

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, JANUARY 26, 2026**

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, January 26, 2026 at 12:00 pm.

CALL TO ORDER:

The meeting was called to order by Chairman Foerstner.

ROLL CALL:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member left at 12:50
Victoria Sena, Member
Jessica MacKenzie, Member Absent

ALSO PRESENT:

Katy Martinez, Deputy City Clerk

1. APPROVAL OF AGENDA:

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

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of November 10, 2025

Member DeMarino made a motion to approve the minutes. Member Sena 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: MainStreet-Desert Ultra Report.

Becca Eza MainStreet Director: I am here to give the report on Desert Ultra which took place November 8th. Over all the event was really successful we had more registrations than we have ever had in the past by a decent amount. Usually we have had about 70 to 80 runners actually show up and run. We had about 95 people show up and run the course this year including 53 people run the half marathon. I included some demographics in the report. We had 17 people for out of the region. Most of our runners where from New Mexico and Texas. Which we assume is mostly El Paso. We had 30 people complete our post-race survey. Where we ask some questions about. How many nights did they stay in town? How many people came with them? Where did they stay? How much money they spent? All of that

information is in the packet. From the people that responded it seems like some just stayed for a night some stayed for 2 or 3. We did get some really good feedback this year on having the race the weekend of second Saturday Art Hop. I was down town after the race and I saw many of the runners out there. I talked to a few of them and they enjoyed being in town and seeing what was going on for the weekend. I think moving forward we will try and schedule it on that same weekend in November. As far as our marketing and the funds that we got from Lodgers Tax. A couple of the things that we were happy with that went well. Our photographers are amazing they do a lot of their own social media promotion. Their not local and I know as much as possible we do want to use local people but these are professional race photographers who do running events and other races around the state. They do some cycling events as well. They really know how to capture great images that we are allowed to use for marketing. Also with their cross promotions for instance they put out some post through out the summer and fall about the up coming events that they would be doing. That's going out to their social media feeds and all the different people that are running other races. Our advertising at the military base it didn't go as well as we had hoped but I think there are some external factors having to do with that. We had some problems with our graphic designer getting things done in a timely manner this year. We didn't get those adds out as early as we hoped and by the time we go things up at Holloman AirForce Base it was September and with the government shut down in October I think a lot of people there were probably not looking to spend extra money and do something like this. I would like to still do some marketing there in the future but we are as I mentioned in the report we are going to look into having someone different do graphic design and have a better time line for that next year. I was never able to get in touch with Fort Bliss there marketing person. I tried a couple different emails and didn't get any word back. Their advertising is a bit more expensive so I think next year we will just focus on Holloman again since they are closer and try to get that out earlier to see if that advertising will bring more people. Our ads in ultra running magazine they might have done something to get us out there I don't know that its worth the return on investment for that. At this point anyway. Down the road if the Lodgers Tax Board has more funding again that might be something in a couple of years that we try as our race continues to grow. I don't know that it was worth it for this. This was just a third. You guys gave us some money in the last fiscal year to do a couple of ads in the spring. It was good that we got those out early but it was also kind of challenging with running over the fiscal year. I don't know that we want to do that one again next year. Maybe we will focus more on social media promotion. The other thing that we didn't get out because of our graphic designer dropping the ball was flyers which really hoped to have some small nice flyers printed that we could get out to running stores in the region. When I go to different races some times someone will go around and stick a flyer on everybody's windshield or have them out on the registration table. That is something that we hope to actually get out next year. I plan to come back to you guys in May to ask you guys for money for the next fiscal year and if approved we will get a graphic designer to get on that right away and get those out by the earliest time that we can due to the fiscal year.

Member DeMarino: One of the things I like to see is when we are paying more for an add like say in the Ultra Running Magazine is to have a specific link. So instead of saying I don't think that we go the return on investment we actually have better tracking.

Becca Eza MainStreet Director: We did have QR codes on those but they weren't specifically created to track those individual codes which was something that we have done. I didn't understand at the time how to make a QR code that would track that specific one. I do know that now so the flyer I can make sure it's a QR code that tracks that.

