

# Lodgers Tax Advisory Board Meeting

## MINUTES

TUESDAY, AUGUST 14, 10:00AM  
2012

VILLAGE HALL

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| MEETING CALLED BY | Rogers Lanon  |
| TYPE OF MEETING   |   |
| FACILITATOR       |   |
| NOTE TAKER        | Tracy Orr   |
| TIMEKEEPER        | Meeting Start Time: 10:12am   |
| ATTENDEES         | Rogers Lanon_X___Gary Davis__X___Wayne Hajovsky__X___Tulima Mauga_____Deb<br>Leininger_____Barbara Cottam X Tracy Orr _X_____ |

### Agenda topics

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| CALL TO ORDER  | The meeting was called to order by Chairman Rogers Lanon at <u>10:12am</u> . |          |
| <b>Pledge of Allegiance:</b> Chairman Lanon called for the Pledge of Allegiance  |  |          |
| <b>Roll Call:</b> The following members were present: Rogers Lanon, Gary Davis, Wayne Hajovsky, Mayor Barbara Cottam and Tracy Orr. Also present at the meeting were Chris Madrid and Bobbie Duran from 360, Janet Sailor, Lupita DeHerrera, and Jo Mixon. |  |          |
| APPROVAL OF AUGUST 14, 2012 AGENDA   | Motion: <u>Gary Davis</u> Second: <u>Wayne Hajovsky</u>                      |          |
| <b>Approval of May 17, 2012 Meeting Minutes:</b> Motion: <u>Gary Davis</u>   |  |          |
| Second: <u>Wayne Hajovsky</u>  |  |          |
| ACTION ITEMS   | PERSON RESPONSIBLE   | DEADLINE |
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### OLD BUSINESS

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|              | <b>1. Update on Potential Re-Financing of the Community Center:</b> Lupita DeHerrera explained that due to the problems NMFA is experiencing, we will not be able to proceed with re-financing until Spring 2013.  |
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| NEW BUSINESS | <b>1. Marketing Action Team:</b> Rogers Lanon reported that the Marketing Action Team has been disbanded and the Lodgers Tax Committee will help make decisions on how funding should be spent.  |
|              | <b>2. Presentation by 360:</b> Chris Madrid and Bobbie Duran presented their Enchanted Circle app program. They are currently in Taos and want to branch out to Angel Fire and other communities. Their program markets lodging, dining, activities, real estate, etc. on an easy to use app program. The program also includes getting our marketing materials in a shop in Taos as well as networking within the Taos/Angel Fire communities. Mayor Cottam explained that all businesses with a business license |

in Angel Fire will be included in the app. The app will list the business, their location info, phone, email and website info. The business has the option of paying for additional advertising on the app. The cost for initial set-up and maintaining the site for one year is \$9,700. We discussed hiring someone local, part time, to maintain the program for Angel Fire.

| ACTION ITEMS | PERSON RESPONSIBLE | DEADLINE |
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| <b>NEW BUSINESS</b> | <p><b>3. Vote on Proposal for App:</b> Gary Davis made a motion to accept the proposal from 360 for \$9,700 to fully set up the app program. Wayne Hajovsky seconded the motion and the motion passed unanimously.</p> |
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| <b>OTHER BUSINESS</b> | <p><b>1. Copier:</b> There is a copier at Public Works that is not being used and the Visitor Center would like to move that copier to the center. The cost of the copies is \$383.27 per month, copies included up to 3000 per month, in which case the cost per copy would be \$.0051. Color copies are a little more. It will cost roughly \$400-\$500 to move the copier from its current location to the Visitors Center. Wayne Hajovsky made a motion to move the copier from Public Works to the Visitor Center and assume the cost of the lease. Gary Davis seconded the motion and the motion passed unanimously.</p> |
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**2. Lodgers Tax Audit of Lodgers:** Gary Davis moved that we selected two lodging companies whose names will be drawn from a hat to be audited to insure they are paying the correct amount of lodgers tax to the Village. Wayne Hajovsky seconded the motion and the motion passed unanimously.

**3. New Members:** Shauna Cooper has agreed to join the Lodgers Tax Committee and Tracy Orr will as Chad at the Mini Mart if he is interested in serving. We also came up with Michael Sedillo from RBS, Cody from Alpine Lumber and Jesus from Lowe's. Tracy Orr will email the current members once we get someone interested in serving and then present the choices to the Council.

| ACTION ITEMS | PERSON RESPONSIBLE | DEADLINE |
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| <b>REQUESTS AND RESPONSES FROM THE AUDIENCE</b> |  |
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| <b>NEXT MEETING DATE AND ADJOURNMENT</b> | The next meeting of the Lodgers Tax Advisory Board will be <b>Tuesday, October 16, 2012 at 10:00am</b> |
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Motion to Adjourn: Motion \_\_\_ Gary Davis \_\_\_ Second \_\_\_ Wayne Hajovsky \_\_\_

| ACTION ITEMS | PERSON RESPONSIBLE | DEADLINE |
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| <b>DISCUSSION</b>   |                           |                 |
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| <b>CONCLUSIONS</b>  |                           |                 |
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| <b>ACTION ITEMS</b> | <b>PERSON RESPONSIBLE</b> | <b>DEADLINE</b> |
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| <b>OBSERVERS</b>        |  |
| <b>RESOURCE PERSONS</b> |  |
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