

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, FEBRUARY 24, 2025**

SPECIAL 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, February 24, 2025 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
Victoria Harrington, Member
Jessica MacKenzie, Member

ALSO PRESENT:

Katy Martinez, Deputy City Clerk

1. APPROVAL OF AGENDA:

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

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of January 27, 2025

Member DeMarino made a motion to approve the minutes. Member MacKenzie 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: Sierra County Sheriff's Posse-Arena Improvements and Fiesta Rodeo Advertisement. Amy Rosenberg

Sherry Farr Sherri's Posse Manager: I'm the manger with the Sierra County Sherri's Posse we have done some paper work for the lodger's tax and we aren't sure what we need to do next.

Vice-Chairman Kelly: We will ask you questions and we will let you know if its approved. If its approved it goes to City Commission and then they have to approve it and then you are good to spend money. There is a whole process. That is why we are holding the meeting now so that you will get in there long before fiesta.

Sherry Farr Sherrif's Posse Manager: We filed it with the City Clerk's office. That was one thing we needed to do.

Member DeMarino: So, tell us about what you're asking for money for.

Sherry Farr Sherrif's Posse Manager: Mostly for the Fiesta Rodeo. Every year the Sierra County Sheriff's Posse puts on a Fiesta Rodeo. It's a big event it draws a lot of people into the town. We are going to have a Friday night performance and a Saturday afternoon performance with bands Saturday night. We need corrals fixed, we need roof repair, advertising, paint we need the corals painted we got some painted last year but we didn't get it all done.

Karen Chavez Sherrif's Posse Treasurer: What we had turned in last month says the dance will be Friday night but it will be Saturday night. I'm the tressure for the Sierra County Sherrif's Posse. If we are approved, I'm going to have to learn how it all works.

Vice Chairman Kelly: We can help with that.

Chairman Foerstner: Have you guys come to us before? How did you know to come to us?

Sherry Farr Sherrif's Posse Manager: No, the Posse has not come to you before.

Karen Chavez Sherrif's Posse Treasurer: We had a different tressure last year Laura Steinman.

Chairman Foerstner: I don't think they have ever come to us before. How did you normally fund this and why are you coming to us now for it?

Sherry Farr Sherrif's Posse Manager: Because Wendy has told us there are funds available and we need help putting it on.

Karen Chavez Sherrif's Posse Treasurer: We are a non-profit and we make a lot of donations back to the community especially children.

Member DeMarino: That doesn't have to do with us. Are you and IRS non-profit or are you a state non-profit.

Karen Chavez: Sherrif's Posse Treasurer 501-C3.

Member Demarino: On your application on the last page it says per the city ordinance you must submit the IRS and Secretary of State proof of good standing.

Karen Chavez Sherrif's Posse Treasurer: we are learning as we are going. We were told when we weren't on the agenda last meeting to get this information. I think that's what you need.

Member Demarino: These are good.

Vice-Chairman Kelly: Good to know that's a big deal to us because we cannot provide funding for things that are not.

Karen Chavez Sherrif's Posse Treasurer: Wendy has really helped us. I have only been treasurer coming up on a year. We are learning what you guys need.

Member DeMarino: Did you ever get form that says you are a non-profit. This is just your assignment of your employee identification.

Karen Chavez Sherrif's Posse Treasurer: I can go back and look through everything.

Member DeMarino: When you apply for a non-profit, they send you an EIN number but then the next paper they send you is if you have been approved to be a non-profit usually.

Karen Chavez Sherrif's Posse Treasurer: I can go back and through what as given to me.

Member DeMarino: I just want to say for clarification lodgers tax comes in every year and it's quite a bit of money. The way that it works out is there are 2 pots of money. One pot goes to the lodger's tax board and that money is specifically for promotions with the intentions to getting people to come to events and stay overnight those kinds of things, putting heads in beds. The second pot of money which goes to the city is for infrastructure upgrades and improvements for facilities that would bring visitors. I can check with the rest of the board while I think we can look over your advertising thing. I think that the city pot of money is really the one that would cover any of your infrastructure improvements.

Vice-Chairman Kelly: I will say though that in this application there are no infrastructure improvements.

