

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
TUESDAY, NOVEMBER 12, 2024**

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 Tuesday, November 12, 2024 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 Absent
Linda DeMarino, Member Via Phone
Victoria Harrington, Member
Jessica MacKenzie, Member

ALSO PRESENT:

Katy Martinez, Deputy City Clerk
Angie Gonzales, City Manager

1. APPROVAL OF AGENDA:

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

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of July 22, 2024.

Member DeMarino made a motion to approve the minutes. Member Harrington seconded the motion. Motion carried unanimously.

- b. Regular Meeting Minutes of September 16, 2024.

Member DeMarino made a motion to approve the minutes. Member Harrington seconded the motion. Motion carried unanimously.

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

Kristen Otten: I have been in town for about 2 years I was one of the principal organizers of the Artist of Sierra County Tour. We just wanted to say that we will have a preliminary report in by the end of the week. By the next meeting we will have our full report including survey responses from attendings.

4. NEW BUSINESS:

- a. Discussion/Action: MainStreet Application – Truth or Consequences Annual Fiesta

Destiny Michelle: I have been selected to take over the coordinator part for fiesta. We have committees and our board members at large. With the help of all of these people we put this packet together. I will be your go to on this one. We have Becca Eza with MainStreet, Moshe Koenick and Mayaha Slobodian. We are going to be presenting what we sent out to you. We had a preliminary meeting last week; we want to get a jump start on fiesta this year because it is our 75th. We want to make sure that we promote it longer and all across the state. We did a lot of research into different types of advertising this time. We did more print magazines, we did look into commercials, radio, billboards, all kinds of stuff. We just kind of put together some quotes from last year of somethings we did pay and kind of analytics of what we reached and kind of our proof justification for moving forward. We really wanted to get the promotional stuff merchandise out in advance in January get these things into our local Air BnB's and hotels and so forth to invite people to come back for fiesta weekend. Mo came up with a lot of great ideas that we go through line item by line item on how to get the word out there even better. I was approached by the radio. Nilson took over KCHS and he wants to work with us on a packet for targeting really the Albuquerque, Santa Fe area. In the past we have only done Bravo Mic in El Paso and Las Cruces so we really want to get across the state. I sent a packet everything corresponds something else in it. I think you guys received Ginas feedback as far as her questions. The group got together and made our own notes on that. With that we stand for any questions.

Chairman Foerstner: Did you guys already do the report of last fiesta?

Destiny Mitchellle: Yes.

Chairman Foerstner: Can you summarize for me what the attendance was. Where you able to track attendance? It seemed less than the year before.

Destiny Mitchellle: I guess it depended on what time you went. In the evenings it was really busy. During the rodeo we saw a little bit of lapse downtown but then after the rodeo we had a surge. Mr. Fiesta Friday night was packed it was pretty much standing room only. We had our fiesta merchandise booth where we gave away our lodger's tax t-shirts. I think we had 300 at least so we know that we gave all of those away. Our merchandise coordinator and our booth runner from last year is not with us this year so I don't have her information but it wasn't the busiest one we have ever seen but I do think it was very well attended.

Chairman Foerstner: Do you have any plan for heads on beds so for instants contacting hotels. I know its difficult cause not everyone is going to answer you calls but do you have any plans on trying to figure that out cause the whole plan and purpose of this is heads on beds and 54k is quite a bit and generally for lodgers' tax is not going be doing 1 to 1 it's going to be something like a 1 to 5. We want to make more then what we are spending on heads on beds. For a weekend that is already traditionally busy for T or C. im just wondering if you have any kind of tracking or if you have plans for figuring out tracking for that. So, we can make sure the money is being spent for heads on beds.

Destiny Mitchellle: I actually don't think that the first weekend in May is a very busy time other than it is during Fiesta. Also, Mo just pointed out we also did see a drop in attendance because of the film that was here that weekend and the closures and the business and all that kind of stuff. I think that really did affect our overall attendance. In 2022 people were saying that it was one of the best attended Fiestas of course it had been 2 years since we had Fiesta so people where happy they could go out. Then we were steady for 2023 and then again 2024 was a little bit slower but I think it had to do with the general disarray of downtown and the filming interruptions but as far tracking future of lodger's tax again I don't see May as a very busy time of year I think Jess and Victoria will agree with me. When I had my restaurant, I closed during the summer so May, I don't think of it as really very busy anyways, but there

is a possibility we can do some kind of reach out to the different, especially downtown hotels. We haven't in the past, to my knowledge, it's always just been kind of, I guess it's word of mouth for me when people come into the visitor center, the chamber, and they say, yeah, I couldn't get a room anywhere downtown, the whole place was booked, you know.