Member DeMarino: Your gathering of data is really good. We should put you as out resource person for everybody who has to track data because what you do is great for us. But just being able to really trace back where people heard about it from is beneficial.

Chairman Foerstner: Your survey is a post-race survey and it optional. It looks like you got half of the participants.

Becca Eza MainStreet Director: About one third.

Chairman Foerstner: What I was going to suggest is that it looks like you are asking about where that are coming from and whether they stayed the night. Could you make it non optional that it would require survey at registration time? Asking simply how did you hear about the race? We know if they are not local they are staying the night right or are some people just coming for the day? We don't have any tracking directly from them but if you make it required when they register.

Member DeMarino: Are they pre-registered?

Becca Eza MainStreet Director: Yes, they pre-register and probably we can do that. Im not 100% because we use a platform used ultra sign up to do and I think we can add a couple of our own questions on that. If we are allowed to do that I will do it.

Member DeMarino: Is there a hope for next year to increase the amount and what is that amount of participants that you guys are looking for next year?

Becca Eza MainStreet Director: I would say a goal of maybe increasing by about another 20 people or so. That is about the amount we increased by this year. I think an extra 20 to 25 people would be a reasonable goal especially if we really target the military base early and get those flyers out locally to Albuquerque and Silver City.

Member DeMarino: On the timeliness with the graphic designer I know you said you are looking for another one. I'm going to suggest if you decide to go with the same one maybe having a contract that includes payment that is contingent on getting deliverables in on time and then the payment goes down as the time goes.

Becca Eza MainStreet Director: We did not pay the graphic designer the entire amount that we had. That is part of why our reimbursement request was for less. We did decrease that pay due to something not being done on time or at all.

Member Sena: Do you guys have a future date for the next one. I'm asking because a lot of people come here and ask what else is there to do and I don't know what to tell them. But if you do have a date maybe people can be proactive and have things to do in the evening. I know they do go out. That way like it says on your graph here " how likely would recommend this race to other friends" some of them did say probably not or maybe no one said definitely not. I'm wondering if some of that is because they had a lack of other things to do. Which is not your fault.

Member DeMarino: Or maybe asking why also so we know.

Member Sena: If you do have a date, I know I can proactively help with something and maybe Marianne can make sure there is something going on. We can advertise to maybe have a flyer showing things that are going on.

Becca Eza MainStreet Director: We need to have a meeting in the next week or 2 and we will probably set the date at that point so we can also open up registration. I'm hoping we can do it on Second Saturday Art Hop weekend again. Once we have that date set we will make sure to get it on the Sierra county calendar and get that date out.

b. Discussion/Action: Veterans Memorial Park and Museum Application-Billboard Vinyl.

Maggie Allen Veterans Memorial Park and Museum Vice-President: They are going to give us some credit on this.

Chairman Foerstner: This is for the design and installation?

Maggie Allen Veterans Memorial Park and Museum Vice-President: Yes.

Chairman Foerstner: Do you date that every year or how often do you change the vinyl?

Maggie Allen Veterans Memorial Park and Museum Vice-President: We do it about every 3 to 4 years.

Chairman Foerstner: Your advertising both exits and you didn't do that before?

Maggie Allen Veterans Memorial Park and Museum Vice-President: Yes.

Member DeMarino: It doesn't say granite wall so that's good.

Maggie Allen Veterans Memorial Park and Museum Vice-President: We did to let them know the first time that we did have a granite wall. Now everybody knows we have it.

Chairman Foerstner: You have the logo on there for T or C. It looks good.

**Vice-Chairman Kelly made a motion to approve a total of \$1,541.88 to the Veterans Memorial Park and Museum Billboard Vinyl. Member Sena seconded the motion.
Motion carried unanimously.**

c. Discussion/Action: Veterans Memorial Park and Museum Application-Billboard Brochures.

Maggie Allen Veterans Memorial Park and Museum Vice-President: We are having another reprint of the Brochures. Mo is going to change the font of it a little bit. It's the same brochure. We do order some every 2 years or so.

Chairman Foerstner: How many do you get for that price?