Member DeMarino: There aren't.

Member MacKenzie: They are in the right up but they aren't in the budget.

Member Demarino: If you look at the budget, they have 700, 1,100 and 1,200 in the top part.

Chairman Foerstner: 12,000

Member DeMarino: no 1,200

Vice-Chairman Kelly: It's a typo.

Member Demarino: 450 and 250 is 700 and 500 is 1200. The second part is 900 and 11 that's 2,000. Then the porter potties would be 2000. If that's a typo then what they are asking for 5,200. Is that correct?

Sherry Farr Sherrif's Posse Manager: Wendy you can speak to that.

Destiny Mitchell: We had originally done the blue budget part and then they changed a couple things and I don't remember what exactly they changed. This request says their asking for \$16,000 what does your packer say?

Member DeMarino: \$16,000

Member MacKenzie: But the numbers don't add up that's what we are saying.

Member DeMarino: On the very last page Destiny under media and merchandise it says total \$12,000 but if you add it up its \$1,200.

Destiny Mitchell: It should be \$1,200.

Vice-Chairman Kelly: So, \$5,200 is your ask?

Member DeMarino: Are there no bathrooms at the rodeo arena.

Sherry Farr Sherrif's Posse Manager: Yes, but they need a lot of repairs, the pipes all froze and we are replacing a lot of stuff.

Member DeMarino: How many porter potties and hand washing stations does \$2,000 cover?

Destiny Mitchell: It's the same thing we do for Fiesta its roughly between 12 to 15 of the individual ones, they do a hand wash station and they do a handy cap porter potty.

Member DeMarino: 12 bathrooms?

Destiny Mitchell: 12 to 15 individual porter potties.

Member DeMarino: That's a lot.

Destiny Mitchell: Talon gives a us a good deal.

Member DeMarino: If the bathrooms where all running how many are there?

Sherry Farr Sherrif's Posse Manager: 2.

Member DeMarino: 2 bathrooms with how many toilets in each?

Sherry Farr Sherrif's Posse Manager: 2

Member DeMarino: So, you have 4.

Destiny Mitchell: But for the capacity of a rodeo, they have to have more.

Sherry Farr Sherrif's Posse Manager: We have to have the porter potties scattered all around the grounds.

Destiny Mitchell: The occupancy level is based on the number of bathrooms you have.

Member DeMarino: How many people do you expect to come to this?

Member Harrington: It said about 2,500.

Member DeMarino: Is that right 2,500.

Sherry Farr Sherrif's Posse Manager: We hope so.

Member DeMarino: What did you get last year?

Sherry Farr Sherrif's Posse Manager: We don't have those numbers. We had the stands full. The bleachers were full last year.

Destiny Mitchell: I was there last year and Friday night it was packed.

Member DeMarino: I don't know what that means.

Destiny Mitchell: I would say between 750 to 800 people where there on that night. That was not just in the arena but also in their trucks on the other side of the property but partaking in the festivities.

John Terrell Sheriff's Posse Board Member: We did not have bathrooms out there because the city sewer did not work right last year.

Member Harrington: Is there room for 2,500 if it was packed?

Destiny Mitchell: No, it was through the whole weekend. It's not just one night.

Member DeMarino: How many rodeos are there?

Sherry Farr Sherrif's Posse Manager: 2

Member DeMarino: Friday and Saturday?

Sherry Farr Sherrif's Posse Manager: Yes, we have them throughout the year. People will be staying the night in RV's and pull trailers.

Member Demarino: That's a problem. RV's and pull trailers don't help a whole lot. It does help a little but people who stay in RV's and pull trailers don't pay lodgers tax, they don't stay in hotels, they eat in there RV. There will be other people but it's not really.

Sherry Farr Sherrif's Posse Manager: Those are manly your rodeo contestants.

Wendy Kessinger Sheriff's Posse Board Member: For that weekend the company that is coming in that is going to help with the rodeo, the stock contractor we have to put them up in a hotel.

Sherry Farr Sherrif's Posse Manager: They requested it as part of their bid.

Wendy Kessinger Sheriff's Posse Board Member: The Posse does a lot for the 4-Hers that come in they have gymkhanas all the time.