Mayaha Slobodian: I moved here last year, my husband and I purchased a house here the year before, and one of the reasons we moved here was because of Fiesta. I thought, you know, Fiesta, that's the biggest event, I'd heard all about it. And I was really excited about it coming up this year, and between the film and things like that, I realized quickly that I think Fiesta struggles from, at this point, something a lot of what you might call legacy events struggle from, which is that it's assumed it will happen, and everyone kind of knows about it. But attendance is dwindling, I think that's not, that's not deniable, and I think that's something to take head on, I think we've talked in the committee this year about taking that on, you know, this year, because it's the 75th, because this is an opportunity for us, to revitalize this event. So, what we've been saying, you know, we understand the emphasis on bringing new people to town. We've also talked about bringing people back to town. You know, people who have been to Fiesta. Oh, I remember that. Oh, it used to be. You hear that all the time, right, about Fiesta? It used to be. We want to, rather than sort of avoiding that, say, ah, it's still good, we want to revitalize it this year and say, look, this is the 75th. This is a chance to re-emphasize some of the things that haven't been so successful. The parade last year was hugely successful it was long, tons of horses in it, people were really happy. We could talk about the numbers, but I know that the attendance was really high. Things like the rodeo, Miss.Fiesta, Mr. Fiesta, these are really key events that have been successful and people show up. So, we've been talking about how do we bring that emphasis back both to people in the community, and I think we need to remember that the people in the community are themselves promotional. I know tons of people who I said when I was working on Fiesta last year. Oh, are you guys excited? They say, oh, no, we're getting a rental. We're going out of town. You know, like a lot of people leave because, oh, it's just going to be busy. And if we can not only be keeping our people who are here, but then also saying, you know, talk to your friends out in wherever. Invite your family to come visit. If your family is looking for a time to visit you, this is the time to bring them here. This isn't a time to avoid because it's too busy. This is the time where we celebrate our town. So, I just want to sort of acknowledge that Fiesta is an event that has been through so many phases and we're sort of looking at this year as like a time for a new phase a new era for the renaissance if you will.

Member MacKenzie: That's all good and fine but that still doesn't address the heads in beds piece so people who live here staying in town doesn't affect that's in bed in town doesn't affect that's in beds and word of mouth like I'm going to ask people we can't track any of that so I think that. We should kind of more solidly circle back to what Jake asked. How is it going to be tracked? All of that's going to be tracked. Without any kind of fluff of like what we hope for, because we all know what we hope for, but how is it going to be tracked?

Becca Eza: Let me just make a note here about contacting hotels and Airbnb's. That will at least give us a baseline to go then for this year and next year. Yeah, right.

Member Mackenzie: Except the hotels don't know why people are there, so that feels very vague to me.

Chairman Foerstner: Yes, there's no pinpoint exactly why they're there, but I think if we could get some data, we could at least go ok this year was over last year, you spent a little bit more this year, and kind of try to justify it and honestly we got a mass email to every hotel leader and I know every hotel that uses digital PMS which is also I don't think anything in paper anymore, could very easily pin point a weekend and tell you what the occupancy or even their income was. They're more likely to tell you occupancy than their income but they could answer that. If you have a problem with them writing you back you can incentivize it by maybe having some kind of VIP ticket or something where they get

something out of it or just bug them send an email a couple times but even if only a few out of the dozens of hoteliers respond it's something it's some kind of data that we can look at.

Mayaha Slobodian: Do we have a baseline when we're talking about how do we increase is there a baseline?

Chairman Foerstner: No but you have to ask them what did you have this year what did you have next year so you would be asking them to run two reports. Or right now, and ask them what they had this year, and then you have that, and then after you do it, we do the next report, then ask them again what you had in 2025.

Mayaha Slobodian: If I can just mention one other line item that we had those addresses this was, having the photographer and the videographer. That's not only for promotional purposes for future years, but it's also just visible evidence of, you know, because Destiny's down there, she's seeing people, but if you're not down there or if you're in the parade, you don't see necessarily, you know, so that was a good one.

Chairman Foerstner: Trying to increase heads on beds is our main concern.

Member MacKenzie: Is there a way for you to do that at the Fiesta? I think we talked about this last year, and I think you did it, like a quick little, are you local, are you from out of town, something, and then they get a coaster or a t-shirt or whatever, just like an actual snapshot of people who are attending?

Destiny Mitchell: I think for the most part, when we had our groups out that is what Gigi was tracking. When people came in, you know, of course, you know if they're local or not, so you recognize them, but, you know, the generalized question of where are you from, why did you come here, how many people are with you, we did track that kind of data, and that was when we gave out t-shirts, and then we had merchandise and stuff for sale, but that was like, just answer these quick questions and we'll give you a t-shirt, you know. But I don't have physically that information. I do know that she took it for three days that she was there.

Chairman Foerstner: Yeah, that's a lot of information, so just because it's so listed, okay, 50 people sat around the town, that's hard data that we can compare. Even if you don't answer, we can compare those few to the years before, so let's say you have just Comfort Inn and Holiday Inn answer and they give you both years, that's good hard data, but at least the two hotels that are likely to be the ones that are getting busier because they are the ones with the most occupancy I should say.

Destiny Mitchell: I can be doing all these outreaches and contact in advance. I can start building at least a basis that we can go off of moving forward. Because I do think it is very important to get that information. And, again, I see more of just, you know, people on the street. I'm in the chamber four days a week. I'm in the visitor center a couple days a week. So, I get to see the tourists coming in, the business owners. But it's really hard to put a definite on that unless you have the actual data.

Member DeMarino: Can I add one more thing? I think it's good for sure to get the hotels and that data. But it's also good to get at the park of how they heard about it. Because you've got a really huge ask here and some of these things, you know, were similar to last year. But we don't know what's effective and what's not effective so we're just throwing things out there with no data and quite frankly we've been hearing from fiesta so several years now we'll get the data and we're not getting the data and every year we get like if they're asked with no data. So, we really need a consider effort to get the data this year and I think we need to probably move on to the actual implication.

Chairman Foerstner: Yes, I think they've heard us on that one. So, let's move on to the application. Do you guys want to go down the line item or how do you guys want to handle it?

Destiny Mitchell: Did you guys get an email i sent out um an actual spreadsheet that had our budget on it and in the spreadsheet, it has all of the calculations to where if you guys say want to decrease or increase or scratch all you have to do is do that on this document and it will automatically change it all. So, we don't have to do math. It was on the email it should have come from Angela. I have the digital one. So, whatever you change I change here. It'll automatically tell me the final we don't have to go do it.