Member DeMarino: 5,000. I'm wondering if they should get more because when you start adding those up on if you get like 10,000 sometimes it's just way cheaper.

Chairman Foerstner: It takes 2 years to go through the 5,000? Where do you put them?

Vice-Chairman Kelly: We sent some out from the visitors center.

Maggie Allen Veterans Memorial Park and Museum Vice-President: The visitors center sends some out. I have a volunteer that takes them around town. We have several people that come by the wall and they take them to Fort Bliss and Holoman. I have another volunteer who takes some and drops them off in Denver and Boulder Colorado and all along the way.

Member DeMarino: This just sites brochures is this for design and printing?

Maggie Allen Veterans Memorial Park and Museum Vice-President: It's for both.

Chairman Foerstner: Mos estimate doesn't mention design but I know he does it through got plan and I think gets a discount through them. He is the middle man. I don't if he is redesigning it. It looks like the same one.

Maggie Allen Veterans Memorial Park and Museum Vice-President: It's going to be the same inside but the outside is going to change a little bit.

Chairman Foerstner: So, he probably included a little bit of redesign.

Member DeMarino made a motion to approve a total of \$894.85 to the Veterans Memorial Park and Museum Brochure. Vice-Chairman Kelley seconded the motion.

Motion carried unanimously.

d. Discussion/Action: Veterans Memorial Park and Museum Application-Entrance Sign

Maggie Allen: The sign we currently has been there since we opened the museum. We have changed the wording on it a couple of times. I would like to have a new sign. It's going to be the same length but it's going to be 15 inches taller.

Member DeMarino: Is this a digital sign?

Maggie Allen: It's like the city put up.

Chairman Foerstner: So, it's luminated not a screen that changes?

Maggie Allen: No, the screen won't change.

Chairman Foerstner: So, it's just an illuminated back not like the city did that's a tv screen where you can change things.

Maggie Allen: No not a tv screen. It is just going to be lite up.

Chairman Foerstner: What's the difference between the new one and the old one? Is it just bigger?

Maggie Allen: It's going to be taller.

Chairman Foerstner: You have 120 wide and 30 high. Do you know what your current one is?

Maggie Allen: The Current one is only like 15 inches. It's skinny and long. We don't want a tall one because then it would block the museum and the wall. The people that are going to do this one are the same ones that did the city's.

Chairman Foerstner: That seems like a lot just to gain about 15 inches is what it sounds like.

Member DeMarino: Almost \$9,000 for a bigger sign.

Chairman Foerstner: And it's to let them know that they have arrived and they found the right place. I'm just wondering if it's worth that extra expense for that little amount of real estate. What is your main reasoning for wanting to do it?

Maggie Allen: Our sign is old.

Chairman Foerstner: So, you need to replace the back and your wanting to go ahead and make it bigger.

Maggie Allen: Yes, have it replaced. This is the same company that put up the city signs. I have tried a few to give me a price for a sign. These are the only ones who I can get to give a quote. This is what they measured. I don't want a tall one because I don't want to block the museum or the wall.

Chairman Foerstner: Did they give you a quote for just changing out the graphic and a leaving the same sign structure? If you where to go that route do you know what that difference is?

Maggie Allen: No, I just wanted it taller.

Vice-Chairman Kelley: This one is lite also.

Maggie Allen: Yes.

Chairman Foerstner: The current one is not?

Maggie Allen: Yes, the current one is also lite up.

Chairman Foerstner: I just don't know if the increase on heads in beds gaining those 15 inches is worth this much. I would like to know what it would be just to change the graphics out. We just want to see a return on investment on heads in beds and an extra 15 inches of real estate on a sign that is simply letting them know that have arrived. They have already gotten there from the billboard no necessary going to add extra people staying the night because of that.

Maggie Allen: We get a lot of people that come through.

Member DeMarino: Not because of this sign.

Maggie Allen: They see the sign at night. They have complemented about seeing the sign when they come into town at night.

Chairman Foerstner: I would like to know what it cost to reprint it. So maybe we table this one. Can you get us a quote Maggie and come back to us with a comparison? Then we can evaluate at the next meeting.

