

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, JULY 28, 2025**

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held in the City Commission Chambers, 405 W. Third, Truth or Consequences, New Mexico, on Monday, July 28, 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 Absent
Jessica MacKenzie, Member

ALSO PRESENT:

Angela Torres, City Clerk
Katy Martinez, Deputy City Clerk

1. APPROVAL OF AGENDA:

Member DeMarino made a motion to approve the agenda. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

2. APPROVAL OF MINUTES:

- a. Special Meeting Minutes of June 23, 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. PRESENTATION:

- a. Presentation/Update: Sunny 505
(complete copy is attached hereto and made a part hereof)

5. NEW BUSINESS:

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

Windy Barnes, Veteran's Memorial Park Vice President: We had some problems in the very beginning, in the original approving of our application. It was lost, we couldn't find it, but then they found it, then we had another meeting, my partner was gone sick so I couldn't make that meeting, so here we are, to get

approved. All we're asking for is money for the billboard, that's \$4,273.84 and that's the billboard on the side of the highway, interstate 25.

Vice Chairman Kelley: And you're going to ask for funding separately for new vinyls once we come up with new artwork, right?

Windy Barnes, Veteran's Memorial Park Vice President: Yes. We said we're going to hold off a little bit for that.

Vice Chairman Kelley: As long as these vinyls are still good, because they're expensive.

Chairman Foerstner: So that's for the entire fiscal year or is that just for the remainder?

Windy Barnes, Veteran's Memorial Park Vice President: That's for the whole fiscal year.

Vice Chairman Kelley: So that's July through June. That was the question that you weren't here for.

Windy Barnes, Veteran's Memorial Park Vice President: Lamar, the company that handles the billboard, has worked with us on changing the fiscal year, we did ask them.

Vice Chairman Kelley: Great, thank you.

Chairman Foerstner: I think in the past, Windy, we've asked you about tracking, have you instituted anything like that on-site, asking how they heard about you?

Windy Barnes, Veteran's Memorial Park Vice President: Basic tracking, we still do the sign-ins, we do head counts when we have functions, events up there. Basically, we do send our pamphlets in with the visitor's packets when they go out, but basically all we have had is sign-ins for accurate counts.

Chairman Foerstner: Do you aggregate that data? Do you have any data for us to show how many of your sign-ins were from the billboard?

Windy Barnes, Veteran's Memorial Park Vice President: You know what, we don't have that on there, how they hear about us, they just sign in where they're from.

Chairman Foerstner: Can you add that maybe, how you heard about us?

Windy Barnes, Veteran's Memorial Park Vice President: Yes, I think that'd be great. I will, very much so.

Chairman Foerstner: Yeah, because we have a 90-day report due after we award, so if you can start aggregating that data, then we can look at it and see how many people are being brought in by this billboard.

Windy Barnes, Veteran's Memorial Park Vice President: In fact, I'll just re-do the whole sheet.

Chairman Foerstner: And if you have a way to have a checkmark on staying overnight too, see if they're staying overnight. So how they heard about us and staying overnight.

Windy Barnes, Veteran's Memorial Park Vice President: Overnight and how they heard about us, okay, cool I will add that in as of tomorrow, I'll make it up tonight.

Vice Chairman Kelley: Thank you Windy.

Member MacKenzie made a motion to approve a total of \$4,273.84 to the Veterans Memorial Park and Museum. Member DeMarino seconded the motion.

Motion carried unanimously.

b. Discussion/Action: MainStreet "Redefine" Marketing Campaign Application.

Becca Eza, Executive Director of MainStreet T or C: We are requesting some additional funding for our redefine campaign to complete, produce, and broadcast a commercial for T or C, and do a one-day additional photoshoot to get a few more images to round out our relocation guide and other marketing.

Chairman Foerstner: This 37 is just for the production of it, or is this also for the ad?

Becca Eza, Executive Director of MainStreet T or C: No, the advertising. Three stations: Phoenix, El Paso, and Albuquerque. And that will be broadcasting on TV, digital, and streaming the commercial.

Chairman Foerstner: Didn't you guys already start this?

Member DeMarino: No, we didn't.

Chairman Foerstner: Okay I thought you got some footage or expense for it, was that not postponed?

Becca Eza, Executive Director of MainStreet T or C: We have. We need a bit more of the footage. Most of it that we've done already was print ads, and then digital billboards, and the website.

Chairman Foerstner: Most of this is the actual ads not the production?

Becca Eza, Executive Director of MainStreet T or C: Right, yeah. The majority of it.

Chairman Foerstner: Who's doing the video?

Becca Eza, Executive Director of MainStreet T or C: A company out of Las Cruces or El Paso that we've been working with to finish producing the commercial.

Member DeMarino: He was doing all the video for Spaceport America for a while.

Chairman Foerstner: What's the breakdown between Phoenix, El Paso, and Albuquerque?

Vice Chairman Kelley: 10 each.

Chairman Foerstner: 10 each?

