

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

AGENDA

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Monday, January 27, 2025 at 12:00 p.m. in the City Commission Chambers, 405 W. 3rd St, Truth or Consequences, NM 87901.

CALL TO ORDER

ROLL CALL:

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

1. APPROVAL OF AGENDA

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of November 12, 2024.

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

4. NEW BUSINESS:

- a. Discussion/Update: MainStreet- Desert Ultra Report. Becca Eza
- b. Discussion/Action: MainStreet Application – “Redefine” Marketing Campaign. Becca Eza
- c. Discussion/Action: Geronimo Trail Scenic Byway – Interactive Digital 3D Trail Map. Gina Kelley
- d. Discussion/Action: Sierra County Arts Council- Website Updates and Maintenance. Christine Auten
- e. Discussion/Action: Sierra County Rock and Gem Society- T or C Rock and Gem Show. Megan Holden
- f. Discussion/Action: Selection of 6 Lodging facilities for the City Lodgers Tax Audit. Deputy City Clerk Martinez

5. COMMENTS FROM THE BOARD

6. COMMENTS FROM STAFF

7. ADJOURNMENT