Maggie Allen: I can do that.

Vice-Chairman Kelley made a motion to table the Veterans Memorial Park and Museum Application for the Park Entrance Sign. Member Sena seconded the motion.

Motion carried unanimously.

e. Discussion/Action: Sierra County Historical Society-Geronimo Springs Museum
Application-Mural

Michael Eatough: I am on the board of directors for the Sierra County Historical Society. We run the Geronimo Springs Museum. I have been on the board for a few years now and one of the things that I keep thinking about is how can we make the museum that one more place for people to see in T or C. We have a spectacular museum. People come in and say how come nobody knows about us. The idea is first to give them a reason to come. Not just because we have great stuff on the inside but how can we do something spectacular that gets people's attention. That people will put on their social media and we can put on our social media. Not just for one event but the entire year. We are air conditioned in the summer, things like that. My feeling is that if we put a really nice mural on the big outside wall that we

got. We have a 14x53 foot blank canvas on the side of the museum. Can we put a mural up there that shows history of T or C, Sierra County from dinosaurs to Space Port that kind of thing and get a really nice idea. We do need to get the buy in from some of the Indian tribes because we will have an image of Geronimo on there and they really are particular about it. The goal here is to put a mural on the side of the museum that will attract people to the museum and to T or C. This will be a fairly large mural and fairly spectacular. The second part of that is that the museum is partnered with the arts council for the mural project in this town. People don't realize that there has been over 90 murals put up in T or C over the years. We want people to come in not just for the museum but to stay and do the mural tour as well. Inside of the museum we are going to have a video of murals being made and all the murals that are past and present. But mostly I would like to get people to come in see the advertising. Get people to want to come to T or C so that they will visit the museum because it is one of the best small town museums in the country and we have been told that by numerous visitors. So, how can we build up our visitors up to T or C and visitors up to the museum itself. I am looking at this as just a start. We get a spectacular mural, then work on our social media and better advertising with that mural as the headline for the museum and T or C.

Chairman Foerstner: I am very pro mural and 15x53 is very spectacular. I'm all for the project I think it would be beautiful. It would be huge eye catching. What we need to get for me is the heads in beds aspect of it and making that jump. We have funded murals before. I just want to open the floor up to that part.

Member DeMarino: The only reason we funded murals before is because we had a lot more money. At one point we had hundreds of thousands of dollars to give out but the city has restructured the way the money goes and so we have a fraction of that. When we did fund the murals most of them were out of a lot bigger of a pot. I just want to put that out there. Have you approached the Publics Art Board about this?

Michael Eatough: I have not.

Member DeMarino: Ok. When you talk about partnering with the Arts Council for this project or the murals can you tell me more about that.

Michael Eatough: A while back John the president of the Arts Council came to one of our meetings and suggested that murals are part of the history of T or C past present and future. Also, where could we put an archive of all the murals that have ever been in T or C and information about the artist. Information of how the mural was made. The purpose of the mural. What materials were used. Also, we have video of the mural being put at Riverbend that is available. Plus, we would video this one start to finish and have that part of a loop that plays in the museum. That will generate people to say maybe we should stay a couple more days and look at all the murals as well as the museum and that is the goal. Try and make it multi-functional.

Chairman Foerstner: The \$15,000 is also paying for that exhibit it's not just the mural?

Michael Eatough: No. The exhibit is being paid for separately. The \$15,000 is to pay the artist for the design and material.

Chairman Foerstner: The Public Art Board is 1% of all GRT? Who is the contact for the Public Art Board?

Deputy Clerk Martinez: Yes, and the Chairman is Sid Bryant.

Chairman Foerstner: Ok so Sid Public Art.

Michael Eatough: So that different than the Arts Council?

Deputy Clerk Martinez: Yes.

Chairman Foerstner: They tax money and I'm just wondering what projects lately that they have done. I wonder what their budget is what they have built up.

Deputy Clerk Martinez: They are working on the fountain.

Chairman Foerstner: Did we award money to the fountain?

Vice-Chairman Kelley: We did but they never used it.