Vice Chairman Kelley: So far, I told them. I'm sorry, Becca.

Becca Eza, Executive Director of MainStreet T or C: Please go ahead.

Vice Chairman Kelley: Because I'm the one working on that segment, I told them that it needs to be a mix of, I'd like to get some more evening news in there, they had a little bit more in there in the daytime than I wanted, so I'm working on the final details but at least I have a budget.

Chairman Foerstner: How long are the spots you're going to run, 30 seconds, 15?

Vice Chairman Kelley: 30 seconds.

Chairman Foerstner: Well, I'm excited. Do you guys have any questions for Becca?

Member DeMarino: What's the amount that we have for this year for the lodger's tax board? Because we basically went from thinking we had \$700,000 and the way that the city manager has changed it, we have less. What's that amount?

Vice Chairman Kelley: The amount, as when I met with Gary back in May, after the allocations that we did in May for fiscal year 2025, those were \$600 for Geronimo trails website, MainStreet had a couple in there for Fall Fiesta, the Desert Ultra, and the Arts Council had a couple in there for their studio tour and their marketing plan, so after that we had \$117,000 left. Then in June, we did the Rock and Gem Show for \$6,800 so we are down now to \$110,000 that we can distribute.

Member MacKenzie: From the \$700,000?

Vice Chairman Kelley: Well, because Gary, our city manager, has changed the allocations. He's doing other projects.

Chairman Foerstner: Can we summarize what that is, like I don't understand. How did he change it because isn't it a 60-40 rule?

Vice Chairman Kelley: It is still 60-40, but he did all the math, I sent you the whole thing a couple months ago. I have that right here. Okay, he based it on revenues of \$600,000 estimated for FY 26, which I think is optimistic, taking \$150,000 from the carryover for FY 25, for a total of \$750,000, then he backed out the admin fee, the money for public arts, money for the convention center taxes, because he did it all as one lump sum, left \$350,000 for marketing, then out of that, the money for the co-op, the Sunny505 campaign, SCRTAB, the percentage of MainStreet that is marketing, and the percentage of Geronimo trails that he split out for marketing, which was \$151,000 right there, so that's almost half of that. Then we backed out what we appropriated in May, and that's where the \$117,000 comes from. But he's using some of our lodger's tax that we have in the city's portion for a concert series, which I thought was supposed to be this summer, but I don't know if that is going to happen.

Becca Eza, Executive Director of MainStreet T or C: Tentatively August and September.

Vice Chairman Kelley: Okay, that's good to know. And then also, he's working on a shuttle service funded by lodger's tax. Those are legal because transportation's allowable. That's all I know.

Member DeMarino: I have to say that this feels very reminiscent of years ago when lodger's tax had \$80,000 to fund everything, it really ties us down to be able to, I mean, I'm a little worried about, as we go throughout the year. I'm looking at the applications that we have now and it would take over half, just the applications that we have, it would wipe out over half of that amount.

Vice Chairman Kelley: I know.

Member DeMarino: This is kind of concerning.

Vice Chairman Kelley: It means we're going to have to be really strict about what gets funded, and I think we're going to have to not be funding infrastructure stuff anymore, and just concentrate on marketing, which is really what we should be doing. You know, we had money to fund infrastructure stuff, like tents and tables and barriers and things like that, because we had all that money, when we had \$700,000 but that's not there anymore.

Becca Eza, Executive Director of MainStreet T or C: There is already money allocated toward Fiesta.

Vice Chairman Kelley: Well, for the Fall Fiesta.

Becca Eza, Executive Director of MainStreet T or C: No, I believe as part of what Gary is giving to MainStreet, as we're overseeing Fiesta, he's got some for Fiesta.

Vice Chairman Kelley: That's your percentage of marketing that you talked about to me? Of your total award?

Becca Eza, Executive Director of MainStreet T or C: It's within our MainStreet contract. So that's what we usually come to you guys for, so that part, at least part of what we'll need for next spring's Fiesta is already set aside. That is a huge chunk that normally MainStreet or Fiesta committee asks for.

Vice Chairman Kelley: Right, okay good to know.

Member DeMarino: With that, I'm a little worried about allocating this entire amount, it's \$37,780 and I just don't think it would be right of us to allocate the entire amount. Maybe we should pick 2 of the places? We're looking at Phoenix or El Paso.

Vice Chairman Kelley: We're looking at winter?

Member DeMarino: Yep.

Vice Chairman Kelley: I'd say Albuquerque and El Paso.

Member Mackenzie: Aren't those kind of saturated? We do so much advertising there, wouldn't it be nice to advertise somewhere that has never heard of us?

Vice Chairman Kelley: So, do Phoenix instead?

Chairman Foerstner: That seems kind of far, with the problem of such a big market. It's kind of far so it's a little bit more of a gamble. I agree, but it's, you know, it's a further drive market.

Vice Chairman Kelley: Remember when you do Albuquerque you're hitting the whole state.

