

**CITY OF TRUTH OR CONSEQUENCES  
LODGERS TAX ADVISORY BOARD  
MINUTES  
MONDAY, MARCH 23, 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, March 23, 2026 at 12:00 pm.

**CALL TO ORDER:**

The meeting was called to order by Vice-Chairman Gina Kelley.

**ROLL CALL:**

Jake Foerstner, Chairman Absent  
Gina Kelley, Vice-Chairman  
Linda DeMarino, Member Absent  
Victoria Sena, Member  
Jessica MacKenzie, Member Via Phone

**ALSO PRESENT:**

Katy Martinez, Deputy City Clerk  
Angela Torres, City Clerk

**1. APPROVAL OF AGENDA:**

Member Sena made a motion to approve the agenda with moving Items 4a and 4b after 4g.  
Member MacKenzie seconded the motion.  
Motion carried unanimously.

**2. APPROVAL OF MINUTES:** Regular Meeting of January, 26 2026.

Member MacKenzie made a motion to approve the minutes.  
Member Sena seconded the motion.  
Motion carried unanimously.

**3. COMMENTS FROM THE PUBLIC:**

No Public Comment

#### **4. NEW BUSINESS:**

a. Discussion/Update: MainStreet-Truth or Consequences 2025 Annual Fiesta/Fall Fiesta Report  
Item Moved after 4g

b. Discussion/Update: MainStreet - Truth or Consequences 2026 Annual Fiesta Report  
Item moved after 4g

#### **c. Discussion/Action: Truth or Consequences and Sierra County Chamber of Commerce**

Chelsea Meece Chamber of Commerce Membership Manager: This idea came about because I had heard about a lack of tourism when the summer hits as far as some of the downtown businesses because it gets hot for the hot springs and those kinds of things. Working with the small business within the chamber I wanted to come up with an idea that could help not only support our chamber but also increase tourism to Truth or Consequences through out those hotter summer months. As well as add in some additional outside recreation of hiking and things of that nature. Realistically the idea behind this is to go somewhere like how Forrest Bin did his great treasure hunt through out the Rocky Mountains. He hid a treasure and thousands upon thousands of people tried to find that treasure. It took years for them to find it. That is not the goal for it to take years I would like for this to potentially be an annual event to increase every summer. The goal would be to go hide a golden turtle for the great Truth or Consequences and Sierra County tressure hunt and then people would go out hunt and find it. On a day somebody will go out to hunt realistically we would want them to come into town grab coffee, go to a couple shops, go out adventure and then be able to either find it and come back or they would go out multiple days to try and find the treasure. There is a lot more detail in the application that I gave to you. One thing I wanted to know is that since we where going back and forth on some of the budgeting pieces I do have an updated budget.

Vice-Chairman Kelley: Is it less?

Chelsea Meece Chamber of Commerce Membership Manager: I is a little less I didn't realize that we could only go until June when I wrote is so it is a bit less. I did include all of the numbers in the final one.

Vice-Chairman Kelley: It went up?

Chelsea Meece Chamber of Commerce Membership Manager: Originally the email marketing numbers weren't in that. The one from the packet so I cut that one in half.

Vice-Chairman Kelley: You added \$834 for email marketing.

Chelsea Meece Chamber of Commerce Membership Manager: I was doing 6 months on there instead of the 3.

Vice-Chairman Kelley: Its still \$800 more than the original.

Chelsea Meece Chamber of Commerce Membership Manager: The total amount yes but all of those numbers where included in the original one. I just didn't do the math correctly on that.

Vice-Chairman Kelley: Ok, anything else you would like to add?