Member MacKenzie: That's awesome but it doesn't have anything to do with how we make our decisions.

John Terrell Sheriff's Posse Board Member: I think the Fiesta committee had done a survey recently saying that the rodeo was the biggest draw for Fiesta weekend.

Member MacKenzie: Can you give an estimation on how many of attendees where locals and how many where out of towners not including the participants in the rodeo?

John Terrell Sheriff's Posse Board Member: I wouldn't know.

Wendy Kessinger Sheriff's Posse Board Member: A lot of our rodeo people do come from Arizona, Oklahoma, Colorado they do have a pull that comes in and a large local as well.

Member MacKenzie: Yes, of course. Will there be a way for you to track if fund this can the person selling tickets ask the attendees are you from town or out of town so we can have better statistics.

Wendy Kessinger Sheriff's Posse Board Member: Yes.

Member DeMarino: How do you think you would do that?

Karen Chavez Sherrif's Posse Treasurer: At the gate. Ask them.

Member DeMarino: And then what?

Karen Chavez Sherrif's Posse Treasurer: Tab them who's out of town and who is local.

Chairman Foerstner: You have never done that before?

Sherry Farr Sherrif's Posse Manager: No, we have not.

Destiny Mitchell: The good news about their location is that you have to pass through a check in point as opposed to downtown fiesta we are just walking around asking people questions.

Member MacKenzie: Yes, it would be easy.

Vice-Chairman Kelly: I will say that at the visitors center last year the only people that said they came for fiesta came specifically for the rodeo. They were from Belen; Alamogordo they were from New Mexico they weren't from any outside New Mexico. They had to spend the night. I Just wanted to let you guys know.

Member DeMarino: If you had to guess how many people would you say from out of town stay overnight?

Karen Chavez Sherrif's Posse Treasurer: I would say 300 people. It's a guess but yes.

Sherry Farr Sherrif's Posse Manager: Visiting possess come and march in the parade with us.

Member DeMarino: They stay overnight?

Sherry Farr Sherrif's Posse Manager: A lot of them do yes, they haul their horses down and then they come to the rodeo.

Member MacKenzie: I sat next to a lady last year whose boyfriend or husband was participating and she thought the area was so beautiful. She said they were coming back for vacation. I think definitely get out of towners.

Karen Chavez Sherrif's Posse Treasurer: We are going with a rodeo contractor this year that is NMRA sanctioned which means they are also sanctioned with Grand Canyon and they will be promoting and they might be bring their town contestants in.

John Terrell Sheriff's Posse Board Member: Also, the Women's Pro Rodeo Association.

Member DeMarino: How many more seats do you expect to fill this year then you did last year?

Sherry Farr Sherrif's Posse Manager: We are hoping to get bleachers from the Fair board.

Member DeMarino: How many would that be. I don't know what those look like.

Sherry Farr Sherrif's Posse Manager: Like 200.

Member DeMarino: You are expecting to get 200 more people per day?

Karen Chavez Sherrif's Posse Treasurer: We hope so.

Sherry Farr Sherrif's Posse Manager: We are really promoting it.

Destiny Mitchell: Beings as it is the 75th anniversary and our Grand Marshal is Steve Stucker, we got Metalachi coming and some other big draws coming anyways I Invision that the whole weekend is going to be bigger for the rodeo also.

Member DeMarino: They said it was packed last year. So how many more people? What is the capacity? If we can only bring 200 more people is \$5,200 dollars a reasonable amount to bring 200 more people because that's all the seating there is. That's just where my thinking is.

Chairman Foerstner: We always want a higher return of investment then breaking even. If we are giving you \$5,000 for promotion, we don't want to just have up to \$1,000 of hotel extra sales we want to get almost 5 times return. I know that's not always possible but. We ask for a 90-day report after you are done so you can give us those numbers and let us know how many people came and then we base future years based on that.

Member MacKenzie: Can I make a suggestion the food situation at the event. We ended up having to leave both years because the line is to long there is not a variety of food. I bet you can get people staying there and more attracted to your event if you have more than just that little one burrito situation maybe get an additional food truck out there.

Karen Chavez Sherrif's Posse Treasurer: That's just our big fundraiser.