Member DeMarino: The other part is that people are travelling less now, and they're travelling cheaper.

Chairman Foerstner: Getting your closer drive markets easier.

Vice Chairman Kelley: The other thing we could do is postpone until we have a better handle on things. But we want to get that commercial produced.

Member DeMarino: I say we drop down one of them.

Vice Chairman Kelley: Okay, you guys pick.

Member DeMarino: I think the Albuquerque one is kind of a no-brainer if it's going to hit the whole state. Then it comes down to Phoenix and El Paso.

Chairman Foerstner: We know El Paso performs well.

Member DeMarino: What does that mean?

Chairman Foerstner: How much do you guys want to drop off? I say we drop it off for Phoenix. How much are you wanting?

Vice Chairman Kelley: I had budgeted \$10,000 for each. So, \$10,000.

Becca Eza, Executive Director of MainStreet T or C: I added a slight amount for sales tax.

Member DeMarino: Take out like \$10,700 and we'll be close.

Vice Chairman Kelley: So, we're only going to do \$27,000?

Member DeMarino: \$27,080?

Member MacKenzie: I think last year it was so I high. This doesn't seem like half of it.

Vice Chairman Kelley: Fiesta's got a chunk, but they're not going to need it

Chairman Foerstner: So that's actually, Gina, this is all we have until the end of this fiscal year, next fiscal year.

Vice Chairman Kelley: Yeah, well I sent it to Gary and Angela and neither one told me I was wrong.

City Clerk Torres: They're doing the final budget meeting on Wednesday. I can get with Gary tomorrow to see if there's anything that we can do, and I'll let him know what your concerns are, because I really don't know exactly how he's doing it. When I was looking at the budget, I know that he has marketing, I think there was like \$300,000 or something for marketing, and then yours. I don't know his idea of how he's wanting to split that up, so I will talk to him today or tomorrow and then maybe he can change his mind before the final budget is approved.

Vice Chairman Kelley: The other thing to bring up is summer's pretty much over. So, maybe the shuttle service is something that isn't going to be in this year's budget.

City Clerk Torres: Okay I'll let him know that as well.

Member DeMarino: Then the other part is, Joanie said there may be an extra \$50,000 for her. We think that would be better utilized for lodger's tax board. Otherwise, we are going to get to the end of the year, and people will be like, "Hey we have this really awesome thing." And we're going to be out of money.

City Clerk Torres: Okay.

Vice Chairman Kelley: Good point.

Member MacKenzie: I don't feel good about spending half our money today, we've got \$50,000 in requests in front of us.

Chairman Foerstner: I'd like to just get all that verified and make sure it's correct.

Vice Chairman Kelley: We'll have to wait until after the budget then.

Chairman Foerstner: I'm sorry for asking this, but the 60-40 how is that split? Which direction?

Vice Chairman Kelley: 40% is for infrastructure. 60% is for marketing.

Chairman Foerstner: Okay, so that's just overall 60-40 infrastructure and marketing, so is he splitting that up and then taking all of the marketing projects that the city wants to do outside of our board out of that 60?

Vice Chairman Kelley: Yes. Because the other 40 is for infrastructure, so that's your parks, and things like that.

Vice Chairman Kelley: Unfortunately, we've been funding a lot of infrastructure stuff out of our marketing side for events that we should not have. But we did it because people needed it. Like the Rock and Gem Show, and Fiesta, and all these people needed stuff, and the city didn't have it for them to rent, so what we were finding is we were paying to rent the stuff every single year. We just said buy it, keep it, and then that way they don't have to rent it every year. But now we don't have the money to do that anymore.

Chairman Foerstner: There's no law or rule in the code saying that the Lodger's tax board has to have a certain percentage at all, it's simply a 60-40 and then the City Manager can take any amount he wants and we can get nothing?

Vice Chairman Kelley: Yeah, essentially that is the way it works in some places.

Member DeMarino: The Lodger's tax board used to have \$80,000 and that had to go for everything from MainStreet, the museum, the Arts Council, the Chamber of Commerce, Fiesta, any other events all had to come out of that.

Chairman Foerstner: My understanding is that the board had to have a certain amount. I didn't know it was 60-40 but then, the City Manager can just take it all and leave us nothing, that's insane.

Vice Chairman Kelley: But, you know, by law, if you collect Lodger's tax, you have to have a Lodger's Tax Advisory Board. But there are some cities that, great you have \$5,000. We're spending the rest. But yes, they give us an amount to work with.

City Clerk Torres: He might be able to move things around if he knows what your concerns are and he thinks that you guys won't have enough money to get you through the rest of the fiscal year. He might be able to move things around.

Chairman Foerstner: I just hate to cut \$10,000 off something that's actually going to produce heads on beds.

Vice Chairman Kelley: We can go back and do it later.

Chairman Foerstner: And we've spent so much already on these events that we already knew about. Because we thought we had a ton of money. So, what it's going to cause us to do is basically just say no to all the events from here on forward, is what I'm seeing, so I'd like to see us figure this out so we're not getting choked off.