Chelsea Meece Chamber of Commerce Membership Manager: Our small business in the area would be what are called clue holders or pit stops to encourage people to go and visit them to get individual clues. Lets say somebody goes to Ingo's Art Café they would have a specific clue there and it wouldn't be repeated at other businesses to where it would encourage the tourist to go to different businesses to collect more clues. Obviously somebody who has a higher competitive spirit I can see going to a bunch of them to try and collect the clues to try and find the treasure faster but outside of that the other thing I do want to mention is that it will be accessible for people so I will be hiding it. I only have a wheel drive vehicle so everything will be drivable and it will have some kind of hike or activity in it. It wouldn't be handicap accessible necessarily because it does need to be a contest of skill to not fall into the raffle or gambling blur line. I do want it to be accessible and family friendly. I can see families going out and hiking to try and find it. Maybe even small groups of people who would make a trip out of it those kinds of things.

Destiny Mitchell: I do want to add one more thing on this because when we were originally doing the budget we were budgeting for year round so the digital social media, graphic design and all that stuff that was based off for a year. We have to expense all this before June 1<sup>st</sup> so we would probably end up asking to cut those in half or a third and come back and ask for more in June or July. With that I would just suggest that we make some changes to that. That would decrease the actual budget that we are asking for this year. We decreased part of it to the 3 months but we did not decrease the social media and that stuff.

Vice-Chairman Kelley: So, the digital and social media boosting ads you are going to cut in half?

Destiny Mitchell: I would cut item c in half. We would come back in the summer and ask for the other half. But we would also be able to say we have expended this much on that can we keep going with it based on the success rate.

Member Sena: How do you pick which business to put the clues in because we do have a lot of people that come to town that are very upset that a lot of them are closed. That gives them a disadvantage if they are coming here. Its really only an advantage for locals that can maybe catch them when they are open.

Chelsea Meece Chamber of Commerce Membership Manager: They would need to be chamber members to be clue holders or pit stops. We will also be marketing the individuals who are clue holders or pit stops where they will be a section on the website page where it list all of them and the business them selves will sign up for that opportunity. I want it to be worth their while as well so I am going to make sure that its something that they will actually be able to engage in.

Vice-Chairman Kelley: Its going to be chamber members for the whole chamber? Its not just going to be down town its going to be everybody?

Destiny Mitchell: Yes, its Sierra County Chambers. If you have a business that's part of Sierra County Chamber of Commerce. Its not just down town. Its open to anybody. We had originally talked about the business would give us kind of a sponsorship for it and they would get the clue. But I like Chelsea's idea of opening it up to members. Like Rebel Runner is open 7 days a week so she would obviously be one of those people. There are some that are only there during the week so it would just be open to whoever wants to put in an application or throw their name in the hat.

Member Sena: There is going to be one winner correct?

Chelsea Meece Chamber of Commerce Membership Manager: One winner.

Member Sena: That is good because I have done a scavenger hunt and one girl got all of it.

Destiny Mitchell: This is just an idea but there is potential to do like second and third place prizes but there is only one turtle. Who ever brings us the turtle we give you \$2,500 and your name is in the paper. Then we start again next year. But we can have other incentives. We have talked about that yet.

Chelsea Meece Chamber of Commerce Membership Manager: I can see some like who ever collects the most clues might get something. They would also have to be willing to share it on social media for that additional promotional point and obviously the tagging aspect of that.

Member Mackenzie: It sounds fun.

Vice-Chairman Kelley: It does. I have to admit that I have my doubts because you cant make it cooler in the summer. I think its worth a try. i don't want to want to be negative but lets set our expectations appropriately for summer. If this is any indication of what the weather is going to be like in the summer is going to be brutal.

Member Sena: I have seen this done. I have watched other people hunt these things in other towns. So, I know people do get out.

Destiny Mitchell: I agree with Gina on the whole temperature thing and that was one of the things I told Chelsea. Yes we want to bring people here in the summer time but its so hot so why don't we extend this into the fall. If its not found this summer we bring it back. Let people know Timmy Tortugua is still out there come find him.

Member Sena: I think it is good to have something going on though in the slower months for down town.

Member MacKenzie made a motion to approve the amended amount of \$6,359.00.