Sherry Farr Sherrif's Posse Manager: We make money out of the kitchen because we don't charge for the arena for the gymkhanas and the jr. rodeo.

Member DeMarino: But if people are leaving, you're not making that money.

Destiny Mitchell: There is also the potential where you could charge the food truck and take a percentage of the food truck which we have done in the past also.

Sherry Farr Sherrif's Posse Manager: Something to look into thank you.

Member DeMarino: I'm ready to talk about what you're asking for. Does anybody else need preliminary questions?

Vice-Chairman Kelly: I was going to ask about the printed material. The flyers, posters where are you going to distribute those and how?

Karen Chavez Sherrif's Posse Treasurer: We have a women coming in from Albuquerque that she would distribute them in Albuquerque and all the way down this direction. We plan on putting them down south, also on Facebook we have a pretty good reach on Facebook.

Sherry Farr Sherrif's Posse Manager: We are going to so the local newspaper, radio.

Member DeMarino: We are going to do one at a time. She just asking about the distribution. We will ask about all the other things. You have 3,000 copies of a flyer is that reasonable? Do you think you are going to be able to pass out 3,000 flyers?

Sherry Farr Sherrif's Posse Manager: If we go to all the different towns around.

Wendy Kessinger Sheriff's Posse Board Member: We can also send them out of town to Oklahoma, Arizona.

Member DeMarino: Where do you put them? Do you just out them on a stack? I don't know where they go I can see you taking them to a town but where do they go?

Karen Chavez Sherrif's Posse Treasurer: In their local establishments.

Sherry Farr Sherrif's Posse Manager: They will be at the Fast Stops, I always put one at the senior center everywhere in town, all the local shops.

Destiney Mitchell: They will be around town. Part of what Fiesta is doing Mo got all of our rap cards in for Fiesta the first batch last week we are going to be sending those out to a list of all the different visitors centers, chamber of commerce. We made rap cards specifically for the rodeo as well. That is a cost that we are doing also. Whatever we send out with Fiesta we also be tagging them on to it. What are resources are they will be utilized for them as well.

Vice-Chairman Kelly: You are going to partner with them?

Destiny Mitchell: Yes, we are but we have enough to do specifically for Fiesta this is for the Sheriff's Posse Rodeo. They are here as the first time in a long time. They use to come all the time back 20 years ago they would ask for money. This is there first time to try it again and see what they can come up with and then build on that.

Member DeMarino: I see 3 different Facebook pages for the Sierra County Sheriff's Posse.

Karen Chavez Sherrif's Posse Treasurer: There is one that says official page. Like I said most of us right here are new to the Sheriff's posse. If we can figure how to get the other ones off but I don't know how to and I don't have anything to do with the other ones that are put on there.

Member DeMarino: I just didn't know which one was yours and it's not a page it's a group that's different.

Karen Chavez Sherrif's Posse Treasurer: I don't know anything about that.

Member DeMarino: Destiny knows you guy can get with her later to help you with an actual page.

Vice-Chairman DeMarino: Pages can do adds, groups can't.

Destiny Mitchell: Is it only a group?

Member DeMarino: Yes.

Karen Chavez: Sherri's Posse Treasurer The one we have been using is. I don't know what the other 2 are.

Member DeMarino: What is the 500 hundred posters?

Destiny Mitchell: 500 quantities of 11x17 posters.

Member DeMarino: I have done lots of events and I have never done 500. I mean it's hard to find 500 places.

Destiny Mitchell: As far as the flyer copies, I would say that it could be knocked down \$3,000 is a little excessive and then the 500 for posters.

Member Harrington: Knock it down how much?

Destiny Mitchell: I would go 200 max.

Member DeMarino: That's plenty even if you are putting them out of town. You only need one in a place its not like flyers.

Destiny Mitchell: I have a couple of our Fiesta volunteers that once our posters come in, our banners are already in they were given to BO they are suppose to go up. Our other banners are suppose to be heading out of town so again as we get out Fiesta committee to do that there will be a stack of whatever they are promoting also.

Member Harrington: For the rubber bracelets is that to pass out at the rodeo. I don't know if that would put heads in beds necessarily. It would be a cool souvenir.

