

Lodgers Tax Committee Meeting

MINUTES

FEBRUARY 23, 2012 10:00AM

VILLAGE HALL

MEETING CALLED BY	Rogers Lanon
TYPE OF MEETING	
FACILITATOR	
NOTE TAKER	Tracy Orr
TIMEKEEPER	Meeting Start Time:10:04am
ATTENDEES	Rogers Lanon__X__Gary Davis__X__Wayne Hajovsky__X____Tulima Mauga____Deb Leininger__X____Deborah May__X_____

Agenda topics

CALL TO ORDER	The meeting was called to order by Chairman Rogers Lanon.	
Pledge of Allegiance: Chairman Lanon called for the Pledge of Allegiance		
Roll Call: The following members were present: Rogers Lanon, Gary Davis, Wayne Hajovsky, Deb Leininger, and Deborah May. Also present at the meeting were Tomas Benavidez, Karen Kelly, Lupita DeHerrera, Don Borgeson, Penni Davey and Tracy Orr		
APPROVAL OF FEBRUARY 23RD AGENDA	<u>Wayne Hajovsky</u>	Motion Made By
	<u>Gary Davis</u>	Motion Seconded By
Approval of January 10, 2012 Meeting Minutes:		
	<u>Gary Davis</u>	Motion Made By
	<u>Deb Leininger</u>	Motion Seconded By
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

OLD BUSINESS-NONE

NEW BUSINESS	<p>A. Discussion and Decision to Rescind the Request for Proposal – Deb Leininger made a motion to withdraw the RFP. The motion was seconded by Gary Davis. Discussion regarding the RFP ensued. Tomas Benavidez explained that the RFP was never brought before Council before it was advertised. Therefore, we must withdraw this RFP before Council at the February 28, 2012 meeting. (I found out after the meeting from Terry Cordova, the Village Clerk, that we cannot “rescind” the RFP since it was never presented to Council. We must “withdraw” the RFP, come back and present it to Council at another meeting, then advertise for the RFP).</p> <p>A vote was requested to withdraw the RFP until the Committee can meet again March 20, 2012. The vote was as follows: Deb Leininger-yes, Wayne Hajovsky-yes, Rogers Lanon-yes, Gary Davis-no. Wayne Hajovsky stated that he does not want the Committee or the Village to stop advertising efforts. Tracy Orr stated that by law, we have to spend a percentage of the Lodgers Tax funds on advertising. The RFP will be reviewed again at the March 20th meeting.</p>
	<p>B. Advertising Plan for the portion of Lodgers Tax that must be used for advertising</p> <p>Don Borgeson spoke about the importance of advertising, especially in the summer months. The committee agreed that advertising, especially in a slow economy is necessary to help bring “heads in beds”. Karen Kelly confirmed the Marketing</p>

Action Team's (MAT) role in advertising. She explained that the advertising has been a cooperative effort as much as it can be-combining advertising dollars with other local and regional entities to maximize our exposure. MAT consists of local advertising experts who make decisions on where advertising dollars they have been allocated should be spent. Rogers Lanon said we need to look closer at MAT's expenditures so we don't end up giving funds to an entity that then turns to MAT to get even more funds. Gary Davis stated that he is concerned about MAT's role and believes the Lodgers Tax Committee should be the ones to approve all of MAT's expenditures. He feels we are losing control of our advertising dollars. He strongly believes MAT should report to the Lodgers Tax Committee. Karen Kelly stated that she would be happy to coordinate reporting to the Lodgers Tax Committee. She is willing to bring detailed advertising reports on a quarterly basis to the Lodgers Tax Committee as well as budget details with the help of Lupita DeHerrera. The committee members also stressed better tracking by all recipients of "heads in beds" generated from their lodgers tax dollars.

Karen Kelly said state marketing is down as well but our efforts at regional marketing are still going strong. Some communities are re-thinking their printed material and focusing more online.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

C. Use of Lodgers Tax to pay down Community Center debt

Tomas Benavidez presented the facts regarding the Community Center debt service. We have been carrying a loan on the Community Center that has a very high interest rate. We are paying more than half of our debt service payment to interest and the loan doesn't cease until 2035. He would like to see more of the lodgers tax dollars allocated to paying off this debt sooner. By state statute, this would be a legitimate expense for the lodgers tax funds. Lupita DeHerrera reported that she is trying to refinance the loan. If so, the payments we make could end up being the same, \$44,400, or we could end up with a better interest rate or both. She asked us to give her about 3 weeks to find out what she can about the refinance. Karen Kelly made a recommendation that the Marketing Action Team take \$15,000 from the MAT budget to go towards the Community Center debt service. Gary Davis made a motion to accept the \$15,000 from the MAT budget to be applied toward the debt service at the Community Center. Deb Leininger seconded the motion and the motion passed unanimously.

D. Lodgers Tax Resolution for presentation to Council

Tomas Benavidez handed out by-laws for the Lodgers Tax Committee to follow. He would like the committee to review them and come back with suggestions and changes at their next meeting. He would like all committees to follow proper Village procedures in all they do. He also requested that the Lodgers Tax Committee re-write their Resolution as the Resolution we are currently operating on is one that was passed back in 1986. Tracy Orr and Tomas Benavidez will work on re-writing the Resolution for approval by the Lodgers Tax Committee at their March 20th meeting followed by approval from Council at the March 27th meeting.

OTHER BUSINESS Lupita DeHerrera agreed to have financials ready for the Lodgers Tax Committee's next meeting. She will set up the account for the \$25,000 allocation the Lodgers Tax Committee approved to be set aside to pay reimbursement expenses for the Lodgers Tax recipients.

Penni Davey announced that the State Garden Club meeting will be held in Angel Fire this summer. This event will generate some lodgers tax dollars.

Deborah May reported that there may be booking at 100 mile bike race in Angel Fire this year. This will also help increase Lodgers Tax revenue.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
New Resolution	Tracy Orr & Tomas Benavidez	March 9, 2012
By-Laws Review	Lodgers Tax Committee	March 20, 2012

REQUESTS AND RESPONSES FROM THE AUDIENCE None

CONCLUSIONS

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

NEXT MEETING DATE AND ADJOURNMENT	Next Meeting Date: March 20, 2012 at 10:00am at Village Hall.	
	Motion to Adjourn <u>Gary Davis</u>	
	Seconded by <u>Deb Leininger</u>	
CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

OBSERVERS	
RESOURCE PERSONS	
SPECIAL NOTES	