Chairman Foerstner: Do you have a spreadsheet?

Member Demarino: Yes, I do.

Chairman Foerstner: It looks like that spreadsheet matches page 2 or 3 of the application as well, which is a list, right? We can still use that list if and Destiny can mark things off on the spread sheet.

Member Harrington: What's the theme?

Destiny Mitchell: 75 years of Fiesta. We went with just basics simple, classic. We also plan on having it tie in to 75 years of Truth or Consequences and doing kind of promotional events throughout the year, not just for Fiesta leading up to and then afterwards just to kind of help promote the town. We're working with Main Street, obviously, on this and other entities, but we wanted to just keep it clean and simple.

Member Mackenzie: All right, should we go through each line item on the list?

Chairman Foerstner: Yes, That's easier. Otherwise, the other thing is go to the ones that seem like legally we can't do and knock those out. And then either way, we still kind of go in line item if we want to make any changes to these.

Member Mackenzie: Can we start at the top?

Chairman Foerstner: Yes.

Member Mackenzie: Do any of us have questions about the banners or concerns?

Chairman Foerstner: I don't.

Member MacKenzie: I don't either.

Member Harrington: I think it's great.

Member DeMarino: Where are you putting them?

Destiny Mitchell: I would say downtown Main Street for Las Cruces um you know other places in the southwest I'm not saying as far away as Tucson but uh just getting them into uh a visual place in a busy area of a city nearby.

Member MacKenzie: Socorro is that on the list?

Destiny Mitchell: Yes.

Mayaha Slobodian: I did some postering for the studio tour and I went to Santa Fe, Albuquerque, Socorro and Belen. I went to the libraries, visitor centers, breweries, coffee shops.

Member DeMarino: I think posters and banners are totally cringe I've seen some of the posts a banner up here like they come from the thing on the banner brackets but the banner brackets are the same size of the thing that you printed. Is it one side or two side? I don't know I just think about them. I know that there are times where they take these things to other communities to be put out and they never make it out.

Mayaha Slobodian: Yeah, that's something that has to be done by hand, I agree.

Member MacKenzie: Have those been designed yet?

Moshe Koenick: No.

Destiny Mitchell: We only have quotes, I attached an online quote and then Brenda Nelson is working with us she sent me quotes, I asked for them on Tuesday, I got them on Thursday. So, they're not in your packet, but I will have them. We want to do them double-sided if possible.

Member MacKenzie: Just want to make sure that if they are going out of town, that it's like huge Truth of Consistence, New Mexico. It's not a little afterthought, you know, so that people in Socorro or Las Cruces aren't like, where's this fiesta? Which neighborhood? You know what I mean?

Destiny Mitchell: Right and Mo is working on it. I guess you can go ahead and now show them. all of this to people.

Moshe Koenick: I'm just trying to figure out how to bring this a little bit more to our attention, to make it big.

Chairman Foerstner: This is 64K, your entire budget for everything? Are you guys funding it all through lodgers' tax or do you have your own money from add generation or anything from last year?

Destiny Mitchell Yeah, we have about \$25,000 in our account and so when we get back to the big picture, I said I wanted to come here and ask for \$75,000. Just because it was our 75th anniversary. Realistically, whenever we did like not be getting any extra kind of things, it was about \$45,000, which is what we got last year. There were a couple of other things that were given and suggestions to be put in, such as doing a TV commercial and so forth. That kind of significantly bumped up the price of it. So we are not expecting lodgers to next fund the entire Fiesta campaign. We would like them to supplement us wherever they are able to. I know in the past we've done for, you know, bleachers and tents and stuff like that. But really, again, our whole point of this lodger's tax packet is to get farther in reach for this program and it's you know so many times we've come in here in March and asked you for money to promote something in two months we are here in November because we want to get this started out in January and get it as far as we can so I don't I don't think personally I'm not coming here to try to see how much money you can give us I'm trying to see how best to use that money that you guys need to spend for this kind of stuff because we are one of the few organizations that can actually do this we have the money out front so it's just a reimbursement thing we're not you know having to nickel and dime anybody so this is you know in our first year it was \$20,000 in lodgers tax the next year was \$45,000 you know this year we're asking for \$67,000 of course I know we're not going to get that all but you know even \$45,000 to \$50,000 something like that that's something doable that we can start spending that money in January February, get a reimbursement and still have money in our account. We still have our sponsorship campaign. We still have, we're talking about doing tribute dinners and advertising booklets and all these other things, to bring in income. So, this is really just what we want to do for promotion.

Member DeMarino: So, the \$45,000 where for bleachers and barriers?

Destiny Mitchell: So, bleachers were 15 and barriers were eight.

Member DeMarino: All right, so it was really \$25,000 or below.

Destiny Mitchell: Essentially.

Chairman Foerstner: Did you guys get reimbursed for all of it?

Destiny Mitchell: I think it was less than \$1,000 difference.

Member DeMarino: I only have a few more minutes.

Chairman Foerstner: We can jump around. We can go to music or something.

Member MacKenzie: Gina was really concerned about that one.

Member DeMarino: We can talk about it; I know Gina doesn't think we can use it for things like that. I know there are other communities that do Gallup for instance uses it for a concert series that they have. If this has been a problem, I'm sure that it would have come up years ago in some type of way. Because you know communities get audited pretty much every year so to me I don't think it's an audit however with that in mind I guess first of all we have to decide as a board we have all the money there are other communities that use it. So, question number one do we feel comfortable, maybe going with like one or two bands this year just to see if we can actually get people here for them.

Member MacKenzie: Did we pay for bands last year?