City Clerk Torres: When is your deadline? Because the next meeting isn't until September.

Vice Chairman Kelley: We don't have a deadline.

Becca Eza, Executive Director of MainStreet T or C: Yeah, it's whenever. If we can at least finish producing the commercial, then we have that, and then...

Chairman Foerstner: So, us cutting \$10,000 isn't going to hurt you from production, it's just, we can add that back later. I'd just like to hear from Gary, an official number, what do we have to spend? That makes me nervous about giving that all out.

Member MacKenzie: We can approve it to get production going.

Vice Chairman Kelley: We can do that.

Chairman Foerstner: Yeah, when were you guys wanting to run the ad?

Vice Chairman Kelley: Winter.

Chairman Foerstner: Okay, so we have time.

Becca Eza, Executive Director of MainStreet T or C: We can come back in September if you know more about funding.

Chairman Foerstner: Let's just do that. You guys just want to approve the production portion?

Member MacKenzie made a motion to approve a total of \$5,257 to MainStreet. Member DeMarino seconded the motion.

Motion carried unanimously.

c. Discussion/Action: SCRAGS Rock and Gem Show. Megan Holden Show Committee Chair

Megan Holden, SCRAGS Show Committee Chair: That's a little discouraging about the decrease in budget. There are certainly places that I can cut if I need to on the request. Do you have any questions? I can go through it line by line.

Member DeMarino: You got \$6,800 already?

Megan Holden, SCRAGS Show Committee Chair: Yes.

Member DeMarino: And what was that for again?

Megan Holden, SCRAGS Show Committee Chair: That was for graphic design, the website, printing postcards, postage, and Rock and Gem websites, advertising the show.

Member DeMarino: Okay I just want to say something really quick. You can look at it as being discouraging, you guys, all these people who have come over in the last 2 or 3 years have really just been in the hay day. We were in the habit of running events for \$3,000 in lodger's tax. So just keep that in mind.

Megan Holden, SCRAGS Show Committee Chair: Okay, understood. We appreciate all the money that you've given us, every penny. I think that the advertising is definitely the main reason we've been so successful. I don't have the numbers in front of me, but we had about 2,500 attendees over the 2 days, and the number of heads in beds was actually quite impressive. I'm sorry, I don't have it in front of me, it was in the report, but it was something like 450 that were written down on our door slips, it might have been more than that, I'm sorry I don't remember. But I thought the numbers were quite good. And that, of course, was only about half of our attendees who filled out the door slips. I did increase each of the publication numbers for padding in case the numbers went up, they haven't increased their ad fees

in a couple years so with the cost of living I was assuming that they would. I can go through that if you'd like.

Member MacKenzie: Okay so I think we should scratch the tables, we already bought tables. Let's start with what we need to take off, guys, so that we can get our budget a little closer.

Member DeMarino: I'm a little curious, you have very round numbers here, these just look like estimates to me.

Megan Holden, SCRAGS Show Committee Chair: Yes, I based it on what we spent last year and then added the padding in case the ad fees go up. I can get you more specific information. The thing is that most publications don't increase their rates until January 1st, and that's when we're starting to advertise with most of them, so I don't have accurate dollar amounts. One additional thing that we added this year is the billboards, if we need to scratch that, I understand, and that was a complete guess because Dan has had a hard time reaching the owners.

Member DeMarino: Yeah, just the vinyl's for billboards is. How much is it?

Windy Barnes, Veteran's Memorial Park Vice President: The sign work or the actual billboards?

Member DeMarino: The billboard.

Windy Barnes, Veteran's Memorial Park Vice President: \$4,000

Vice Chairman Kelley: But that's a contracted.

Windy Barnes, Veteran's Memorial Park Vice President: \$2,000

Member DeMarino: These were for smaller billboards, the more local ones, not the Lamar.

Vice Chairman Kelley: The vinyl's still expensive.

Member DeMarino: Yeah, that's probably a scratch.

Chairman Foerstner: What's the Chris Krieg Murals?

Megan Holden, SCRAGS Show Committee Chair: That's for the local one, above the pizza.

Chairman Foerstner: That's the total cost?

Megan Holden, SCRAGS Show Committee Chair: Actually, he donates the supplies, that's just for rent.

Member MacKenzie: How long is it up for?

Megan Holden, SCRAGS Show Committee Chair: About a month, maybe.

Member DeMarino: About a month?

Member DeMarino: I just don't know if anybody's going to see the sign if it's not already here.

Chairman Foerstner: No, exactly. Scratch that. I think if we're going to be restricted, we need to put heads in beds we need to do outside marketing. Focus on marketing opposed to.

Member MacKenzie: Anything in town, yeah.

Member DeMarino: Like the banners? The banners would be in town.

Vice Chairman Kelley: Those aren't on here anyway.

Member DeMarino: At the bottom Wildfire Graphic.

Vice-Chairman Kelley: Aren't those the signs, though, that you have, aren't those the banners that you put up for the event?

