

MINUTES OF LODGER'S TAX ADVISORY BOARD

HELD ON February 16, 2022 at 3:00 pm

Call to Order

Chairman Maurice Lemus called the meeting of the Lodger's Tax Advisory Board to order at 3:00 pm in the City Commission meeting room.

Roll Call/Attendance

Answering roll call were: Chairman Maurice Lemus, Board Member Arthur Fulkerson, and Board Member Pat Farmer via conference call. Vice-Chairman Barbara Riley and Board Member Georgia Pillmore were absent. Also present were Deputy Clerk Desire'e Trujillo and 5 visitors.

1. Approval of Minutes: November 17, 2021

A motion was made by Board Member Arthur Fulkerson to approve the November 17, 2021 Minutes of the Lodgers' Tax Advisory Board. The motion was seconded by Board Member Pat Farmer and carried 3-0 with all voting "aye".

2. Review of December 2021 Budget Reports .

Due to the January meeting being canceled because of no quorum, the board reviewed the budget reports ending on December 31, 2021. A motion was made by Board Member Art Fulkerson to approve the December 2021 Budget Reports. The motion was seconded by Board Member Pat Farmer and carried 3-0 with all voting "aye".

3. Discussion/Consideration of Lodgers' Tax Funding Request:

- **The Chief Bicycle & Comedy Festival May 6-7 By Wally Wallace, Festival Director**
City of Trinidad Economic Development Director, Wally Wallace stated this event will have a total of 4 shows in the City of Raton. Two of which will be at the Shuler Theater, one at the El Raton, and one at the Gate City Music Festival. He stated he reserved sixty-two seats on the Amtrak train for this event to bring patrons from Trinidad to Raton for the comedy shows with comedians on the train as well. He noted that out of the sixty-two reserved seats, he only has three seats still available. There will be a total of 12 comedians with the hopes of at least 400 patrons attending this event. Mr. Wally stated he has already started advertising throughout Texas, New Mexico and Colorado. Trinidad, Colorado awarded the Chief Bicycle & Comedy Festival \$5,000 for advertisement. A brief discussion took place on how many businesses will actually benefit from this event with some suggestions made by the board to try and broaden the event in a way that more businesses will benefit rather than just the few. A motion was made by Board Member Arthur Fulkerson to approve \$5,000 be given to the Chief Bicycle & Comedy Festival May 6-7 By Wally Wallace, Festival Director matching Trinidad, Colorado's awarded funds. The motion was seconded by Board Member Pat Farmer and carried 3-0 with all voting "aye".
- **Summer of Color by Raton MainStreet on Behalf of the Raton Beautification Coalition**
Raton MainStreet's Executive Director, Brenda Ferri stated that they are now taking on the Raton Beautification Coalition along with GrowRaton, and the Center for Community Innovation. She stated they intend on refreshing the old banners and are also wanting to expand them to Clayton Highway and Highway 87. There was some discussion on the importance of making the entrances into town more beautiful in order to attract tourists and bring them further into town. A motion was made by Board Member Arthur Fulkerson to approve \$14,000 be given to Raton MainStreet for the Raton Beautification Coalition from the Contingency Fund. The motion was seconded by Board Member Pat Farmer and carried 3-0 with all voting "aye".

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- **Full-Page Advertisement in the 8th Annual NM Vacation Guide 2022/2023**

Executive Director for the Center for Community Innovation Patricia Duran recommended a full-page ad for \$2,700 plus tax due to the statewide coverage as well as providing some online advertisement as well. Executive Director Duran agreed to design the add if approved. The offer expires in the middle of March with publication in the middle of May. A motion was made by board member Arthur Fulkerson to approve the Full-Page Advertisement in the 8th Annual NM Vacation Guide 2022/2023 for \$2,700 plus tax from the Print Advertisement Line Item. The motion was seconded by board member Pat Farmer and carried 3-0 with all voting "aye".

- **World Journal Summer Guide**

Executive Director Patricia Duran suggested a quarter page ad but wasn't sure about the rates. A motion was made by board member Arthur Fulkerson to postpone the World Journal Summer Guide until the March 16th so they could be sure of the asking rate. The motion was seconded by board member Pat Farmer and carried 3-0 with all voting "aye".

4. Reports

- **Event Report for Gate City Music Festival, Raton MainStreet**

Raton MainStreet's President Christine Valentini reported the Gate City Music Festival was a huge success and she provided the board with a list of their overall expenses. She stated the street dance was busy the entire festival and that the Shuler Theater was sold out for the Bellamy Brothers concert which was the main event. An online survey was done but due to losing the password no one has access to it. President Valentini thanked the board for their continued support of the growing signature event. No action was taken.

- **Funding Report for Raton-opoly Game, Raton MainStreet**

Raton MainStreet's President Christine Valentini reported they ordered 750 games which were delivered in October of 2021. She stated the merchants who purchased the game to sell in their stores paid \$25 and are all selling for the same price of \$30. President Valentini reported that as of January a total of 262 games had been purchased and everyone has been pretty pleased with how the game turned out. No action was taken.

- **Report on Explore Raton, Google Ads and Media Management Center for Community Innovation**

The Center for Community Innovation's Executive Director Patricia Duran provided highlights and updates for the Explore Raton Website. She reported on the website analytics, google analytics, and social media analytics. She also provided updates on the visitors guide which is expected to be out in April or the 1st week in May. Executive Director Duran reported she has a high school intern who has helped her launch a City of Raton TikTok page and who is working with Media Works on a documentary of the El Raton Theater. She also reported they will be painting the walls at the Visitor's Center soon and that they ordered banners, window clings, maps of Raton, QR codes and are planning on painting a Raton history map on a wall. She is also planning on providing a training to the hospitality workers in town on ways to better inform a tourist when they ask what there is to do in town. No action was taken.

5. Old Business/New Business/Miscellaneous

Chairman Lemus asked about the sign at the Visitor's Center. He asked if there has been any discussion on updating it. Executive Director Duran stated she knows it is on the list, but she wasn't aware of the time frame. She stated she would mention to the Community Facilities Director that the Lodgers' Tax Advisory Board asked about it. No action was taken.

Adjournment:

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With nothing further to discuss, board member Arthur Fulkerson made a motion to adjourn. The motion was seconded by board member Pat Farmer the motion carried 3-0 with all voting "aye". The meeting adjourned at 4:28 p.m.

Attest:

Desire'e Trujillo, Deputy Clerk