Destiny Mitchell: No

Moshe Koenick: One of the bands that we're asking for in there is one out of about four or five other ones that would like to come that would be even more money to be honest so I mean Metalachi is part of the bigger of the bands in the list and they're at \$7,500. It's near Cinco de Mayo so they're usually really busy they draw a lot of people from all over. They are a steady throughout the area. I think they will bring in a lot of people as well.

Chairman Foerstner: I see it possible because they are a bigger band they have their own following they can do promotion that helps the event so let's say Metalachi I have never heard of them but maybe they got 10,000. How many followers 70k so that's pretty good. 70k on Facebook. The way I see it is if they help promote and they have the following in New Mexico and surrounding they get people to come I can see this promotion.

Member DeMarino: Ok so then the question is how are we going to track the people that come for the band?

Chairman Foerstner: I don't think we can track individual bands. Let's ask the hotels let's start with that. Probably what we can do now if you guys want to is look at followers of each one and go ok is \$7500 worth it for this band? 70k on Facebook is pretty good plus their Instagram.

Mayaha Slobodian: It's very hard to count number for things like that but one thing that we didn't do last year which we could do would be to set up separate Facebook events for the different bands and the different events and then it's not consuming but go through and see who's loyal who isn't and that gives you just a basic number even though lots of people use Facebook but it will give you a sense at least a proportion.

Member Harrington: I think creating events for each individual band is good. It tags them and their followers. But then when people come to a town and they click on events near me, like Fiesta is one big thing. But if they say, oh, there's this band, and I'm interested in that, they can go straight to that. And then the rodeo will have its own event page. And I know there's a lot of events going on, but there's a lot going on. So, I think that having individual events for everything would be super, super. It's better than just posting a graphic and sharing it. I mean we can do both, but.

Mayaha Slobodian: Absolutely. And then we can, with Meta, you can do fairly tight targeting with advertising. So, then we can make sure, okay, we're targeting at metal fans across this sort of area.

Member DeMarino: So, I mean, I understand all the ideas about it, but putting \$7,400 out there for a band, I mean, we've never done this before. I mean, I don't hear even anybody saying, well, talk to a number of people.

Moshe Koenick: We do have a few people out with tablets and just basically work in the audience and going out and asking questions and where are you from, doing a quick click maybe even have a stack of stickers or whatever we can do which we have budget for stickers and things like that. Those are things that we can use to get that information.

Chairman Foerstner: Maybe get picture of the crowd from each band.

Moshe Koenick: We trying to get some people to volunteer to do this position to go around and get the info. I mean, if we can, if there's any funds that we can use to help them, or even maybe buy them dinner.

Becca Eza: One of my plans is to recruit locals who just want to help out with the event. You know, I did the Desert Ultra, and you get about 20 people locally that are just willing to spend a few hours out and do it. You get them a t-shirt, they come help with it. So, my plan is to recruit volunteers in a couple months beforehand, and have an orientation meeting for them. And then we can get a few people on that kind of a task.

Member DeMarino: Ok great.

Member Harrington: Is the marching band just in the parade?

Destiny Mitchell: It's going to be up to you guys. We haven't had a marching band in our parade in probably 10 years. At the bare minimum 6 years. I am in touch with someone on Facebook. Actually, Lisa Burris she's her husband was the superintendent of the schools here they are in Roswell they went to one of the first marching band competitions for high school, that's been held in recent years because it's like an epidemic across the nation, marching bands are falling off so uh anyway so they had a state competition a couple weeks ago. And Roswell won, Goddard High, I said, hey, would you guys be interested in coming over here? And she said, you know, well, we would love to come do the parade and maybe even set up a little kind of, you know, concert afterwards or actually play or whatever. We don't have an idea. I just asked how much would it take to get you and the band over here? And that's approximately how much it would cost to get them over here. So, it's one of those things where, you know, whatever you guys want to approve to have it used for or how you want to see them utilized, this is just something that, you know, I said, hey, I'm going to Lodger's Tax. Let me ask, what would it take to get you guys here? Because we haven't had that here in a long time.

Member Harrington: I think it's good to bring them outside here so they experience it and entertain and hopefully stay the night.

Destiny Mitchell: When you think about it, they're coming from Roswell, so, you know, that's four hours away. They're kids. They have to have families. Transportation. They're bringing people with them. They're bringing their fans with them. You know, how many? How many times do you get to march in a parade when, you know, there are not a lot of major parades?

Chairman Foestner: Do you think they will stay.

Destiny Mitchell: I would assume so. I wouldn't want to get up at 3 am drive to T or C and march all day in the hot sun and then turn around and drive back.

Member DeMarino: There is not a chance that they are staying for days.

Destiny Mitchell: Really.

Member DeMarino: That would be \$2,000 or something. Like, that is so expensive for a man. I mean, even if it's only 500 kids. That is, like, hugely expensive.

Member MacKenzie: Who gets that money by the way?

Destiny Mitchell: If we were to get money for the promotion of the band it would be and MOU with the school it goes directly to the band. So, it would pay for the gas for buses food for the kids etc. I still disagree. I have done this recently with my niece when you have an away game or whatever the parents go. If it's far way if its somewhere else you stay the night. For example, it's a huge weekend full of activities there is nothing happening in Roswell that weekend. It would be one of those things we could even promote it to those families of those band member. Tell them Hey guess what we have a whole weekend of stuff to do come stay down here assuming you can find a hotel room. It's one of those that's the quote I was given \$3,000.

Member MacKenzie: As a sports mom. You are not even allowed to even if you drive to an event if your kids ride the bus, you're not even allowed to pull your kid off the bus to do family stuff. Your kid has to ride on the bus go to dinner with the team and then drive home with the team. So yes, I agree with Mo that their parents and siblings might be eating here but I don't think there will be very much in the way of heads in beds.

