

**CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, JUNE 23, 2025**

SPECIAL MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held in the City Commission Chambers, 405 W. Third, Truth or Consequences, New Mexico, on Monday, June 23, 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 Absent

ALSO PRESENT:

Katy Martinez, Deputy City Clerk

1. APPROVAL OF AGENDA:

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

2. APPROVAL OF MINUTES:

- a. Regular Meeting Minutes of May 27, 2025

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

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

There were no comments from the public at this time.

4. NEW BUSINESS:

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

Vice-Chairman Kelley: I've been talking to Maggie. She knows that the vinyl needs to change. So, we've been discussing different ideas for artwork and messaging, because I know that is a concern that we have. We did tell her to wait until the next fiscal year to come back. They'd asked for money for a new vinyl.

Member DeMarino: This is just the billboard rental. Do we know the dates? I'm not comfortable voting on anything without them here to tell us what the dates are.

Vice-Chairman Kelley tried to call Wendy with no answer.

Member DeMarino: It doesn't look like they're asking for money for new printing, is a concern for me as well.

Vice-Chairman Kelley: That's because I told them not to ask until they know what they're going to do so they can show it to the board, and we can approve it.

Chairman Foerstner: Do you know when it's up though? Why did they want this, or I guess they would do the reprint in the middle of their... okay.

Member DeMarino: Do you have to pay to hang a new vinyl?

Vice-Chairman Kelley: The new vinyl, that includes the installation fee. That's why it's so high. Whereas this is just the rental, which has gone up quite a lot. For instance, they didn't ask for enough money last year, evidently.

Member DeMarino: Can we do a tentative approval based on any months that are in the fiscal year? Or we just table it because they're not here.

Deputy City Clerk Martinez: They're asking for 342 days a year.

Member DeMarino: Right, but did it start in June, this contract?

Chairman Foerstner: Maybe they pro-rated it for this fiscal year. I divided it out, it's only \$350 a month, which is actually kind of cheap. Usually they're about \$600 a month, so maybe this is already a pro-rated ask because they know that we're sticklers on that. It's not easy to pull up records of their last application, right?

Vice-Chairman Kelley: No, because it wasn't last year.

Deputy City Clerk Martinez: This one's tough, because we just got it. So, we don't know.

Chairman Foerstner: What about that tracking sheet that you were doing?

Vice-Chairman Kelley: I didn't bring it with me. I thought this was going to be easy today.

Member DeMarino: Well, we have a meeting in a month.

Vice-Chairman Kelley: They'll just have to wait July, and August.

Chairman Foerstner: They need to show up.

Deputy City Clerk Martinez: We told them about the meeting.

Chairman Foerstner made a motion to table the application for the Veterans Memorial Park and Museum for the billboard due to applicant not present. Member DeMarino seconded the motion.

Motion carried unanimously.

b. Discussion/Update: Sierra County Rock and Gem Society Report

Megan Holden SCRAGS Committee Chair: The show this year was a great success. We had a lot of people. It is difficult to completely quantify how many people attend. We use a clicker, but some people

come in different entrances and some people come in more than once. We do our best. We believe we had 1,500 attendees on Saturday and 1,000 on Sunday similar to 2023. We worked on the wording of the questioner about whether people stayed overnight to clarify somethings. In the past it had been a little confusing about how Sierra County residents should answer the questions. I think we were getting some false positives about how many nights did you stay overnight from Sierra County residence. This year we changed it up a little bit. We had the questions; do you live in Sierra County yes or no. If no, did you pay for lodging in the area? We worded it that way so that people staying with friends wouldn't answer yes. With those changes we got really excellent numbers. Half of our attendees were from outside of Sierra County. Of the 584 from outside Sierra County 67 indicated that they stayed 1 night, 121 for 2 nights and 85 stayed for more than 2 nights. It's hard to tell if people from the same party filled out the slips or how accurate it is but we do our best. Out of the 584 people 64 of them said they had 1 person, 315 said they had 2 people, 94 had 3 people and 111 had more than 3 people in their party. As far as return on investment I think that's pretty good.

Member DeMarino: That is 309 more than last year?

Megan Holden SCRAGS Committee Chair: I should be more than that.

Chairman Foerstner: What was the change this year from last year? Wasn't attendance kind of down in 2024?

Megan Holden SCRAGS Committee Chair: It was.

Chairman Foerstner: Was it a change in time or venue? What did you do different?

Megan Holden SCRAGS Committee Chair: The weather was bad on Sunday last year and this year it was great. We did move the dates this year. I don't know how much that affected the attendance. One thing we noticed about the attendance is the first year it may have been people that were kind of coming because it was a novelty. This year its people that want to come back. The vendors are very happy because people are spending money. I have a quit a waiting list as far as vendors that want to come to the show.