Megan Holden, SCRAGS Show Committee Chair: Yes, those are actually the banners that we put up, thanking our advertisers, our sponsors.

Vice Chairman Kelley: Use their money for that.

Megan Holden, SCRAGS Show Committee Chair: Understood.

Chairman Foerstner: Is there like a publication specifically for rockhounds that you guys used to advertise with?

Megan Holden, SCRAGS Show Committee Chair: Yes, we did it the first year, I didn't think the clicks merited doing it again.

Chairman Foerstner: So that didn't produce very well, so now you're going with this New Mexico Magazine, all these other Publications?

Megan Holden, SCRAGS Show Committee Chair: Yeah, New Mexico Magazine I think is one of the most important, because it goes state-wide. I realize it's quite expensive. I did increase that by \$400 for cushion. The last year we spent just under \$4,300. If you want to take \$400 off.

Vice Chairman Kelley: I'm not worried about that one. It's the other little things I don't know that.

Megan Holden, SCRAGS Show Committee Chair: Security, I can decrease to \$1,000. I was going to increase the hourly wage from 25 to 30.

Member DeMarino: I have a question on the port-a-potties. Last year was funded because they didn't have bathrooms in there, and I know they've been doing renovations. Are there not going to be bathrooms?

Megan Holden, SCRAGS Show Committee Chair: There will, but with the number of people we needed the port-a-potties. We also have an ADA potty.

Member DeMarino: Are you going to be renting both of the buildings?

Megan Holden, SCRAGS Show Committee Chair: We use the other building for our potluck.

Member DeMarino: So, are both buildings open?

Megan Holden, SCRAGS Show Committee Chair: Not for the public, no. Not during the show. We are going to be renting Albert Lyons on Saturday and Sunday. The first year with 2,700 people, we definitely needed the potties. I don't know if the size of the bathrooms is going to be increased. This past year was definitely an anomaly, and that cost us about \$2,000 for that luxury trailer, but the potties were well-used the first year.

Chairman Foerstner: Let's talk about what we're doing. Home Depot, Billboards, and Chris Krieg. Start cutting.

Megan Holden, SCRAGS Show Committee Chair: You cut the bottom four.

Member DeMarino: And the security sheets, that can be \$1,000.

Vice Chairman Kelley: Now I think port-a-potties are important, because I'm an old lady.

Member DeMarino: But there's bathrooms. Would you go to a port-a-potty or a bathroom?

Vice Chairman Kelley: Bathroom.

Member MacKenzie: I'd wait in line for a regular bathroom before I'd use a port-a-potty any day of the year.

Dan Lorimer, SCRAGS Secretary: I've been dealing with our friends at the county about the Fair barns. They're not even sure if it's going to be done next March, but they have guaranteed us blackout dates where there won't be any construction happening and we can use the facility, very much like last year.

Member MacKenzie: I see what you're saying.

Dan Lorimer, SCRAGS Secretary: Same impact on the need for bathrooms. That reality is right there, also. Maybe the bathrooms will be done but they don't know.

Vice Chairman Kelley: Thank you for letting us know that.

Dan Lorimer, SCRAGS Secretary: Also, one thought, I'm not a big proponent personally of signage along the highway, but I live down by Las Palomas and I drive by this sign for Spa Azul, a business that has been closed for months, the sign is about 25 feet by 10 feet. We're not talking about Lamar here, we're talking about if I can reach the owners of the sign, we're talking only a few hundred dollars is what we would be interested in, and not maybe more than \$1,000 or something for the vinyl sign cover. And I'm not saying we wish you would do this, I'm totally consenting to these things, but other people than I, because as I drive from Las Palomas to Williamsburg, which I do maybe twice a day, I notice that there's colored card and they're not from Sierra County on that road. When you say you're putting a sign by Las Palomas, you're only advertising to Sierra County, well that's true but there's more to it than that. It's true, I drive by it every day, but it's also true that, as I say, I notice other drivers.

Member MacKenzie: For sure, but when you have to prioritize advertising, it might not be a frontage road.

Dan Lorimer, SCRAGS Secretary: Again, I don't think we're making bad decisions to put the signage out? But I just don't think that a sign on highway 25 is a local advertisement.

Vice Chairman Kelley: No, no we're not saying that. I think that those billboards, aren't those owned by the Gustin's?

Chairman Foerstner: You haven't reached out to the Spa Azul to see how much it is? That's just it?

Vice Chairman Kelley: They're gone.

Chairman Foerstner: No, I mean whoever owns that one, the one that says Spa Azul.

Dan Lorimer, SCRAGS Secretary: Probably a good price then. Again, this is just my comments, not about the decisions you're making about the signs. It's just that it's a little bit bigger package than "This is local and that's not."

Member DeMarino: I don't think anybody said "This is local." Like we said the banners are going to be for the thing, nobody said it was local.

Chairman Foerstner: No, Chris Krieg.

Member DeMarino: Oh, that one's local, yeah.