Moshe Koenick: With Fiesta going on would you agree that heads in beds it happens right. With fiesta you have all these people here all the hotels full up regardless. I think getting heads in beds for fiesta is great I think it's already done. I think we are looking for heads in beds for the future. For any other time after fiesta.

Mayaha Slobodian: one thing we have been talking a little bit about as well is thinking of the legacy of Fiesta that used to be a month long, that what we want to do this year is to have events in the weekends of April running up to Fiesta. So, this isn't just Fiesta weekend. This is the civic celebration, and we've been talking about approaching the Moose Hall, approaching different organizations and saying, hey, on the second week of April, would you. Guys mind hosting your own Fiesta? So, we're spreading it out as well. That's building momentum, but it's also bringing people.

Destiny Mitchell: I think, yeah. to maya's point like it's not just now one weekend we're trying to get people here leading up to it and the more and that brings heads and that's you know march is our busy season that's you know people are coming here again regardless April though i mean there's we're still kind of busy but if we can get more people here and get them geared up for that weekend i think that's. you know a good use of promotional money.

Member MacKenzie: okay i think we're going to be here all day if we don't hone in a little bit so let's talk about um so we kind of decided that we do think that music is promotional and we're going to with that so Jake I think you said you thought that that metalachi was a good idea um have you guys looked i thought you guys were looking for following.

Chairman Foerstner: yeah, they were 42k on Instagram and 70k on Facebook. What's the music bands that doesn't have a name?

Destiny Mitchell: we don't know. We have so many, for example, the day after I turned in this packet, Ducky gave me quotes from like three or four other bands, ones from Los Angeles, ones from, they played at. The Art Hop, this at Papayas Con Chile, they played at the Center Gallery, the Art Hop last weekend. So, 1,000 here, you know, 500 there, little things like that. I wasn't sure who all we were going to have, and I wasn't even sure you guys were going to be able to approve this. So, I didn't go and do my research and get followers and that kind of stuff. But, that's something, it's one of those, if you guys are going to approve, you can, say, we would like to approve a blanket of X amount to spend, then you

charge us to come. Back to you and tell you this is who we want, here's their followers. What they're scared. And that can be clarification of that. But we're not, I mean, this is seven, eight months out. Who's going to be available to do what? So, I wanted to put in just a cushion that says, okay, if they're going to approve us to do music, maybe we can find a really good band out of Phoenix or El Paso or Dallas that has a great following, but they want \$5,500. Well, I want to be able to have something I can at least, I mean, again, you guys have never paid for music. So last year we showed out probably \$11,000 on the music for the entire weekend out of our fundraising money. Okay, so we can't afford to pay \$15,000 for Oingo Boingo to come here, okay, as much as they wanted them to last year. We can't afford that. And we have an availability to be a promotion for this. We want to be able to get a big drop. We talked about bringing in. One of the American Idol TikTok stars for Miss Fiesta. We talked about getting, what is the girl that won America's Got Talent? From Farmington, we talked about getting her. And we talked about, you know, local reaches and stuff like that. But again, we don't have the funds for me to go out and sell cookies on the street corner to pay for a big band. But if it is promotional and it is something you guys can approve, we would be able to find somebody to get your approval for that. Not just saying, give me this money and I'll just bid it on whoever I want. But approve us to get something good quality band here. We'll come back to you in January and say, hey, look, this is what we found. What do you guys think?

Member MacKenzie: We have a 2,000 for professional sound engineer. Is that somebody local?

Destiny Mitchell: He's out of Albuquerque. That's Sid Masters. And he did our sound last year. He actually ran our sound 2010 through 2013. And then I brought him back last year. And he brings. All everything. All the band anything they need back lights; speakers microphones and he literally sleeps on that stage for three days and so he's worth every penny and we paid him personally the three thousand with his rodeo through and then we also paid him an additional six hundred to play with his band. again, we had the people at chacha latkes was 400 bucks Casual Fridays was like I'm not. casual consequences was like 500 bucks you know so we had to do and we it was kind of like a like a uh you know i hate to have to tell an artist to do something for free but i mean that was one of our previous uh, president's approach was oh just make them pay us to be able to for the for the you know the gallantly we're playing fiesta you know they pay us and we're not i would be.

Member DeMarino: I'm just saying, at this point, I can't just say, that's me, and I'm giving you, like, a, kind of, a budget, but I personally would feel more comfortable at this point, saying that lodgers tax since this the first time funding this type of thing, should keep it very limited, so I feel like you should go with the Metalachi band, but leave it open, so that you can actually do research, find the band, or, uh, two bands, depending lodgers tax has a lot of money if you find the bands, you come back in January and run it by us.

Destiny Mitchell: Ok

Chairman Foerstner: are you saying, take it off, this, uh, approval, and have them come back for separate approval.

Member DeMarino: yeah, we'll just get it, the Metalachi and the sound guy so that they can come back in January, and some other bands, like, just fund \$7500 in music category.

Chairman Foerstner: we still have the marching band and the carnival.

Member MacKenzie: the carnival I question the music has a draw the carnival doesn't nobody follows the carnival around I'm in agreement with Gina about that.

Chairman Foerstner: So, all this is going to save us is the 1,200 800 and 500 and I guess 3000 which has not been determined. So, you are saying approve the Metalachi, approve the sound engineer and what

do you guys think of the marching band. So, lets start knocking some stuff off. Let's knock off the carnival and the sound engineer off of here. Casual Fridays and chachalacas do you want to leave those on?