Vice-Chairman Kelley: Good so they are not put off by the date change?

Megan Holden SCRAGS Committee Chair: No, they were all happy to do it. In fact, 3 vendors had previously gone to a show in Arizona during our dates and they all chose us this year so that was a compliment.

Member DeMarino: Did you guys buy the folding tables out of your own budget?

Megan Holden SCRAGS Committee Chair: No, it was out of Lodgers Tax.

Member DeMarino: Where are those folding tables?

Megan Holden SCRAGS Committee Chair: The city has them. Thank you, guys, for doing that, it made everything easier. We may ask for a few more because the number that we asked for we were just at the number of vendors that we had. We need a few more going forward because we would like to slowly increase the number of vendors.

Vice-Chairman Kelley: Does that mean you are going to have to put more outside?

Megan Holden SCRAGS Committee Chair: Yes.

Vice-Chairman Kelley: So that means you are going to also have to pay for more security.

Megan Holden SCRAGS Committee Chair: Possibly, yes. Which I mentioned in the report. In 2024, we had to hire two because we were so exposed over at the Lyons Center. This year we were able to just have one overnight. But we may have to go back up to two. We actually figured out something about the Fair barn's, which is that there are more gates than we thought. So, we are going to secure all of them and have provisions for people to get out if they need to. The security guard will have a key. The vendors were happy with the level of security.

Vice-Chairman Kelley: How do the vendors feel about adding more vendors? Are they worried it's going to reach a saturation point?

Megan Holden SCRAGS Committee Chair: It's interesting because there's one vendor that says, "Oh, just add lots and lots of vendors.", but everyone else understands that we have to do it slowly because it dilutes the amount of money that's spent per vendor. What I'm trying to do is fill in niches, for example, we had a meteor vendor which we didn't have before, so they wouldn't necessarily take money away from other people. But no, we don't plan to go crazy and double the number or anything like that.

Vice-Chairman Kelley: That's smart.

Megan Holden SCRAGS Committee Chair: As I'd mentioned at the end of the report, we are looking into billboards. That's not something we've done before. Mo assures me that he's designed them before, so that's good. I just have to figure out if it will be cost-effective. From what the Albuquerque club has told me, some of the smaller companies will do better deals than the big companies.

Member DeMarino: Gina knows quite a bit about billboards.

Vice-Chairman Kelley: Yeah, you can do 4-week buys, its not cheap, though, it's like 3 grand.

Megan Holden SCRAGS Committee Chair: For one billboard? Wow.

Member DeMarino: And that's just with a digital billboard, not with printing. Because if you print something, it's over \$2,000 I think now.

Vice-Chairman Kelley: For the vinyls.

Megan Holden SCRAGS Committee Chair: Okay well I will look into that if it's going to be \$5,000 for one billboard, that's not something I would do.

Vice-Chairman Kelley: I mean, do the people in Albuquerque think they're effective?

Megan Holden SCRAGS Committee Chair: Yes, actually.

Member DeMarino: Well for them, yeah.

Megan Holden SCRAGS Committee Chair: But I think the travelers are an untapped resource, basically. Depending on how long we had them up, they would reach a lot of people.

Member DeMarino: Its \$1,000 for a month and \$2,000 for the vinyl or whatever, that's \$5,000. How many people can we get in for \$5,000 , *and* how are you going to track it? Like, how many people are coming because they saw the billboard?

Megan Holden SCRAGS Committee Chair: So, the first year, we did ask how to find out about our show, but I didn't think it was very accurate.

Vice-Chairman Kelley: It usually isn't.

Dan Lorimier SCRAGS Secretary: That's a difficult statistic to even imagine coming up with. We are also considering non-lead mark billboards. For instance, the one coming Northbound out of Palomas Creek, currently is for Casa Azul, but it's a small, privately owned, billboard. It would be, I think, very effective, and hopefully for a low cost. We would have to research that before we made an ask, obviously. I hope you can tell, we try to be conservative in our growth. So, we're not going to do financial double backflips for a billboard. We will find out if that works first.

Vice-Chairman Kelley: Jake has experience with the billboards on private property.

Chairman Foerstner: They're definitely cheaper, better deals than the Linmark one.

Dan Lorimier SCRAGS Secretary: Yeah, we'd have to research and see if it's available. Thanks.

Member DeMarino: In the past, we've talked about the distance from town with billboards, is that no longer a factor?

Vice-Chairman Kelley: No, we took that out because we always had to do an exemption for the Veteran's Museum. I think for an event, especially if you're trying to get the travelling public during the event, shorter distance is better. I just don't know that promoting an event far in advance of the event on a billboard is a good idea.