Member Sena seconded the motion.

Motion carried unanimously.

**d. Discussion/Action: New Mexico Square and Round Dance- Fiesta Square and Round Dance Festival 2026**

Destiny Mitchell: Joey couldn't be here today. I was asked to help them put together an application and I told them the meeting would be on the 24<sup>th</sup>. My apologies.

This the 77<sup>th</sup> annual New Mexico Square and Round Dance competition. It's a 4 day competition here in Truth or Consequences at the civic center. They have lodging already set up for their guest. People have already been registered. It's a huge event. Joey has done all of the leg work in advance with his advertisement, printed flyer and reaching out. The only thing that they wanted to as for is a possible reimbursement of the rental facility of the Civic Center which will be a total of \$450. They have a deposit on file of \$200 since they do this as an annual event. They are asking if you would be able to cover their rental fees for the event because its is going to be a huge 4 day draw in May.

Vice-Chairman Kelley: I just want to let everybody know that we started funding things like infrastructure, things that were not marketing a couple years ago. The city had asked us to start doing that and I have had a

meeting with Manager Whitehead. Linda has also had a meeting with him, and this is kind of the direction he wants us to move in where we just don't do the marketing, but we do request like this one in addition to infrastructure. I personally know that there are a lot of people that come to town for this most of them are from out of town. It does bring a lot of people here and traditionally once Fiesta is over it dies down here. Getting people in here in May is great.

Member MacKenzie: I know this event brings lots of people to town. I think its great.

Member Sena made a motion to approve.

Member MacKenzie seconded the motion.

Motion carried unanimously.

**e. Discussion/Action: Sierra County Sheriff's Posse- Fiesta Rodeo**

Clerk Torres: Before they start, I wanted to let you know that when we did our budget City Manager Whitehead did put \$5,000 aside for their event. I know the application says \$7,500 but you will only need to approve \$2,600.

Vice-Chairman Kelley: You are asking for an additional \$2,600? I think we should be specific about what we are going to fund.

Member Sena: There \$5,000 is going to infrastructure so that would mark out the bleacher repair.

Vice-Chairman Kelley: The bleachers and the porta potties.

Member Sena: What's the other \$1,000?

Vice-Chairman Kelley: They got \$1,000 for the Sentinel.

Member Sena: Everything else adds up to \$2,600.

Vice-Chairman Kelley: We are funding all of the advertising except for the Sentinel because that is coming out of the \$5,000.

Karen Chavez: We are doing 3 days this year instead of the 2.

Vice-Chairman Kelley: I do know that people come to town for this because they come to the visitor's center and say hello.

Member MacKenzie: I remember last year we had asked if there could be a possibility of having more food options. Was that addressed? Was there success in that?

Karen Chavez: We aren't adding more food options because that is one of our main money raisers, however we have upped the kitchen, the facilities in the kitchen and the staff in the kitchen to provide fast service. It went a lot faster last year. I wanted to let you guys know that the reason we are doing 3 days is the rodeo contractor that we contracted wanted to do 3 days because he thinks it will bring more contestants in also.

Sherry Farr: Most of the contestants are from out of town. We will have a few locals but most are from out of town.

Vice-Chairman Kelley: Do you provide them information on where to find lodging like a link to a website that shows all the lodging available?

Karen Chavez: We can put that on there.

Vice-Chairman Kelley: Just something that says for lodging options visit and then have the link to the tourism website that has all the lodging for the whole county in it.

Karen Chavez: I'm writing this down so we can remember it. What was the website?

Vice-Chairman Kelley: Sierracounty.info

Member MacKenzie: Will this be the entirety of the ask for the year or will there be other requests for funding?

Member Sena: Its already going to be Fiesta so if it was something else it would have to be another event that they would come back for. For Fiesta this is it.

Vice-Chairman Kelley: Its very last minute. Just make sure you get all your invoices in and paid by the end of May so you can get reimbursed by the city because they have a hard deadline.