Chairman Foerstner: I just don't know what their budget is and what they have I would like that to be explored. I love murals and I think that would be a huge spectacular one. I just would like to look at all the avenues especially if they have the budget to do that. You don't have to justify heads on beds with them its public art. With us we are focused on increasing over night stay so we have to tie that in.

Michael Eatough: The point I was making is this is not just one event for overnight stays. We are hoping that we will get people to come all year.

Chairman Foerstner: Is there an opportunity to do half the wall at half the budget and see what the response is. See what the towns response is. See what the mural looks like and then do it in a 2 part step where later on we will also know where we are at with other applications in our budget.

Michael Eatough: I think making it a 2 part project might be a little difficult because its going to be encompass. The whole mural one timeline.

Chairman Foerstner: The timeline of the history of T or C but just a little easier to swallow and little easier to fund I think when it's broken up.

Member DeMarino: I'm just curious about what about fundraising and reaching out to the public and seeing if they would pitch in for this. This way it doesn't come all down to Lodger's Tax money.

Chairman Foerstner: I think what would people want to do is know the design a head of time and then there is a lot of cooks in the kitchen.

Member DeMarino: All of us would like to know that.

Michael Eatough: That's a committee project. It's rather expensive for the design.

Vice-Chairman Kelley: All we see is a blank wall with no mock up.

Michael Eatough: Not yet.

Vice-Chairman Kelley: Nothing

Michael Eatough: Right, it's just the wall

Chairman Foerstner: It's not the whole 53 right?

Michael Eatough: No, I couldn't get it all in.

Chairman Foerstner: Does it include the doors or just above the arches?

Michael Eatough: Just above the arches. There is a plaque on there for Ralph Edwards it will incorporate that as well. Up to that first door. From the edge all the way to that first door.

Chairman Foerstner: Ok but not the doors themselves.

Michael Eatough: Correct.

Member Sena: I am fine with the blank wall. I trust the artist. I am different from everyone up here. I am very involved in social media, marketing and staying on top of that. There are a few businesses in town that are. I know you mentioned that you want people to post this on social media. You guys have not posted since 2022 so I would recommend posting more.

Michael Eatough: Looking forward we are looking at rebuilding our Facebook page. That is very key. Mary Jo and Chris Adams are going to work on that and bring a proposal here to update that.

Member Sena: I know most people when they go to a town the first thing they do is pull out their phone see what there is to do. Where they are going, all kinds of stuff to kind of see. I would recommend keeping that refreshed and up to date because I know people are going to look. For me if I saw something was not posted since 2022 I would be like are they even still open. If you are planning on going there I think that is super important. Another thing I would recommend if you are going to do a mural and you are wanting that social media presence of you want people to post on social media so people come here create a hashtag. If people click on that hashtag, I'm not sure if you are familiar with how they work. If they click on it then it shows your museum stuff but again you have to have present post on there so that they get excited about something current.

Michael Eatough: I put this in front of the cause I wanted something to put on the social.

Member Sena: You guys have a lot of followers.

Michael Eatough: That's not a lot I would think we'd have 50,000 followers or 100,000.

Vice-Chairman Kelley: You have the Facebook page and when Marilyn went no one had passwords for anything.

Michael Eatough: And that is part of our problem. We are trying to find the passwords for our Facebook and we are working on the web page. My big thing is the Facebook page and no Instagram page and I think we need both.

Member Sena: Or even start a new one.

Vice-Chairman Kelley: Well, that is what you are going to have to do.

Member Sena: I wouldn't wait. If they don't find it I would just start it and get it going even starting at zero followers. I have had to start over with my business social media pages. It's not ideal but you build yourself up really fast.

Chairman Foerstner: I know you don't have a design yet but is the plan to have subject matter on beige wall or is the plan to white out and have full paint coverage mural on all of it because that matters.

Michael Eatough: It won't be blanked out it will sort of blend in with the wall. Instead of making a big block and painting on it. It will blend in with the whole wall.

Chairman Foerstner: So, you are leaving beige and doing subject matter over it. With out a design do we know how much mural are we getting because it could be a little thing here and there and a ton of beige.

Michael Eatough: It would cover the entire wall.