Member MacKenzie: I don't want to leave those on.

Chairman Foerstner: they are so small I just don't want to make them have so much work. I think if we take the \$3,000 off. I believe they should come back and say I have this band and it's this but if they already did some footwork and they know what Chachalacas is going to be.

Member DeMarino: This is why I'm suggesting just 2 or 3 bands just to see how it goes. If you are talking about knocking off work this is a way to knock off work to cause now, they don't have to have a bunch of volunteers running around. I feel like they can do it with a bigger band.

Chairman Foerstner: Seriously just in keeping Metalachi will.

Member DeMarino: that's a suggestion. If you have some another one im willing to hear it. Don't forget they also have money and its not like the bands not going to play anyway. I mean Fiesta has a little money.

Destiny Mitchell: yes, but we can't afford to pay somebody like Metalachi.

Member DeMarino: Right im not talking about the im talkingabout like Casual Friday. You guys do have some money in your account its not like we are going to have one musical act.

Moshe Koenick: Can we argue as far as the sound engineer? I mean that one is a hefty chunk right there and I would argue that the sound quality is something that puts heads in beds. Having it look good and sound good is key to having a great event.

Chairman Foerstner: Yeah, why can't we pay something else that makes the whole event better.

Destiny Mitchell: Also let me give you an example. I don't know if you remember the year we had David Garcia doing out sound and he came in with a great price of \$1,100 and we got what we paid for and everything had to retorn and reset up it was just a nightmare and a fiasco. We with Sid we didn't have to worry about anything. Anything last minute a musician needed they got it and it wasn't me going and buying extension cords and finding a mic last minute.

Chairman Foerstner: Do you think the marching band will put heads in beds.

Member MacKenzie: I don't but I also think its excellent for all those kids and whatever parents come to watch their kids. They are going to see T or C and future heads in beds. Also honestly to be supporting a kids music program. I think that's awesome.

Chairman Foerstner: Ok so let's cut carnival.

Member DeMarino: I feel like the kids won't be able to stay in town. Because when you do marching bands, the go places but they would show up do they parade then get back on the bus and go home.

Member MacKenzie: If you have the kids for longer than 2 and a half hours you have to feed them. So, the kids are going to at least eat here that whole bus load of kids is going to eat here. That's is little bit of revenue of our community but I think that their parents are going to come and see them performing so then mom or dad or grandma is going to see t or c and be like this place is cute let's come back in two weeks.

Chairman Foerstner: That's future heads on beds by promoting.

Destiny Mitchell: I'll throw one more in on that. I would love to be able to at least have all of those kids get their own t-shirt that said Fiesta Invitational Marching Band state champion winner you know. Just like we did with the swim team when lodgers tax paid for our swim team shirts. When we go to 20 pools in Albuquerque wearing bright orange shirts that say T or C on them and everyone says what's T or C and the kids say "Truth or Consequences" you know it's a future of a promotional thing. That is definitely something im interested in and again that is a quote it is not a guaranteed 3,000 to get them here that was a ballpark.

Member Harrington: So, if we approve the marching band can you guys put together to give to those students to let them know every single thing that is going on that weekend?

Destiny Mitchell: Absolutely.

Member DeMarino: Also try and find out how long they plan on staying.

Destiny Mitchell: Also to let you know one of the parents and one of the teachers they are from T or C. They raised their kids here for the most part so for them event though their kids are coming on the bus. You can actually take them of the bus with parent permission not all of them but some if they do it in advance and they sign the form. I know that they have a lake house here they are probably going to want to spend the weekend here so there is one I know they are not staying at a hotel but they are going to be here. We can definitely put together a promotional packet for them that says come back another weekend.

Member Harrington: Or find out if they do stay the night.

Chairman Foerstner: What did we knock off the 3,000?

Member MacKenzie: I have Metalachi, engineer and marching band.

Chairman Foerstner: You guys want to take off like casual and them.

Member Harrington: For now.

Destiny Mitchell: So that drops our total to down to \$56,764.

Member DeMarino: I think when it is all said and done. I don't know what will be on here so we vote. When it's all said and done, we need to divide the number of people you expect to get the advertising with the by the number of funding you want. We need to figure out how much money per person we will be spending to get people here. Because I think the step of that.

Destiny Mitchell: To Lindas point on the Tv commercial. That was a last minute thrown in. One of our board members had a contact with this man Dan. Who would professionally produce a commercial for us for about \$2,500 and then I looked up how much it would cost to just do a commercial for local programming and it was roughly \$500 for like 30 seconds week long, month long I didn't check the duration but I have been seeing them. Recently I have seeing advertisement for the brewery and for other local places on Facebook. I think advertising on subscription services would be better than local tv. But its something that I'm interested in. I also don't think we need a professional tv commercial producer I am more than happy utilizing students and interns and stuff like that or working with Mainstreet and their promotional stuff so I'm not attached to the tv commercial production but I am interested in possibly having money to air a commercial.

Mayaha Slobodian: if trackability is a priority then maybe instead of tv we can talk about YouTube. Its one of the main reasons people us it so much because they give really good data in terms of trackability.

Member MacKenzie: What is the communications \$3,000?

Destiny Mitchell: Bravo Mic Radio communications. It's the one we did last year there is 101 gold, KBLC and all the Las cruces and El Paso channels. Their quotes are attached. Also, what the promotion we go. We started theirs in the second week of April so we had a good 3 solid weeks before fiesta. For those people that said I heard about this on 101 gold again that was a word of mouth but you know that listen to the radio in their office all day and it plays 4 or 5 times a day. I think that it's a draw. The second one that's the Nelson radio that's the new radio Albuquerque they have a punk rock station, oldies station and a county western which is definitely three of the genres that we plan to bring for fiesta. We have Southern New Mexico covered. We wanted to add on to cover Northern New Mexico. And those are roughly quotes for about a whole month of advertising on radio.