Karen Chavez: We will do it. We did it last year.

Vice-Chairman Kelley: I thought you did but I just thought I'd remind you.

Member Sena: Do you have an estimated time of when your flyers are going to go out for this advertising?

Karen Chavez: We have already started putting some flyers out and there will be more going if it's not this week it will be the beginning of next week. For the out-of-town papers it will probably be 2 to 3 weeks ahead.

Member Sena: It looks like the only thing we took out was the facilities, Talon Septic and Sierra County Sentinel. Everything else had added up to \$2,600.

Member Sena made a motion to approve.

Member MacKenzie seconded the motion.

Motion carried unanimously.

#### **f. Discussion/Action: Veterans Memorial Park & Museum Park Entrance Sign**

Wendy Barnes: I talked to Bo about the electricity. We know it's bad but how bad it is does it need to be replaced all the way back to the box or what is the case.

Maggie Allen: Our sign is totally dead Bo said there is no way. We have to get a new sign.

Wendy Barnes: That was the most expensive part of it. We did try to get some other bids, but it was unsuccessful. One of our local people was working on one but due to his medical problems he is unable to do it.

Maggie Allen: He said he would continue if we needed him to and if we didn't get the funding. It would be 2 or 3 months down the road. Our park is dark when you enter it though. Bo said on the electrical side there is nothing wrong. We need a new sign.

Wendy Barnes: It will be LED so it will be cheaper on electricity also. It is going to be bigger and brighter than the one we have there now. It will look different as well. We included a picture of it without application.

Vice-Chairman Kelley: Since I'm looking at the sign. When is the helicopter going to be installed?

Maggie Allen: We are at the tail end of it. On the 30<sup>th</sup> I will give them the rest of the money they are going to paint the rest of the helicopter. It won't take long. Doug, Gary and Bartoo are going to buy a trailer for it. No one has a trailer here not one that extends. It's going to be theirs but they are going to lend it to the park for us to mount it on there temporarily until we can go to the legislature to ask for funds to put it up. We are hoping by the end of May we can put it at the park.

Vice-Chairman Kelley: Good because I would hate to not have it there with this sign showing it.

Maggie Allen: It's going to be there. They said they would put it on there by the end of May.

Member Sena: I think a lit sign is important to detour vandalism on something super important. I think it's important its more than just a sign.

Member MacKenzie made a motion to approve.

Member Sena seconded the motion.

Motion carried unanimously.

#### **g. Discussion/Action: Selection of 3 Lodging facilities for the City Lodgers Tax Audit**

City Clerk Torres: We are starting our lodgers' tax audit again. We have to select 3 lodging facilities to be audited for this past fiscal year. In the past the city would pick them but since you guys are the lodger's tax board, we want you guys to go ahead and pick them.

Vice-Chairman Kelley: We did 6 last year, right? Let's take them out of the mix.

Member Sena made a motion to approve Pricky Pear Cottage, Indian Springs and Robert Ruston AirBnB for the City Lodgers Tax Audit as selected by a random generator.

Member MacKenzie seconded the motion.

Motion carried unanimously.

#### **a. Discussion/Update: MainStreet-Truth or Consequences 2025 Annual Fiesta/Fall Fiesta Report**

Destiny Mitchell: The 75<sup>th</sup> anniversary was fantastic. We had record numbers. I have never seen more people in the Bank of the Southwest parking lot as during Metalachi that night. Standing room only around the street was awesome. Vendors reported high sales, music was a hit and everything was great. Steve Stucker was amazing. There was lots of great positive energy. Moving into 2026 I have stepped aside as coordinator. Alison Hayes is our Fiesta coordinator. We have subcommittee coordinators. We have a really great team moving forward for 2026 Fiesta.

Vice-Chairman Kelley: It looks like you only did the demographics during Metalachi.