Chairman Foerstner: Ok. I'm guessing the mock up or design cant be done unless this is funded or is the artis able to give a rough mock up in order to fund it.

Chris Krieg Artist: I have been doing this for quite a while. This is a unique situation. It would be a time line is the way I see it. Probably start with pre historic. They have some wonderful artifacts in this museum I was just blown away. All the way up to present with the spaceport. If we wanted to do it modularly with what you are talking about because it cant be funded all at once maybe we can do it in panels that is an option we could talk about. I throw out a number of \$15,000 I would normally charge \$35,000 to \$50,000 for a mural project like this in a big city. But since I live here and I love it you know its an opportunity for me to give back. We could do it modularly. You guys need something upfront that we could probably present to you. The issue with that is that it is designed by committee. We have a lot of people we have to deal with at the museum itself. We probably have to get all these things together and then we can kind of push it along and give a pretty close facsimile but it certainly wouldn't be perfectly accurate of what it would end up looking like.

Chairman Foerstner: When you say separate panels how many panels is that.

Chris Krieg Artist: How many do you want? What can we break it down to.

Chairman Foerstner: I thought you meant there was already segments that made sense to start.

Chris Krieg Artist: No, I mean we can turn this into a happening. We could fund part of it and paint part of it. Also, when you do these murals they are the gift that keep on giving that's the beauty of it. As Victoria knows social media can cover this. I do murals in New York City and what they are selling is views on peoples phones. People come by and take a picture of you while your painting. That's where it grows. We don't get enough people really just looking at it but people will take a picture. We will make sure it has the logo or some representation of Geronimo Springs Museum and people will say well where is that, what is that, why is that there, why have I never heard of that. If we could maybe do it in sections. We could keep that whole time line going with people kind of posting it. That is an option.

Vice-Chairman Kelley: That's not a bad idea.

Chris Krieg Artist: It's a lovely wall. There is some artifacts out front but you can drive right by it and not really know what is going on in there.

Chairman Foerstner: How long are you here until if we split this up in half? Our next meeting is not till the end of March.

Chris Krieg Artist: I am here until the end of April and then I come back. If we do this project I will come back and do it with my son.

Chairman Foerstner: So, we wouldn't have to finish by the end of April if we funded it in 2 parts.

Chris Krieg Artist: No.

Member DeMarino: I feel like there is a couple things that need to happen before we really talk about funding it and one of those is to get the social media up and going. Have them talk to the Public Arts Board and see what kind of funding they could get from them and maybe some fundraising from the community so this isn't all coming from one pot.

Chairman Foerstner: Arts council is another option for funding correct.

Member DeMarino: Yes and they many have some money for it as well.

Chris Krieg Artist: It sounds like they are ramping up again at the museum with their marketing so it could be a really good way to kind of give it a whole new fresh look and make things exciting over there again. They have a new director, they have some really good things going.

Member DeMarino: Who is the new director?

Michael Eatough: Sandy Whitehead.

Chris Krieg Artist: Another thing when you are coming down Date Street and you are rounding that corner they have new pavement its starting to look really nice. The police station is going to be on the left, Geronimo Springs on the right. This is a good opportunity to create some excitement. If we could get them to spend the night maybe go to the museum, soak and then like Victoria says " what else can we do"? This could be one more opportunity. The mural tour. The murals inside there it's a wonderful tie in. Its starting to become known as a mural town which is kind of fun. I have been to many mural towns. I got mural fest and paint and they have turned towns around that have been desperate. They lost all their commerce, they lost their industry and people come and they stop for the murals. It's a good thing. Its one more amenity and we already have a big start here.

Chairman Foerstner: I am very pro mural.

Member DeMarino: As far as social media goes. Gina, Jake and Victoria are all really good at social media I'm sure they would all be happy to consult with you guys.

Michael Eatough: That would be lovely. I have had a few discussions with Mary Jo and Chris Adams about out social media presents. I was actually surprised that out Facebook page wasn't update and we really need an Instagram and an X page.

Member DeMarino: You don't need X. You will need things with visual because museums are visual.

Michael Eatough: The Instagram and Facebook is really nice.