Megan Holden, SCRAGS Show Committee Chair: With the four bottom items subtracted and the \$200 for the security, we are down to \$17,000 even, as the request.

Member MacKenzie: Anybody else have questions about where she's doing her advertising?

Megan Holden, SCRAGS Show Committee Chair: I did have one request, if I can make an amendment to the LocaliQ line item, to add LocaliQ and El Paso neighbors. LocaliQ is very difficult to work with, and they have had papers in El Paso and Las Cruces. If I could use some of that money for neighbors and they were easier to work with.

Vice Chairman Kelley: Can't you just give it all to neighbors?

Megan Holden, SCRAGS Show Committee Chair: That wouldn't advertise in Las Cruces.

Vice Chairman Kelley: I just don't know that LocaliQ has value.

Megan Holden, SCRAGS Show Committee Chair: They are the USA today owned papers, and the largest papers distributed in those two markets.

Vice Chairman Kelley: LocaliQ?

Megan Holden, SCRAGS Show Committee Chair: Yeah, they own the El Paso Times and the Las Cruces Sun.

Vice Chairman Kelley: Oh, it's the same thing, in the papers? Got it.

Member DeMarino: It seems like a lot of little small papers to me, it's almost like, would it be better to go into larger publications that are going to hit more people or try to hit everybody by hitting every little niche?

Megan Holden, SCRAGS Show Committee Chair: We added the Ruidoso News and the Silver City Daily Press this year, because we think those markets have some money to spend on the hot springs, but we haven't done those in the past.

Member MacKenzie: I like the Silver City one, if you're getting college students to come down for the day, go to a rock and gem show.

Member DeMarino: Yeah, but are they staying overnight?

Chairman Foerstner: How do you target demographics with the Facebook and Instagram ads?

Megan Holden, SCRAGS Show Committee Chair: We can cut down the Facebook, we did spend less than that last year. I rely on Mo Chonic to handle Facebook, so I'm sorry I can't really speak to the demographics.

Chairman Foerstner: I was going to say you can target more people wherever you want because it's digital.

Megan Holden, SCRAGS Show Committee Chair: He does do a great job with it. We have a lot of clicks, and people tell us that they saw it on Facebook.

Vice Chairman Kelley: It's probably more effective than a lot of the other marketing outlets? But not everybody's on Facebook.

Megan Holden, SCRAGS Show Committee Chair: Right.

Member DeMarino: In your little questionnaire last year, you asked where people heard about it?

Megan Holden, SCRAGS Show Committee Chair: We didn't this past year, we did that the first year and I didn't think it was accurate at all.

Vice Chairman Kelley: It usually isn't, I can tell you from events that I've done that. I mean, people were writing down things that we didn't even advertise on.

Megan Holden, SCRAGS Show Committee Chair: We've tried to make the questionnaire as short as possible because people just don't want to fill it out. What I mean is that they don't fill it out after the first couple questions, that's a better way to look at it.

Vice Chairman Kelley: I mean you can ask, but its not always accurate.

Member DeMarino: So then how do we know that New Mexico Magazine is a good investment for this then?

Chairman Foerstner: The best way would be a unique URL, so SCRAGS.com/nmm or something like that, where they have to go to that URL

Member DeMarino: Gem Show.

Chairman Foerstner: Yeah, so you track it.

Megan Holden, SCRAGS Show Committee Chair: We do have metrics for those, again, I don't have them with me, but they were submitted in the report. But I can ask Ruanna about doing the unique URL. I just think that's one of the best as far as the whole state.

Member DeMarino: So here's what I'm looking at, I think that there were over 500 people that said they stayed. A good portion of those are going to be multiple people in a party. Probably 2, we'll say 2. So, if you look at that, just say that's 2 people per room, that's 250 rooms, it was mostly Saturday/Sunday. So, 250 rooms, multiply it out, just say \$100 a room, we're looking at \$25,000. If we're going to say they already got \$6,800 and we're going to give them another \$17,000, are we paying \$1 to \$1 for return on investment? That's a consideration.

Chairman Foerstner: That's been an issue with a lot of the events on my mind, because we thought we had so much money that we ended up spending money on events that haven't even been the dollar for dollar. We have events that don't even make back what we gave them.

Member MacKenzie: Fiesta didn't.

Member DeMarino: Well and Fiesta was different because it was the 75th and they were doing a lot of different things and there was a big push. So, they got more money this past year than they'll probably get again. But I think it's a consideration, one for one is not great.

Megan Holden, SCRAGS Show Committee Chair: I found the numbers. Let's see, 67 said they stayed 1 night, 100 for 2 nights, and 85 for more than 2 nights. IF I count the more than 2 nights as 3 nights, that adds up to 564 nights, but I'll remind you that only half of our attendees filled out the slips.

Member DeMarino: So, if we have to go with the information we have.

Member MacKenzie: Or we could apply percentages across the board. That's 1,200 or 1,100 nights, right? Is that what you're saying? 564 total?