Destiny Mitchell: It was hard because Becca was on the merch tent the whole time, but we didn't really have any type of tracking. Our basic one was last minute was to get everyone to sign up for the camper give away from 98.7 Adams Radio. As they came through into Metalachi we made them fill out their name and where they were from. We collected all that info and put it together to give a basis of where people came from. It's not nearly as intensive as the visitor center log-in sheet but we got an understanding of where people came from. I want to say that having that major headliner was a huge draw from around the local communities and if lodgers' tax can be utilized for that again I would highly recommend it. I also want to point out that our response to digital marketing was very impressive. We got the carnival because of the radio. The radio paid for itself to me in the sense that the carnival from Las Cruces heard it on the radio and said I want to come do your thing and they are coming back this year. Radio was great for that. Digital advertising was good. We had a face painter come all the way from Phoenix because she saw it on a Facebook ad. I think moving more towards digital marketing is really going to help us get it out there. Printing for locals it's ok and even a couple of the local papers. We are still going to use The Ink in Las Cruces because that is where we get a lot of that younger generation. They saw it in that magazine and they want to come. Social and digital media is the way to go from now on.

**b. Discussion/Update: MainStreet - Truth or Consequences 2026 Annual Fiesta Report**

Destiny Mitchell: Tony Kakias is our music director this year. He is in the process of solidifying all the bands. He has a mix of local and out of town like Las Cruces and Socorro. We don't have a specific headliner for Saturday because the Sheriff's Posse Rodeo is Saturday night and they have Tudy and the Silver Bullet Band, so we don't want to do a huge thing where we are going to compete with them. I know Burt Furgeson, Tequila Night, Pint in a Half, Santana Garcia and the local choir and band. We have a whole kind of mashup. Sid Masters and the Swing Writters are going to come back and run the stage for all 3 days. We have him out in there for that. Going into the actual budget of 2026 for Lodgers Tax we scaled it way back from last year where we had tons of save the date merchandise. Of course last year we had a jump on it we were starting in December this year we are starting late so basically its only what we are going to be handing out the weeks prior to the event, flyers that we put up around town and then the actual printed schedules that we are going to handout that weekend. We will have a couple of posters and banners we are not going all out. Last year I think we did 20 banners and that is another fiasco. As far as printed materials go t-shirts for staff, our stickers and tattoos were out of control, everybody loved those we would like to do that again. We have put in for printed, digital, newspaper ads and radio. Last year we did radio with Albuquerque, Bravo Mic and Adams. This year we are just going to stick with Adams. The Albuquerque one I don't think it was that big of a hit. We have local advertising and we want to still do our 4 newspapers. New Mexico Magazine reached out to us last week they are going to do something for T or C Fiesta. I sent them a press release last week. We haven't even paid them anything for that they just decided to do that for us. Graphic design we have it split up into different sections. As you guys know Mo is no longer with Fiesta. He has helped us a little bit here and there but he's not really doing much so when we went back and looked to the table of what Mo did for us it would take us 4 different people to do what he did. We have split it up, so we have someone handling the flyer



creation and graphic design. We have somebody doing social media posting and boosting. We have someone helping us with distribution of the material. We have it all kind of figured out of where we are going to go. Ruana had been great with the website. For professional photography we didn't really get what we wanted last year. We got a couple of google drives full of photographs, but nothing was really edited or put together so we definitely are interested in doing professional photography but with somebody that can give us the desired results we want. Under facilities is what City Manager Whitehead has broken it down for.

Vice-Chairman Kelley: You already got all your stuff. What else do you need?

Destiny Mitchell: He basically set us aside the \$25,000 for marketing \$25,000 for facilities and said to separate them out that way. For marketing we are up to \$22,783 and for facilities we are up to \$19,350 but that included things that were never included before such as the stage rental, paying our stagehands and we have done a potential vending license for the T or C Brewing. Facility rental because we have to pay rent to Ralph Edwards Park and Healing Waters Plaza and all that so City Manager Whitehead to put those rental fees there as well to come out of the facility side so that way the city still gets paid and we have a little bit of wiggle room for it. Basically, what he told us to do was to put this together of what we want to spend bring it to you guys ask if you guys have any suggestions, questions, or anything you think might work better. We will take your information into account. Otherwise, he said as a courtesy to show you what we would like to do with funding and if you guys have any issues just let us know.