Member DeMarino: Tic-Tok

Michael Eatough: I've always avoided Tic-Tok. Our plan is to come back at either the next meeting or the meeting after to ask for help with the Facebook page. We are also interested in putting a billboard on the way out of town.

Vice-Chairmand Kelley: Im surprised you didn't ask for that.

Michael Eatough: Chris and Mary Jo where going to do and they had something important come up so it delayed it a little bit.

Vice-Chairman Kelley: I would like to see the project get started.

Member Sena: What if we fund half of it and they be proactive on trying to find the other funding and not 100% depending on coming back to us.

Michael Eatough: We can try that. Right now the museum isn't flush with cash so most of our funding projects keep us alive.

Chairmand Foerstner: But then you could come back to us with something to look at and the full design. We would have the full mock up and half of it done.

Member Sena: Listing to the suggestions like Linda had of going to those other places and asking if they could do some funding also so you are not 100% relying on us.

Michael Eatough: I have marked that down. We are looking at Public Arts Board, Arts Council and fundraising.

Chairman Foerstner: Who is our arts council chair?

Vice-Chairman Kelley: That is John.

Michael Eatough: John is but he is leaving at the end of March and they will have a new president at that time.

Vice-Chairman Kelley: Christine Auten is the vice-chairman.

Michael Eatough: The only problem is I don't go to the art council meetings because it's on the same day as the museum board.

Chris Krieg Artist: If you could fund part of it maybe we can get this project pushed along with. It's going to take a couple months for the design part only because it's going to be designed by committee and there are a lot of people that need to get their eyes on it. You guys should get you eyes on it also at some point so it can go in the correct direction because your marketers you know this stuff. I can have a pretty good feel for it but.

Chairman Foerstner: It's definitely easier to vote for when we know and especially have an input on it also.

Member DeMarino: How many months are you thinking?

Michael Eatough: To show you a design?

Chris Krieg Artist: Maybe 60 days.

Vice-Chairman Kelley: That's when they would come back in March.

Chairman Foersnter: You need funding to do the design correct?

Chris Krieg Artist: It puts some gas in the tank. I don't want to do this and then have you guys say you changed your mind.

Member Sena: I do trust his designs.

Chris Krieg Artist: We can do a nice job and we can make changes. This is in flux I know. The hardest part is the design part for me. The painting is the easy part. Like what we went through when we did the welcome to Hot Springs District it was back and forth we finally came up with something that worked really nice.

Chairman Foerstner: Yes you really had to make the building owner happy on that one. With this one its just your board correct.

Michael Eatough: Correct and because we will have an image of Geronimo on there it has to be approved by the tribe. I think we have some images that they will approve. The other one is that Chris seems to think that maybe we can get a Pueblo by in I'm not sure that is necessary. But Chris Adams will be the one getting the approval from the tribe.

Chairman Foerstner: Do you need permission to have Mimbres pottery on there I'm just curios?

Michael Eatough: No Mimbres pottery is part of our logo. We will have images of Mimbres pottery on there and the arrowheads.

Chairman Foerstner: Is there any issue with Ralph Edwards image? Do you have to get permission for that?

Michael Eatough: We already have plenty of Ralph Edwards information that can be put on there.

Chairman Foerstner: I feel like Geronimo is the big hurdle.

Michael Eatough: That is the big hurdle and making sure from all the players that we have this history right. We know what the ancient history is. Its kind of getting the whole we got mining.

Member DeMarino: Is this T or C or Sierra County?

Michael Eatough: This is going to be mostly T or C.

Member DeMarino: So, the Dam won't be in there?

Michael Eatough: We will have Dam in there and we have a big Dam exhibit. We have a lot of settlers and miners. We are going to include all of that.

Member DeMarino: I'm inclined to make a motion for some portion of this but I also want the motion to entail that their social media needs to be up and going.

Chairman Foerstner: What are you thinking for an amount and what are the deliverables half the mural plus design or just for the design. What are you thinking.

Member DeMarino: I don't know I think we should just stick with a smaller amount for the design and to get it up and going. Maybe like \$4,000.