Destiny Mitchell: It's also a way they can help track how many people came.

Member DeMarino: They have to come in through the gate.

Member Harrington: They sell tickets at the gate.

Member MacKenzie: How about window stickers where do those go?

Sherry Farr Sherri's Posse Manager: Those are for the back of the car instead of a bumper sticker.

Member Harrington: Those are going out before the event or at the event?

Sherry Farr Sherri's Posse Manager: At the event.

Member DeMarino: Those are 10 cents apiece?

Vice-Chairman DeMarino: Does the sticker promote the Sheriff's Posse Rodeo at Fiesta so if people put in on the back of there car it is something that will be seen over and over again where ever you go.

Sherry Farr Sherri's Posse Manager: Right 75 anniversary Sheriff's Posse Anniversary.

Member Harrington: Its going to say Truth or Consequences New Mexico?

Sherry Farr Sherri's Posse Manager: It can.

Member DeMarino: If we are going to pay for it then it needs to.

Destiny Mitchell: Ill get them the logo.

Vice-Chairman Kelly: Do you want it to show 75th because that event specific?

Member DeMarino: I don't care about the 75th, but Truth or Consequences Sheriff's Posse Rodeo, Truth or Consequences, New Mexico.

Member MacKenzie: Do you guys have a website.

Member DeMarino: No, it says at the bottom that they are going to get one.

Destiny Mitchell: Mo is going to be the one who designs these for them. It will have all the registered trademarks.

Member Harrington: Mo does everything good.

Destiny Mitchell: Mo does do everything good.

Member MacKenzie: Printed and newspaper ads, we don't do local so we can cross that right off.

Vice-Chairman Kelly: We can do local it needs to be a smaller percentage then everything else and it looks like it is.

Member MacKenzie: I'm only interested in 2 through 3 but when are the ads running in the El Paso times, Arizona Daily Star and Albuquerque Journal?

Destiny Mitchell: Our price release for Fiesta just got drafted this morning to go out local. The price release is going to precede a lot of these but we are going to placing specific advertisement in April, the first week of April to the second week of April in these printed magazines and that's through the Fiesta side of it. We will again do the same thing with the Sheriffs Posse so we are not duplicating our efforts we will send them in together. If they have a separate pot to pay for their ad as opposed to our ads and Fiesta asked for 4 more magazines besides the ones listed here. These ones are targeted more towards El Paso, Arizona, Albuquerque.

Vice-Chairman Kelly: These are newspapers.

Destiny Mitchell: What did I say?

Vice-Chairman Kelly: Magazines.

Member DeMarino: Do you sell the tickets in advance?

Sherry Farr Sherrif's Posse Manager: We have not.

Member DeMarino: If we are going to be advertising this where it hasn't been advertised before and you only have 200 more seats and people show up. I'm just worried is there going to be seating for these people when they get here. If you have seating for 200 more people and 400 more people, come then what?

Member Harrington: There should be a limited number of tickets.

John Terrel Sheriff's Posse Board Member: Maybe next year we will money to start getting more seating.

Member DeMarino: Im not talking about next year because you will have a bad reputation by next year if people show up with no seats. I went to a football game one time paid a bunch of money to get there, I didn't have a seat so I never went back.

Destiny Mitchell: I can't say that I think that would be a sever issue. When I was there last year the stands that they have where all packed, there were kids lined up at the fence. On the other side of the arena on the hill behind was trucks parked with people on their tailgates even seating inside versus finding a way to stand or something like that.

Member MacKenzie: That's no desirable I'm a local and I only drove 10 minutes and it was uncomfortable for me. I had the lovely experience with the lady but there where drunk people, there where kids but they where teenagers standing against the fence so my young niece couldn't see. There is definitely some logistical issues with accommodating people.

Member Harrington: If we agree to advertise in the outside areas, can you guys figure out a way to sell tickets online so that people are traveling super far are guaranteed a ticket and a spot and everyone who didn't get a ticket standing room.