Vice-Chairman Kelley: I don't have any issues.

Destiny Mitchell: I will have to say that as you mentioned before people come to you and then they don't have the money. I can tell you that last year alone Fiesta spent and recuperated that \$50,000. The year before that was \$25,000 and before that it was \$20,000. If one organization can do it, it's this one. At least we are spending the money and getting it reimbursed and it's not reverting back repeatedly. We did revert about \$4,000 of Fall Fiesta because we didn't have time to do the printed adds.

Vice-Chairman Kelley: It's in your Subrecipient Grant so when you do your subrecipient invoice you need to break it out.

Becca Eza: We need to get clarifications for City Manager Whitehead.

Vice-Chairman Kelley: That's what my understanding is. They want you to break out when you do your subrecipient grant invoice for the quarter you break out what you spent on Fiesta.

Becca Eza: I'm preparing to submit the subrecipient invoice. It's due in the middle of April.

Vice-Chairman Kelley: Your right and you haven't spent anything yet.

Becca Eza: We are going to need to submit for reimbursement when we get our first set of expenses.

Vice-Chairman Kelley: Right because the quarterly is not due till July. Good point.

Destiny Mitchell: Right now, we have about \$28,000 in the account and we are requesting about \$45,000 so we are going to have to do an initial reimbursement request in the next couple of weeks turn around get that paid in and do the last one at the end of May.

Vice-Chairman Kelley: Ok just as long as you are staying in touch with our clerks.

Destiny Mitchell: If we have to a subrecipient report in May for that second one we can do that.

City Clerk Torres: I think that will work better. Your agreement is already signed and approved so you can just submit that. I think it will work better that way.

Member Sena: Are the vending spots going switch up a little bit? I know last year the people in the back weren't in good spots.

Destiny Mitchell: The way I had envisioned it was that you would have people underneath the arches and then you would have a walk and the other group facing the other. When people started setting up they set facing outwards so then I had a double row. We have the vendors under the arches and then we are going to make about 12 to 20 feet and then have the line for the others.

Member Sena: The ones under the arches will be the ones with electric?

Destiny Mitchell: That one will be electric yes.

Vice-Chairman Kelley: The vendors will have their backs to the stage area?

Destiny Mitchell: In a section. It's going to depend on how many vendors we have.

Member Sena: For vending purposes it's better that way even though you can't see the music, but it just has to be its own entity.

Destiny Mitchell: We are in negotiation with the Brewery and the beer garden because we have to set up a section where the bleachers have to be outside of the beer garden so you can have kids that can go there. It's a logistical nightmare but we are working on it. We did take the suggestions, and we went through debrief from Fiesta last year especially on the design of it. Allison, our new coordinator, has done vending, that is what she primarily does is vending festivals so is going to bring that. I will bring the map, and we will make it work. We did take into consideration all of the complaints from the vendors and the food trucks. Where I wanted to put food trucks is not where there was electric, so we have to figure that out.

## **5. WORKSHOP:**

### **a. Lodgers Tax Guidelines**

City Clerk Torres: Katy and I wanted to do some updates to it since our office now takes care of it. You will see highlighted sections where we updated the language in there. One of the other things we have had conversations about is the branding logo for Lodgers Tax. I think people get kind of confused and we have to talked with our PIO and we want this to be our branding logo for things that are allocated through Lodgers Tax for tourism which is separate from our city as a whole and a government. That is why we want to have it in the guidelines so it can be clear that this is what we are going to use and this is what we want them to use. We did

add that. City Manager Whitehead does have some updates that he is going to want to make. He hasn't had a chance to get it. I just wanted you guys to look over and see if this is how you want it, if there are any changes you want to make and then we will bring it back hopefully at the next meeting in May. We want to get this adopted before the next fiscal year because we want them to go with the new contracts.