Member MacKenzie: Do people still listen to the radio? I would to see advertise on military bases.

Destiny Mitchell: We are definitely moving on that one.

Mayaha Slobodian; one of the things with social media it's a culture factor it's a generational factor is that there are people who aren't online especially seniors. We just want to make we aren't leaving them out. That is the only argument I would say for print and radio.

Destiny Mitchell: Its such a hard way to get everybody. I don't listen to the radio either unless I'm in a long car ride and there is nothing else to do or if at the chamber and there is a radio station playing in the background. Spotify and all those online platforms are easier now we can also look into packages for doing advertisements through that. That is something we can definitely look into.

Mayaha Slobodian: in terms to looking into it is that my understanding it that we are sort of solidifying a budget here and if we are talking about things like oh, we can look into these forms of advertising is there any way to build that kind of wiggle room into the budget.

Destiny Mitchell: We would have to come back in January and ask specifically for those.

Mayaha Slobodian: Ok but we can resubmit?

Destiny Mitchell: Yes, we can resubmit. I wanted to get our budget out here and say this is what we are already looking at and let them look at and then come back with better quotes and better opportunities in January to move forward but the thing that we want to do before January need to reviewed now so we can hit the ground running.

Member MacKenzie: Yes, so you can start paying stuff and getting reimbursed so that everything is just a flow the whole way.

Destiny Mitchell: Yes. We can do \$10,000 on the merchandise throughout the next few months get those into the hotel rooms in January and get a reimbursement back.

Member MacKenzie. I feel we have had this argument before but the Sierra County sentinel is just an absolutely no from me.

Destiny Mitchell: We see them regardless.

Member Mackenzie: We don't want to pay them because it doesn't put heads in beds.

Moshe Koenick: I would disagree I think it does put heads in beds because for one their audience some of them are out of the area. As I said before Fiesta is a time for a reunion that we all come back to here. Having those things out there and letting people know what's going on. We constantly hear about oh I didn't know what was going on or what's coming up. All of our events leading up to it they start off at a smaller ad and then get bigger as they go along but I think the sentinel's audience does put heads in beds beyond from Fiesta. Just because their telling their friends or their telling their neighbors or whatever its all about connection.

Member MacKenzie: I think we should eliminate the Sentinel.

Member Harrington: I feel the same on the Sentinel because I feel like word of mouth is going to give the same concept but I don't feel like it brings heads in beds. I have a question about the sticker are they going to be customized with Truth or Consequences?

Destiny Mitchell: They will look like this. Last year they were too big so we are going back to the little ones.

Chairman Foerstner: I agree we can take the sentinel off.

Mayaha Slobodian: I think a real priority this year is the idea of helping the community be promoters themselves so you will see the line for post cards one thing we talked about is a post card campaign. We give post cards out to people and saying send it to your family we. We have also talked about having antenna flags people in this town drive an incredible amount all the time if we can get those out early then we are turning the local people into promotions for the town and the stickers sort of go the same way the ideas give these away.

Destiny Mitchell: The number one thing that I sell at the visitor's center are post cards. People come in and they are like oh post cards Truth or Consequences it's got Ralph Edwards on it they flip it over fill it out and where is the nearest mail box and so that is something I think is definitely a huge draw that we could do for fiesta.

Member MacKenzie: Should we just start with a, b and see what we want to knock out? Banners how are we feeling about that? I'm feeling good about banners.

Destiny Mitchell: I think Lindas stipulation is that as long as there double sided and we tell you guys where we are going to put them.

Member MacKenzie: Printed material what is that. We have printed materials, posters and posters.

Moshe Koenick: Its different sizes.

Chairman Foerstner: Those get sent out right since its outside promotion.

Moshe Koenick: Yes.

Chairman Foester: Whats the floor sticker.

Moshe Koenick: You know when you go into Walmart and you see signs on the ground walking in.

Chairman Foerstner: It's a small amount so I'm fine with it.

Member MacKenzie: Me too. T-shirts, post cards I'm fine with all the rest of this. Unless you guys aren't. B New Mexico magazine, The Ink, LA Times, El Paso Times, Arizona, Albuquerque. I am fine with all of those.

Member Harrington: When would these be printed? All of them would be printed quickly?

Moshe Koenick: The Ink is really good and super quick.

Mayaha Slobodian: Part of the idea with the LA Times thing is we are going to try and push for a little coverage from them and sometimes if you buy some ads, you get a better chance.

Destiny Mitchell: We are also trying to get some of the press releases early so that the press releases will come out. There is also an advertisement. We are trying to get them in staggering ways up to Fiesta but everything will be out there well in advance.

Member MacKenzie: We are ok with everything on there except the Sentinel. How about digital social media adds?

Chairman Foerstner: What is the website? Are you not creating a whole new one? Is this just updating?

Destiny Mitchell: This one is not a new website it is the same website and it's tabbed from the Sierra County Tourism site. Because we are going to be starting all of our stuff now usually Ruanna doesn't work until March, April to start changing stuff but because we want to get a constant flow of stuff, she is going to be starting to work this month. So, we wanted to give her a little bit of extra money because she is going to be doing more work for us.

Member MacKenzie: How much is it up from last year?

Destiny Mitchell: \$1,000 we normally pay her \$2,000 a year that includes the website up keep the domain ect. This year we are just asking the extra because she is going to be doing more.

Chairman Foerstner: What is the Tik-Tok student content creator?