Member DeMarino: Okay so it's a 1:2, still not great.

Vice Chairman Kelley: It's better than.

Member DeMarino: Well, it's better than 1:1 for sure, it's twice as good.

Member MacKenzie: Maybe, I guess I would defer to Gina, is this a standard advertising package for New Mexico Magazine or is that on the higher end? Could we shave that down a little bit?

Vice Chairman Kelley: Yeah, you could, that looks like a full page.

Megan Holden, SCRAGS Show Committee Chair: We have done two quarter-page ads in the January/February issue and March issue, and then two newsletter ads and two Facebook ads. Last year we spent about \$4,300 so we could take off \$400 assuming that their ad rates don't go up.

Vice Chairman Kelley: They didn't, well they don't this year. So, who knows next year.

Member DeMarino: The problem with advertising in March is your event is well when does the magazine come out?

Megan Holden, SCRAGS Show Committee Chair: They come out two weeks earlier. I double checked.

Vice Chairman Kelley: Yeah, it always comes out early.

Member DeMarino: The February one comes out in January?

Vice Chairman Kelley: Yes.

Megan Holden, SCRAGS Show Committee Chair: Yes, approximately two weeks.

Member DeMarino: The question really is, do we need to advertise all the way back into December? That's a question.

Megan Holden, SCRAGS Show Committee Chair: January/February is the joint issue.

Vice Chairman Kelley: That's right, January and February is a joint issue. One issue.

Megan Holden, SCRAGS Show Committee Chair: And I think people look at that one a lot because it's a photo issue.

Vice Chairman Kelley: And it's not just distributed in New Mexico.

Megan Holden, SCRAGS Show Committee Chair: We actually had somebody coming from Oklahoma or something like that, they had seen it in the magazine, and they would definitely stay more than one night.

Member DeMarino: A vendor?

Megan Holden, SCRAGS Show Committee Chair: No, a customer.

Member MacKenzie: Gina, do you have any suggestions or thoughts on the advertising list?

Vice Chairman Kelley: I just don't know about all the little things like the ink and the spotlights and things like that.

Member MacKenzie: Maybe we cut those. How is the El Paso Spotlight different from the El Paso Neighbors? Is it the same market?

Megan Holden, SCRAGS Show Committee Chair: No actually that's the military publication and I've been told that military men sometimes have money to burn.

Member MacKenzie: Oh okay.

Vice Chairman Kelley: I don't know that they get their information from the Spotlight.

Megan Holden, SCRAGS Show Committee Chair: It's online as well as print.

Member DeMarino: Where do you think they get it?

Member MacKenzie: So, there's an actual military Facebook?

Vice Chairman Kelley: MWR and Fort Bliss, FSS at Holloman.

Megan Holden, SCRAGS Show Committee Chair: I honestly think that the Ink and Desert Exposure are important because they are free publications and they are distributed widely across Southern New Mexico.

Vice Chairman Kelley: And they're pretty cheap.

Megan Holden, SCRAGS Show Committee Chair: If I had to cut a couple things, I would cut the Ruidoso and Silver City, as we haven't done those before so I can't prove that they are good.

Vice Chairman Kelley: Well, March in Ruidoso.

Megan Holden, SCRAGS Show Committee Chair: They also had the flooding unfortunately, we have to take that into account as far as money.

Vice Chairman Kelley: They come down here to soak in the spring. It's a market.

Member DeMarino: Will they come down here for this?

Vice Chairman Kelley: I don't know. There's no rock shows any closer to them, there's nothing close to them.

Member MacKenzie: If we asked you to cut \$1,000 out of your advertising budget, or more. Member DeMarino says \$2,000, where would you cut it from.

Megan Holden, SCRAGS Show Committee Chair: That might take me a couple minuets. Do you have other people speaking? No? Okay. I would cut Silver City, that's \$500, and then I would decrease New Mexico Magazine and Santa Fe Reporter, the first one by \$400 and the second one by \$300, that's assuming that they don't increase their rates. So that's a total of \$1,200 decreased. I would decrease security, we did okay with one overnight security guard, I'm sorry I need to scratch that, if there's the chance that we are going to be in the Lyons Center again instead of the Fair barns we definitely need two overnight guards, so I need to scratch that.

Vice Chairman Kelley: Yeah, I would cut that.

Megan Holden, SCRAGS Show Committee Chair: I won't cut it. Let's cut Facebook by \$300.

Member DeMarino: Can I ask a question?

Megan Hoby \$SCRAGS Show Committee Chair: Sure.

Member DeMarino: How much of your guys' money do you spend to put on this event?

Megan Holden, SCRAGS Show Committee Chair: A lot.

Member DeMarino: What's a number?

Megan Holden, SCRAGS Show Committee Chair: After subtracting the money that you've reimbursed, about \$5,000 I think. It might be less than that, I'm sorry, I don't have the numbers in front of me. We did not make a profit or even break even the first two years. Let's take \$500 off of Albuquerque Journal.

