

## MINUTES OF LODGER'S TAX ADVISORY BOARD

HELD ON March 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 3:07 pm in the City Commission meeting room.

### Roll Call/Attendance

Answering roll call were: Chairman Maurice Lemus, Vice Chairman Barbara Riley, and Board Member Georgia Pillmore, and Board Member Arthur Fulkerson arrived at 3:23 p.m. Board Member Pat Farmer was absent. Also present were Deputy Clerk Desire'e Trujillo and 3 visitors.

#### 1. Approval of Minutes: February 16, 2022

A motion was made by Vice Chairman Barbara Riley to approve the February 16, 2022 Minutes of the Lodgers' Tax Advisory Board. The motion was seconded by Board Member Georgia Pillmore and carried 3-0 with all voting "aye".

#### 2. Review of February 2022 Budget Reports .

City Clerk/Treasurer Michael Anne Antonucci went over the balances in the promotional fund and the non-promotional fund. She stated the amount has grown due to COVID restrictions not allowing any public events and that the funds can only be carried over for two years. There was also a discussion of costs going up due to inflation. Clerk/Treasurer also went over the Lodgers' Tax Comparison which the collections up to this point are \$400,000. A motion was made by Vice Chairman Barbara Riley to approve the February 2022 Budget Reports. The motion was seconded by Board Member Georgia Pillmore and carried 4-0 with everyone voting "aye".

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

- **Dawson Reunion September 3-4, 2022 by Bobbie Jo Bacca of Dawson Association**  
Bobbie Jo Baca was present, and she stated the reunion brings 4-6 hundred people to town. The reunion is held every two-years. The two special guests are Dolores Huerta and Rick Landers. The request consisted of 670 newsletters, stamps museum tours, prep for picnic site, posters with lamination, shirts, bathrooms, meals for special guests, and an Elks Lodge Deposit in the amount of \$12,578. There was some discussion on possible ways for the Dawson Picnic to generate revenue so that the event could eventually be self-sustained. A motion was made by Vice Chairman Barbara Riley to approve the Dawson Reunion September 3-4, 2022 by Bobbie Jo Baca of Dawson Association funding request from the contingency fund. The motion was seconded by Board Member Arthur Fulkerson and carried 4-0 with all voting "aye"
- **Raton Supercross Event May 21, 2022 by the Center for Community Innovation**  
Executive Director Patricia Duran was present, and she stated last year the Supercross had about 700 spectators and that they are expecting a lot more due to Rocky Mountain advertising. The request consisted of flyers, promo stickers and radio advertisements for \$2,200. There was some discussion about hoe the Supercross could generate revenue in order to become a self-sustained event. A motion was made by Board Member Georgia Pillmore to approve the Raton Supercross Event May 21, 2022 by the Center for Community Innovation request from the annual events fund. The motion was seconded by Vice Chairman Barbara Riley and carried 4-0 with everyone voting "aye".

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- **World Journal Summer Guide**

The Center for Community Innovation's Executive Director, Patricia Duran was present, and she suggested a full-page ad for \$1,200 and she stated she had the design ready with annual summer events and outdoor recreation activities. A motion was made by Board Member Arthur Fulkerson to approve the World Journal Summer Guide from the print advertisement line item. The motion was seconded by Board Member Georgia Pillmore and carried 4-0 with everyone voting "aye".

#### **4. Report on Explore Raton, Google Ads and Media Management Center for Community Innovation Director, Patricia Duran**

Center for Community Innovation's Executive Director was present, and she reported on the ExploreRaton website analytics, google analytics, social media analytics, and provided updates on the 2022 Raton Visitors Guides which she stated she is expecting to have in hand by mid-late April 2022. She also reported her intern is in the process of filming a 10-minute documentary about the Shuler Theater with several interviews by prominent locals. She also reported the documentary would be entered in the Film Prize Jr. New Mexico competition on April 4<sup>th</sup> and on the launch of the ExploreRaton's launch of a YouTube page. Executive Director Duran also reported that the Center for Community Innovation has decided to terminate the MOU with the City of Raton to run the Visitor's Center as of April 30<sup>th</sup>.

#### **5. Old Business/New Business/Miscellaneous**

##### **a) Discussion on Cannabis Advertising and Sponsorship for local events**

City Clerk/Treasurer Michael Anne Antonucci stated she had received a question from the Run to Raton organizers. In years past the events were not allowed to accept sponsorship from any cannabis related business due to it being illegal in New Mexico. Due to recreational cannabis becoming legal as of April 1, 2022 events will be able to receive sponsorship from cannabis retailers. It was also suggested that a line item be added to the Lodgers' Tax Promotional Fund for social media advertisement.

#### **Adjournment:**

With nothing further to discuss, Board Member Georgia Pillmore made a motion to adjourn. The motion was seconded by Board Member Arthur Fulkerson and carried 4-0 with all voting "aye". The meeting adjourned at 4:30 p.m.

Attest:

Desire'e Trujillo, Deputy Clerk