Vice-Chairman Kelley: Those are easy changes.

City Clerk Torres: If you guys will go over it whenever you have time and if there is anything you want to change or add just let us know. At the next meeting we will bring back the one that has any changes that Manager Whitehead makes as well.

Vice-Chairman Kelley: I like that you put in here "can not request an increase in budget".

## **6.REPORTS FROM THE BOARD:**

**No reports from the Board**

## **7. REPORTS FROM STAFF:**

Deputy Clerk Martinez: I included a letter from the Museum in your packet. They have finished the mural and wanted to give you guys a quick update. They were unable to attend the meeting today. They will be coming to the meeting in May to give you guys a full report.

Vice-Chairman Kelley: They did do a new Facebook page, and they are doing a good job with I did see that.

Member Sena: Did they put a hashtag on it?

Vice-Chairman Kelley: They used a bunch of them not good.

Deputy Clerk Martinez: I have seen them on the Facebook page. But we did state in their contract that they had to have updated post on the Facebook page and the hashtag on the mural because I believe that is what you guys wanted.

Member Sena: Yes, because as a social person when you see that hashtag and you type it in then you see everything.

Deputy Clerk Martinez: That is the only thing I haven't seen on it.

Member Sena: I will go look at it. I have to go that way. That is super important though so that if you see that you can see what everyone else is hash tagging and usually it's really good if you click on the hashtag just to see where the city is. If they love that mural they click on the hashtag and it lets them know it's in Truth or Consequences New Mexico and then they plan a trip there. That's like importance of a hashtag so I do think it's important that it's physically on the mural but also on the post.

Deputy Clerk Martinez: I know in their post they have been using 3 different hashtags.

Vice-Chairman Kelley: I'm meeting with Sandy to help them get their Instagram page set up.

Member Sena: I know it's not the pretty's thing on a mural but its effective.

Deputy Clerk Martinez: We will let them know that they need to pick at least one of the ones that they are using.

Member Sena: Or if they could create a whole new one that is specific to the Mural, but the whole point is that they click on it and see everything.

Vice-Chairman Kelley: Where would they put it?

Member Sena: They were supposed to figure that out when they designed it.

Vice-Chairman Kelley: Maybe put it by the dinosaur or something.

Member Sena: They can maybe put it on the cowboy's hat or something. People know hashtags are a social thing, so they are going to understand. People that know hashtags will know what they mean. If they take a picture standing in front of the mural or around town, they will use that some hashtag because they know how hashtags are used. If they are not going to put it on the mural, then they can make a plaque and put that on it.

City Clerk Torres: We will call them and let them know.

Member Sena: I would give them that option. They would have to pay for a plaque now. I think I might even look better with a plaque because over time it will age and you can't read it but do think it has to be on there somewhere.

Vice-Chairman Kelley: How big of a plaque would it have to be?

Member Sena: To visibly see it it's going to have to be pretty big because you're not going to be looking for something tiny. You will miss the whole thing completely. We didn't tell them how big it had to be either but if they come in and have the chance.

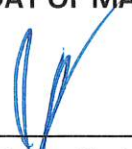
Vice-Chairman Kelley: Maybe they can put it down on Ralphs shoulder somewhere.

Member Sena: Hash tags are a bit of an eye sore, but they are worth it.

## **8. ADJOURNMENT:**

**There being no further business to come before the Lodgers Tax Advisory Board, Vice-Chairman Kelley adjourned the meeting at 1:05 pm.**

PASSED AND APPROVED ON THIS 26<sup>th</sup> DAY OF MAY 2026.



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**Jake Foerstner, Chairman**  
Lodgers Tax Advisory Board