Chairman Foerstner: I guess it depends is there a price for the design?

Chairman Foerstner: I thinking about \$5,000 to jump start this thing.

Chairman Foerstner: Does that get us some of the painting also or is that just design?

Chris Krieg Artist: You mean you want to see some paint on the wall and the design?

Chairman Foerstner: Well, a third of it is not the design right?

Member DeMarino: I'm just thinking design.

Chairman Foerstner: We know he can paint.

Member DeMarino: Yes, but putting pot on the wall kind of defeats the whole purpose of having your social media up and going and having followers to watch the progression of the sign. If he put something up there before they have the social media going then you don't get that.

Chairman Foerstner: What would be the contingency to have them posting or?

Member DeMarino: That they have an Instagram page and a Facebook page minimally and they are posting on it weekly. Which is nothing because some one could sit and do that with in a hour.

Member Sena: You could even post a cool fact about something that is in the museum just to draw people in. I do think the hashtag is important for the mural and I think the hashtag should be incorporated somewhere on the corner of the mural so they know what to post on social media or they can search that hashtag if that's the end goal of getting the social media presents. I think they should know what that hashtag is. If you need a hashtag I can help with the ideas.

Michael Eatough: That would be lovely.

Member Sena: Once you have kind an idea of what it's going to look like. I wouldn't say you have to put the hashtag on right away but it's something like end result kind of figure it out from now till then. I do think if you want people to use that hashtag they need to know what it is.

Chris Krieg Artist: It could be a really fun marketing thing.

Chairman Foerstner: I'm inclined to say half but half doesn't just pay for the design it pays for half the mural. Asking you guys to get your social media presents and try to get funding in the mean time for the other half and then come back to us at the next meeting. That way we actually have skin in the game and we are actually funding this mural we are not just saying gives a design and we will change our mind. We are saying yes we are going to fund half the mural but go get the rest.

Member DeMarino: Here is the whole thing what happens if they get into an argument and we now just funded and \$7,500 sketch.

Michael Eatough: I think Chris and I get along pretty well.

Member DeMarino: That's what we are paying for.

Chairman Foerstner: No I think the contingency would be to do half the wall. So, we are paying for the design and half the wall.

Michael Eatough: It wouldn't be done by March though. Half the wall.

Chairman Foerstner: No because it's going to take a while for the design.

Member DeMarino: The fiscal year is going to come up while he is gone for the summer.

Chris Krieg Artist: I can come back and finish the project for you.

Vice-Chairman Kelley: I did ask Katy to check and the next Public Arts Board meeting is in April.

Chairman Foerstner: We know we can fund this. It's just a large portion of our funds.

Vice-Chairman Kelley: Thinking ahead Fiesta has already got \$25,000 and MainStreet got the money because they got the money to do the tv commercial or the social media adds now that we are working on the video clips. I'm just thinking ahead of what else we are going to be asked for and I don't know that we are going to be asked for a whole lot more.

Member Sena: I think it's good to fund it. I trust his design and I just think on top of the money they are going to have a little extra work because I think social media is crucial but if they are agreeing to do all of these things we are asking then fund it.

Chairman Foerstner: I'm ok with that.

Vice-Chairman Kelley: I'm ok with that also.

Member Sena made a motion to approve a total of \$15,000 to the Sierra County Historical Society-Geronimo Springs Museum in addition to creating a Facebook page, a Instagram page posting once a week and figuring out a Hashtag that will be displayed on the mural. Vice-Chairman Kelley seconded the motion.

Motion carried unanimously.

5. COMMENTS FROM THE BOARD:

There were no comments from the board at this time.

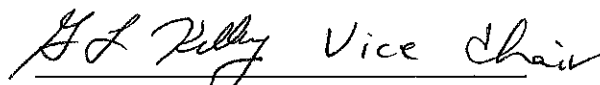
6. COMMENTS FROM STAFF

There were no comments from the staff at this time.

7. ADJOURNMENT

There being no further business, Chairman Foerstner adjourned the meeting.

PASSED AND APPROVED this 23th day of March 2026.



Jake Foerstner, Chairman