Destiny Mitchell: Ruana just put up on our Facebook page today the vendor sponsor and the parade form to fill out and pay online. We can add a link on there for the Sheriffs Posse. Another thing was the radio stations both Bravo Mic and the one in Albuquerque wanted to do give aways of tickets and they asked if we had any events that they can promote and give away tickets and I thought the rodeo would be one Mr. Fiesta and any of our ticketed events. If you guys have a way and you want to set a limit based off of your capacity and say we are only going to sale 500 tickets per night.

Member Harrington: Tell people that purchases their tickets, however many fit on the bleachers and then if there is over flow just let them know that there is no more bleachers space left but if they want to stand.

Wendy Kessinger Sheriff's Posse Board Member: We might be able to block off our already bought ticket holder's area then the over flow goes into the other side.

Member DeMarino: That sound good. I'm just worried about people coming not having a seat. Looking at this I'll tell you my personal thoughts. I'm fine with the porter potties, I'm fine with the advertising out of town and smaller amount for local. The window stickers are they going out before the event or where you going to pass those out during.

Member Harrington: They said at the event.

Vice-Chairman Kelly: Its marketing for future years.

Member Harrington: As long as it has Truth or Consequences, New Mexico on it.

Member DeMarino: Ok that's fine. I'm not big on the rubber bracelets and smaller number of posters and printed material.

Member MacKenzie: I agree.

Member Harrington: So that would be \$550 on the upper part and what did we want to put the Sentinel at. I think a schedule is good because people ask.

Member MacKenzie: I have \$400 for the upper part, \$200 for the flyers, \$100 for posters, take out the bracelets and then \$100 for the stickers so \$400. I'm of the mind to take out the Sentinel.

Member Harrington: I think the schedule is important though.

Member DeMarino: Do you guys have any money in your account to buy all these things.

Vice-Chairman Kelly: You would get reimbursed.

Member DeMarino: Yes, you have to pay upfront and then get reimbursed.

Karen Chavez Sherrif's Posse Treasurer: That was one of our questions. We are learning.

Member DeMarino: Ok, that's fine.

Karen Chavez Sherrif's Posse Treasurer: We would spend the money and then as long as we are approved turn in whatever we needed to so we can get reimbursed.

Member DeMarino: This is how it goes. Lodgers Tax board we vote to make a recommendation to the city commission. It then gets put on the city commission agenda then they have to approve it. You don't need to be present that day but if they approve it then you can spend the money. Once you spend the money there is a reimbursement form you submit. You would submit a copy of the flyer with and a copy of all the ads you did along with the reimbursement form and you would get that money back from the city.

Vice-Chairman Kelly: Is Mo doing you ads?

Destiny Mitchell: Yes, he will be helping them with the ads.

Vice-Chairman Kelly: Ok, we just need to make sure that the T or C brand is in there or else you won't get reimbursed.

Destiny Mitchell: Mo is doing the ads and Dean is doing the writing of the articles.

Member Harrington: For the tracking of the ask them where there coming from, how many nights they are staying and if they are staying in T or C.

Member DeMarino: We have a templet of a tracking thing I will send it to Destiny and she can get it over to you guys.

Chairman Foerstner: If you do online sales, you can put that tracking on there right. Put a bubble that ask them.

Destiny Mitchell: Yes, its already live on the website on our Fiesta page for sponsor, vendor, parade. We are just going to add one now for rodeo and it's all separated out.

Chairman Foerstner: It will track if they are coming for the night?

Destiny Mitchell: Yes, we can get that information for you.

Karen Chavez Sherrif's Posse Treasurer: What you guys are talking about is that it shows somewhere that it came from lodgers' tax.

Chairman Foerstner: That they are staying the night. We want to know how many are staying the night.

Karen Chavez Sherrif's Posse Treasurer: But what you are saying that she will have everything on there.

Destiny Mitchell: Yes, it will have the branded logo for the City of T or C.

Member Harrington: But when you are asking them in person it will be those same questions.

Member DeMarino: I'll send you that tracking thing that I have.

Destiny Mitchell: I think you sent it to me before but.

Member DeMarino: That's ok I'll send it again.