Destiny Mitchell: This was actually Linda DeMarino's idea was to get a couple interns to run us some Tic-Tok content. I actually have 2 of my swim kids that are interested in doing it. Basically, being able to pay them a couple hundred bucks and be like hey will you go through and take videos of this. Just to get the other use side of the promotion because we don't do Tic-Tok. I would be \$200 for the creators and \$300 for the promotion on Tic-Tok. As far as social media last year we boosted post to a total of \$1,000 roughly \$987 that's was starting those boosts in April. We want to start those boosts in March or February so we wanted to add more for that.

Chairman Foerstner: Do you target specific areas?

Mayaha Slobodian: We target by area, age and interest. Like we did last year different events get targeted in different ways.

Destiny Mitchell: we have multiple people working on it so we know where we want to target each one.

Mayaha Slobodian: But almost all of it is out of the county.

Member MacKenzie: I'm ok with all of it.

Destiny Mitchell: Also, Lindas idea was to hire a professional photographer and thinks she has a local one in mind that's why she gave us that quote so we can document and create content going forward from the 75th anniversary.

Chairman Foerstner: So, I have radio that's one which is really good to track.

Destiny Mitchell: Again, in the packet under D1 is your attachment is the Bravo Mic communications what they gave us for that \$3,000 and it was essentially 4 weeks of 6 15 to 45 second commercials they ran times a day throughout the 3 different stations in Las Cruces, Alamogordo, El Paso and that was for roughly a month. The other quote comes from Nelson and if you see attachment D2 he actually lists there is three different options there. There is a \$1,500, \$3,500 and \$5,000. I just picked the middle one but again I'm open to whatever. If you guys think that radio is a no go. But I really think we need to do something in the northern part of the state. We got the southern part covered with Bravo Mic. If we can get something up there I think it would be great. If we have to cut them in half, I'm ok with that too and just get what we can get.

Chairman Foerstner: Who is Nelson?

Destiny Mitchell: they bought KCHS. Part of his promotion packet to Fiesta it self was he will do whatever we want locally on KCHS like Frances has done for us before he said he will continue to do that and if you purchase your ads here, I will put you on those 3 stations the punk rock, the oldies and the western and give the KCHS for free.

Chairman Foerstner: Who is Dan Arangio?

Destiny Mitchell: That is the guy who was going to make us a professional commercial. I'm not attached to it.

Member MacKenzie: I say we should scratch that.

Chairman Foerstner: Take off the Tv streaming commercial.

Destiny Mitchell: if we do make a commercial or a Tic-Tok video or whatever that \$500 is what it would cost to get it on to regular tv. If we want to take that away from tv and put it towards a streaming service I'm ok with that.

Chairman Foerstner: Where is that amount from?

Destiny Mitchell: According to the internet.

Chairman Foerstner: That seems really low for that.

Destiny Mitchell: I don't know this was a last minute.

Member Harrington: So, take off D4.

Member MacKenzie: So, if we take off D3 and D4.

Chairman Foerstner: Taking off E1. All of E except for D right?

Member MacKenzie: We are keeping E1 D,E and F.

Chairman Foerstner: So, we are keeping E2, F1 and D1.

Member MacKenzie: Yes.

Chairman Foerstner: Ok, what are we at? Are you keeping track on your spread sheet?

Destiny Mitchell: Yes, 51,264.74.

Chairman Foerstner: I think it will be easier to take the total and the subtract because we only subtracted 6 things, right?

Member MacKenzie: she is in excel.

Chairman Foerstner: Just to double check.

Member MacKenzie made a motion to approve an amended amount of \$51,264.74 to MainStreet for the annual Fiesta. Member Harrington seconded the motion. Motion carried unanimously.

5. COMMENTS FROM THE BOARD:

Chairman Foerstner: It has come to my attention that Airbnb is not collecting the 1% convention tax. They have been collecting the 5% lodgers and sending that in. VRBO is collecting neither one. So, kind of behind the scenes I had the one short-term property owner kind of help us. They'll talk to her because she had the property. I guess the city they won't talk to, Angela has said they won't talk to her. I just wanted to urge the city to possibly have the city attorney draft a letter reminding the two entities, Airbnb and VRBO, that we did pass an ordinance requiring them to do that. A lawyer's letter carries more than one of the hosts saying, hey, you're not charging me or a city clerk may be writing them. So that's what I'd like to see is if the city attorney could draft a letter reminding them that we have an ordinance that they need to be collecting this. Because a lot of money that we are leaving on the table. VRBO is pretty big. They are suppose to still file with the city. All of them aren't doing that but at least now Airbnb is collecting and sending it in a big bulk some. That is happening at least we are getting the money but then we have a compliance issue with owners not filing with the city but then we also have VRBO not collecting anything. There are some not paying it at all and quit a few that are paying it with Airbnb some of it but not filing with the city. Airbnb doesn't send us a report they just send a bulk some so we don't even know where it even came from which host. Some hosts are doing the right thing and doing what the hotels so and file with the city. That's a compliance issue with the city but I say at least we get the money. Work on the compliance issue with the host filing with the city later but at least get the money from VRBO. That's is the biggest chunk that we are missing.

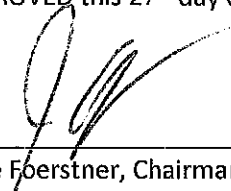
6. COMMENTS FROM STAFF

There were no comments from the staff at this time.

7. ADJOURNMENT

There being no further business, Chairman Foerstner adjourned the meeting at 1:22 pm.

PASSED AND APPROVED this 27th day of January 2025.



Jake Foerstner, Chairman