Member MacKenzie: So that brings her down to \$15,000. I feel like that's a good ask. Anyone else have thoughts?

Member DeMarino: We have \$100,000.

Vice Chairman Kelley: It's still a growing event I think.

Member DeMarino: Okay I just want to make sure we're putting it into context.

Vice Chairman Kelley: Sorry to rake you over the coals, but it's a new reality.

Megan Holden, SCRAGS Show Committee Chair: I understand. Could I just verify, because I'm going to be confused when I get home, so that was \$4,300 for New Mexico Magazine, subtracting \$400. We've got \$1,500 for Santa Fe Reporter, LocalIQ and El Paso Neighbors is staying at \$2,000, Albuquerque Journal is going down \$1,500, Desert Exposure, the Ink, El Paso Spotlight, El Defensor Chieftain are staying the same, as is Ruidoso News, Silver City is going out, Facebook is going to be \$700, Talon Septic is staying the same, security is \$1,000, and the last 4 are scratched.

Member MacKenzie made a motion to approve a total of \$15,000 to SCRAGS Rock and Gem Show. Vice-Chairman Kelley seconded the motion.

Motion carried unanimously.

6. COMMENTS FROM THE BOARD:

Vice-Chairman Kelley: In light of recent comments from a business person regarding the value of marketing downtown, and that being shared by our local media saying that this board or the city gives "too much money" to the arts council and MainStreet and the Chamber. I added it up, it's not that much money. In fact, the Chamber hasn't asked for any money in three years. So, you know, nothing there. The Arts Council I actually went through it for the last five years, \$33,000. \$15,000 of that was for the studio tour, \$10,000 last year, \$5,000 so far for this year. I think that's what it was right? So roughly half of that is for the tour, but the tour did bring in 292 visitors who signed in and participated in studios, 204 were from Sierra County, but 48 were from the next of New Mexico, 27 from out of state and people from Canada. It's a growing event, it's a first-year event, and I don't think that was a bad investment. Especially since it's in our shoulder season. I don't understand this "We're giving too much money to promote the arts in downtown" when we're really not because the marketing money that we've been allocating for Main Street doesn't just promote art it promotes everything. I just wanted to push back on that a little, because I think that those numbers, not only that, but he's also pulling numbers from we don't know where, because I look at the GRT reports for the State of New Mexico and he and I don't see things the same way. I just want to say that I don't think we're out of whack on what we distribute.

Chairman Foerstener: We're always going to have to be more strict this year.

Vice-Chairman Kelley: Yeah, we are but I also think that it's not out of whack. That we don't give too much money to promote art.

Member MacKenzie: I think those statistics are skewed though, and I can say this, the "Canada" was my aunt, and I know because I went with her to and she was obviously not here for that specifically, she was here to visit.

Vice-Chairman Kelley: That's good to know.

Member MacKenzie: Nobody came from Canada to go watch the Sierra County Art Tour.

Member DeMarino: Not yet.

Vice-Chairman Kelley: Not yet, yeah. But you know, we did have a number from Albuquerque and Santa Fe, I looked at their stats and to me, that's not unreasonable for a first-time event, and they're starting their marketing earlier this year so I think that'll up it. But my point is that I don't think we're funding stuff that's, I mean, that's not where we're putting all our eggs in the basket, you know.

Chairman Foerstener: Well, we fund what comes to us and only non-profits can come to us. Yes, some of them are their pet projects, but we do rake them through the coals even when we thought we had almost \$1 million, making sure they spend it wisely towards marketing. Now, we don't. It sounds like we could be reduced to whatever. I think what we need to do is make sure we spend our money wisely on marketing primarily, and when events come to us, we're going to have to be more scrupulous with them, and make sure they put heads on beds and there's a good ROI on them. I would encourage non-profits to come to us with marketing proposals because that's what I would like to put more money into, as opposed to events. I'm not saying events are bad, but you get more ROI from actual marketing, actual ad campaigns to get people to come to Truth or Consequences as a whole, not just for one week or a one-day event.

Member MacKenzie: It's harder to track, though.

Chairman Foerstner: No, not at all. If you do a marketing campaign with a print ad, you have a specific URL, and that's very easy to track. I mean, all of those are actually easier to track than events, those are the harder ones because it's people, you're having to get them to answer stuff. But I'm just saying we have less money now so I'm just putting it out there for the non-profits that that's what I would like to see more, is marketing. I'm seeing restaurants going out of business, that's a good sign of it not doing too well, I'd like to see it improve. I know, those are unrelated sometimes.

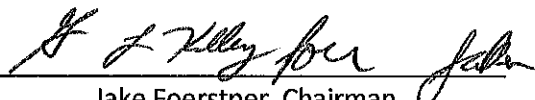
7. COMMENTS FROM STAFF

There were no comments from the staff at this time.

8. ADJOURNMENT

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

PASSED AND APPROVED this 22th day of September 2025.



Jake Foerstner, Chairman