Member MacKenzie: Here is what I'm about to purpose \$200 for printed material, \$100 for poster, \$100 for window stickers, \$400 for El Paso, \$700 for Arizona Star, \$400 for Albuquerque and \$2,000 for sanitation. Eliminating the Sierra County Sentinel and rubber bracelets entirely. Its as total of \$3,900. Reducing number one to \$200, reducing 1a. to \$100, eliminating 2, 3 as is and eliminating the Sentinel.

Member Harrington: That would still be like 1,300 copies of flyers.

Member DeMarino: That's fine they are 15 cents apiece that's not. If they are going to get them in multiple places and have little stacks. Its going to be hard to get rid of that many flyers but.

Chairman Foerstner: I just think the Sentinel will put more heads on beds then potter potties.

Vice-Chairman Kelly: We have to have the potter potties.

Chairman Foerstner: I know but we don't have to fund it. They can fund it out of their own money. I just want to see heads on beds so I'm all about advertising. But if you guys want to fund potter potties im cool with it.

Member DeMarino: I would like to give them \$100 towards the add in the Sentinel. That will help a little bit any way. That would make it \$4,000. I'm going to move to fund \$4,000 and they will give you specifics on what that break down was. Destiny has it.

Member DeMarino made a motion to approve amended total of \$4,000 to the Sierra County Sheriff's Posse-Arena for Improvements and Fiesta Rodeo Advertisement. Member Harrington seconded the motion.

Motion carried unanimously.

- b. Discussion/Action: MainStreet Truth or Consequences second Saturday Art Hop- ad in the New Mexico Field Guide. Becca Eza

Member DeMarino: Before we start, I just want to state that Gina Kelly and I are on the MainStreet Board and anything that we do we do not receive any kind of funding for it.

Becca Eza Executive Director MainStreet T or C: I am here to ask you guys for funding to run a full-page ad in the Mexico Field Guide for Second Saturday Art Hop. New Mexico Field Guide in the year I have been with MainStreet I have had several different gallery owners mention to me how important this publication is for them getting the serious part of collectors to town. The people that are actually going to come and spend money on high dollar art and support the galleries. This is a publication that goes out every year it is in circulation between May and October. There is a small section for each different city and state that has enough to create this section there is little listings for individual galleries. We do put small Second Saturday Art Hop notification in there. This year we are hoping to put a full page add to bring people to town and bring attention to the fact that we do this every month of the year.

Member DeMarino: How will we track people going to that?

Becca Eza Executive Director MainStreet T or C: The plan is to have Charlie design the add using our redefine branding elements that we have been using already for that campaign because we have something that works on what we are putting out there. With this particular one we are going to ask her to use a QR code that is unique to this publication so that we can use google analytics and track what kind of attention we are getting and that will link directly to our MainStreet T or C Second Saturday Art Hop page. I have been working on ways to keep it updated so it's always current. I'll put up the events as we hear about them for the following month but sometimes, I don't update it for a couple weeks after so it will show what last months was. I have changed the format just a little bit so immediately I will update the date for the next months art hop but then leave the listings for the previous month stating what happened in February so that people see that's what was going. Then leave a note to check back at the beginning of March. Just some changes to that.

Member DeMarino: This one is just a yearly version its not a monthly or bimonthly?

Becca Eza Executive Director MainStreet T or C: Yes, this is for the year. It goes out in May. It is circulated throughout the state, it's also online available as a digital download.

Member Harrington: I have never heard of them. Where can people get them? Do they have to sign up for a subscription?

Vice-Chairman Kelly: This replaced The Magazine correct in Santa Fe?

Becca Eza Executive Director MainStreet T or C: Art Burger from the Center Gallery always gets a couple boxes shipped to him, then he works on getting them around town here.

Member DeMarino: Do we know how many they have and do they have any online presence.

Becca Eza Executive Director MainStreet T or C: They are online but I think it's more you can download this publication online versus a website that's doing regular updates.

Member MacKenzie made a motion to approve a total of \$2,185 to the Truth or Consequences Second Saturday Art Hop-Ad in the New Mexico Field Guide. Member Harrington seconded the motion. Motion carried unanimously.

c. Discussion/Action: MainStreet Truth or Consequences Desert Ultra Trail Race. Becca Eza

Becca Eza: We are requesting funding for to put a print add in the Ultra Runner Magazine which has a circulation of about 10,000 plus online presence. It a national magazine their demographics are tend to be more middle class and wealthier people who spend money on running and who will travel to run races, 69% of their readers have previously run a 50k race. These are the kind of people we want to market to have them say "hey let's go on trip to this weird little town in New Mexico and run this race in November."

