thank you.

Member Harrington: You guys do have 478 members so you do have people in the but there is only 2 post in there.

Member DeMarino: When you get a page what you can do is ask lodgers tax for money to boost your post. Boosting is like advertising and whats really cool about that is you can choose you the area that you are looking to post it to. You can find people with common interest like rodeo and facebook will target those people.

Vice-Chairman Kelley: Its really good and its super effective and inexpensive.

Karen Chavez Sierra County Sheriff's Posse Treasure: That part we make talk to Victoria about.

Member DeMarino: Next year you will be like we got it out to 7,000 people.

Sherry Farr Sherriff's Posse Manager: That would be really cool.

Vice-Chairman Kelley: Its really fun and they provide really good analytics so you can see how many people looked at it and shared it.

Member DeMarino: It tells you if its men, women, age group it breaks it all down. It makes it easy for people who aren't marketing people naturally.

Karen Chavez Sierra County Sheriff's Posse Treasure: We don't have as many events this time of year. We do have stuff we are doing in the community but we don't have as many big events so that will give us time to get this figured out.

Vice-Chairman Kelley: Congratulations you did a great job this year.

b. Discussion/Update: Lodgers Tax Funds FY25/26

Vice-Chairman Kelley: We have \$81,600 left to allocate for the fiscal year. Just bear that in mind when people come asking for money. We cant be so free this year as we have been in the past but it's still a lot better then what it use to be. All the funding allocations that the city manager did for the summer concerts, the marketing for Mainstreet, Fiesta marketing for Mainstreet, Sunny 505 and tourism has all already been deducted. I know there was questions on how much we had to allocate so I wanted to make sure we had a clear understanding of that.

Member DeMarino: I think what would be a good idea is to figure out this fiscal year what we have already allocated so that we have a good idea for next year.

Vice-Chairman Kelley: The clerks have all that.

5. COMMENTS FROM THE BOARD:

Member DeMarino: I'm really happy that the community came together for the Levitt Group voting. This has to do with lodgers tax. We made it through this round. The first round narrowed it down to 100 communities and them we had to be in the top 50 and we were 41 which is pretty amazing. We beat out much bigger communities in our voting. Im really proud of the city and everyone reaching and contacting people to vote. Im really hopeful that we get this grant. I looked at out application again I think its really good.

Member Harrington: What is the next step?

Member DeMarino: Next is letters of support that go in from community members, organizations and various people. Then the Levett Foundation reviews those letters and our grant application again and they choose who they are going to fund. We are not really aware of how many communities there are. Its kind of cool because being a person that actually awards grants in my job its sometime kind of restrictive to be tied to so many things and then you get 12 really great applications for 10 spots. I think

its really cool that they don't put out there how many there is going to be. We don't really know how many there are going to be but the other thing that is cool also is that they have 150 million dollars that they are doing a spend down on and it has to be gone by 2036 or something like that. One of the things that they are doing for people that received the Levett Grant in previous years and have already gone past there 3 years they are just continuing every year to fund them. That is a good thing also.

Vice-Chairman Kelley: So, if we were get this it could go on for years.

Member Harrington: When do they announce the who receives them?

Member DeMarino: November 18th I believe.

Vice-Chairman Kelley: When do the letters need to be in and have they asked people for them.

Member DeMarino: Yes, We came up with several different people.

6. COMMENTS FROM STAFF

There were no comments from the staff at this time.

7. ADJOURNMENT

There being no further business, Vice-Chairman Kelley adjourned the meeting.

PASSED AND APPROVED this 10th day of November 2025.

A handwritten signature in blue ink, appearing to read "J. Foerstner", is written over a horizontal line.

Jake Foerstner, Chairman