Member DeMarino: The question is, are they going to see it and say, "Oh, let's go to the rock show. Let's stay overnight." That's the thing on short distance ones.

Vice-Chairman Kelley: If you're from Minnesota going up and down I-25 and you see that, just because it's a shorter distance, doesn't mean it's a shorter visitor, you know what I'm saying? It's a longer distance, especially in March, we have all the snowbirds going back and forth.

Megan Holden SCRAGS Committee Chair: And we would definitely put something about the hot springs as an added draw.

Chairman Foerstner: you guys want to move on to the application?

Megan Holden SCRAGS Committee Chair: We can segue onto that.

Vice-Chairman Kelley: We're already almost at the end of June.

Member DeMarino: And the city has to vote on it before they spend the money anyway, so it'll be the next fiscal year.

Megan Holden SCRAGS Committee Chair: So, wait until July 1st?

Member DeMarino: Just don't spend anything yet, which you probably can't anyway since it's a week away.

Vice-Chairman Kelley: Your analytics look pretty good.

c. Discussion/Action: Sierra County Rock and Gem Society Application

Megan Holden SCRAGS Committee Chair: As I mentioned in the report, there were two publications I wasn't able to get it from, but I will make sure I do next year. As far as the ask, we are asking for graphic design from M graphics. Mo did a great job, continues to do a great job. The website is also essential, and I've told Ruanna that we have the prettiest website of any rock club that I'm aware of. It does a great job of promoting the show. Gut print, we need to print out our postcards and posters, then mail them. Email them to the 20+ rock shops within the state of New Mexico and a few in Arizona and Texas. This year I want to do a mineral show website early to take advantage of lengthy exposure instead of waiting until the last minute.

Member DeMarino made a motion to approve a total of \$6,800 to the Sierra County Rock and Gem Society. Vice-Chairman Kelley seconded the motion.

Motion carried unanimously.

d. Discussion/Action: Re-Appointment of Member Victoria Harrington

Member DeMarino made a motion to approve Victoria Harrington to be re-appointed as a board member. Member MacKenzie seconded the motion.

Motion carried unanimously.

5. COMMENTS FROM THE BOARD:

Chairman Foerstner: I just had one comment. I really liked having a report right before we get another ask. I know we ask for a 90-day report, if you guys want to stick with a 90-day, maybe we could just have the report put on the agenda that they gave us at 90 days when they do another ask so that it's fresh in our minds. They could almost do another mini presentation.

Vice-Chairman Kelley: I've never gotten a report from the Veteran's Museum.

Chairman Foerstner: So, I was thinking we change it to make the report right before they ask again. Because a lot of what we are basing our decision on is how they did last year, if it is a repeating event. It's just nice to have the report right before instead of going, "Was it a success last year? I don't remember.", because 90 days, and a year after that is a long time.

Member DeMarino: I think this one helps because it's within 90 days.

Chairman Foerstner: Do you guys want to keep it the 90-day, but then maybe require that it get added again?

Member DeMarino: Doing report 8 months after their event and being like, "Oh, who remembers anything? Where's our stuff?"

Chairman Foerstner: But then what if we just take that same report, include it on their ask, I'm not sure how we would do it, but like a refresher, put it in the packet, and they could get it too if they don't have it. They should have it but basically tell them that they need to re-submit their report or re-present their report. They don't have to re-submit it, it would just end up in our packet again and they could stand up and do a report again.

Deputy City Clerk Martinez: Yeah, you can do that.

Chairman Foerstner: You would just tell them that?

Deputy City Clerk Martinez: Yes.

Chairman Foerstner: What do you guys think?

Member DeMarino: Yeah, I think that's helpful.

6. COMMENTS FROM STAFF

Deputy City Clerk Martinez: The only comment I have, and we spoke with Gina about it when we did the subrecipients, because we are taking it over now, we are giving everybody the option of email.

Vice-Chairman Kelley: Yes, you can email your applications in.

Deputy City Clerk Martinez: You can email your applications, email your reports, reimbursements, so that it's not so much of a paper trail. I will include my email and the clerk's email in all applications and reports so they can email us.

Member DeMarino: When somebody emails something, are you going to send something back letting them know that you received it?

Deputy City Clerk Martinez: Yes, I'll email back, and I normally do, I will say, "Received." And at that time, I will let them know the date of the meeting. I think it will be helpful. The reason that the museum got lost was because they put their application in the middle of their reimbursement report. So, when she said she dropped it off, I pulled out their reimbursement, and it was a few pages of the reimbursement, their application, then the rest of the reimbursement.

7. ADJOURNMENT

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

PASSED AND APPROVED this 28th day of July 2025.



Jake Foerstner, Chairman