Member DeMarino: Why is it in November this year?

Becca Eza: November 8th, it's the day of second Saturday art hop. It's a good time to show case the town to people.

Vice-Chairman Kelly: What's the name of the magazine?

Becca Eza: Ultra Runner. The funding request for this is a little bit odd because of the fiscal year goes. They have put together a potential package for us that includes print adds in 3 of their upcoming magazines and some additional online things.

Vice-Chairman Kelly: These 2 adds will run before the end of June?

Becca Eza: Yes, the second one comes out in the June/July magazine.

Vice-Chairman Kelly: So, you will get the tear sheet and invoice in time then.

Becca Eza: We have been in touch with them about how, if possible, we need to have it by the end of May to be able to pay the invoice and request reimbursement. The third add would be coming out after that so I plan to return to you guys probably in May to ask for additional funding for Desert Ultra and at that point I would include the other things that we have previously received funding for and the third part of this because it crosses the fiscal year unfortunately.

Member MacKenzie: Does that \$400 for graphic design cover all 3 adds or just the 2?

Becca Eza: Yes, that is a higher end estimate. Mo said its probably not going to take him that much time but that would be the max that he would estimate.

Vice-Chairman Kelly: He also has to do the digital ads.

Becca Eza: I put that on there. It likely will be less then that. Again, with this one like with the Field Guide, we are planning on putting a QR code that is unique to this so that we can also use that to track what kind of reach.

Chairman Foerstner: Can you clarify how many awards we have done for Desert Ultra this year?

Vice-Chairman Kelly: None for this year.

Chairman Foerstner: So, this is the first one ask for us for this coming one?

Becca Eza: In this current fiscal year this would be the second. We asked for funding last July for the race that happened last October. For this current race this is the first ask.

Chairman Foerstner: That was on update last time so we haven't awarded you anything for this year?

Becca Eza: No, I gave the update at the last meeting.

Chairman Foerstner: You are coming back for more later?

Becca Eza: I plan to come back in May and ask for the rest of what we would like for the rest of the next fiscal year.

Chairman Foerstner: You are just getting ahead with this one add.

Becca Eza: Yes, because we want to go ahead and get this one out otherwise, we are looking at not getting advertising in this national magazine until July and that's kind of to late to have people plan a trip to come here.

Member DeMarino made a motion to approve a total of \$1,800 to the Truth or Consequences Desert Ultra Trail Race. Member MacKenzie seconded the motion. Motion carried unanimously.

5. COMMENTS FROM THE BOARD:

Member DeMarino: I talked with the T or C Pride group and with Mary Beth we went over her application we talked about it one of the big things they wanted was T-shirts. I let them know how lodgers tax works and we are really looking to get people here. We created a whole application that would have been \$4,000 which would have been more advertising to get people into town for the June one and then get ahead for the October one. I thought it was a pretty good application. She got back to me to let me know that she met with the other people in the committee and they didn't have the money to do it. I explained how some organizations do it where they order 2 things put in their reimbursement get paid for back for that and then do the rest of it. You can use that same money twice and she said they were not in a position to be able to do that at this time. She is thinking maybe next year. She has some good ideas though one was a pride float down the river. One of the things we talked about is why would people want to come to Pride in T or C as opposed to Pride in other places what would be special or unique.

Chairman Foerstner: Jagger wanted me to invite all of you to the dedication for a new public art piece done by Carol Pleck at Healing Waters Plaza on March 24th at 1:30pm. Ride with Norman Reedes it's a tv show is going to be filming at Riverbend on Saturday I think he is filming other places also.

Member Harrington: The GM at the golf course said that the New Mexico Open is going to be here for the next 3 years the second week in September.

Vice-Chairman DeMarino: There is going to be a bike race out at the Spaceport on April 13th. A half marathon on I believe April 27th, they haven't gotten me details yet but we will start promoting that.

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 24th day of March 2024.



Jake Foerstner, Chairman