

Village of Angel Fire  
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Minutes from the Lodgers Tax Committee Meeting  
Saturday, May 14, 2011 at 10am at Village Hall

- I. Call to Order  
Chairman Rogers Lanon called the meeting to order at 10:00am.
- II. Pledge of Allegiance  
Chairman Rogers Lanon called for the Pledge of Allegiance
- III. Roll Call  
Present at the meeting were Rogers Lanon, Wayne Hajovsky, Gary Davis, Tulima Mauga, and Councilor Deborah May. Deb Leininger was absent.
- IV. Approval of Agenda  
Gary Davis made a motion to approve the agenda. The motion was seconded by Wayne Hajovsky and the agenda was approved. Rogers Lanon disclosed his involvement with the Marketing Action Team to the committee and asked them to decide on whether he should recuse himself from voting on the MAT proposal. The Committee voted to allow Rogers Lanon to vote on MAT and the other proposals.
- V. Old Business  
There was no old business to discuss.
- VI. New Business
  1. Presentations from the Lodgers Tax Recipients  
Each of the participants gave a brief summation of their proposal.

Karen Kelly spoke for the Marketing Action Team. MAT is asking for \$100,000 which is \$22,000 less than they got last year. She requested that the \$22,000 go into a "carry-over" fund to be used to help pay the recipients advertising bills so they are not waiting 6-9 months to get paid. Karen Kelly told the Committee that the new Secretary of Tourism will not be allotting anymore funding to the communities. She wants to see a collaborative effort of advertising our regions.

Chuck Howe spoke on behalf of the Vietnam Veterans Memorial. Chuck Howe said the Memorial has a new four year agreement with the State and they are now operating the gift shop. He stated that the Memorial puts around 400 "heads in beds". 7,000 come to the Memorial over Memorial Day Weekend alone. Their relationship is good with the State Parks. Chuck Howe said their new brochures have a code on them to track visitors and they have a new website now. The Memorial is asking for \$7,500.

Wellness and Healing's presentation was given by Chuck Howe. Chuck Howe said the retreats are a great economic drive for the Moreno Valley. Chuck Howe said they have received funding in the amount of \$350,000 plus another \$10,000 from the Village and \$2,500 from MAT. He explained that the large amount has to be used for specific purposes and cannot be used for advertising and promotions. Wellness and Healing are asking for \$15,000.

Music from Angel Fire was presented by Dennis Edwards. He explained that the economy has had a negative impact on the arts. MFAF is predicting a deficit in their budget this year. He reported that MFAF serves about 9,000 people each season and they do a lot to help the children in the communities. Some of the concerts are heard on national broadcast radio stations. The group knows they need to increase their ability to prove “heads in beds” and have talked about improving their tracking system. MFAF also received funds this year from the towns in which they will have their concerts. Music from Angel Fire is asking for \$10,000.

The Angel Fire Homebuilders Association was represented by BJ Lindsey. He stated that construction alone generates a lot of lodging nights due to construction workers staying in accommodations, new home owners coming into town to stay while their house is under construction and of course, to attend the Parade of Homes. This year, the Village of Angel Fire does not have any new home starts as of May 1<sup>st</sup>. BJ Lindsey thinks we need to really push the new homebuilding market this year. They will better track the number of guests who come to the Parade of Homes. BJ said his organization does their own fundraising through the organization. They are asked for \$20,000.

Katherine McDermott was representing Moreno Valley Arts Council. She too reiterated the effect the economy has had on the arts. She explained that the Art Trail is funded by the New Mexico Arts. She has set up a good tracking method for tracking “heads in beds” at her shows and she shared it with the group. Katherine McDermott is asking for \$12,000 this year.

2. Discussion of Proposals by the Lodgers Tax Committee

The Lodgers Tax Committee announced that the amount of money proposed to be collected from Lodgers Tax is \$260,000. The following amounts have already been allocated to the Village:

Community Center	\$ 44,400
Sports Complex Reserve	\$ 12,000
Visitors Center Expenses	\$ 25,000
Carry-Over Fund	\$ 25,000
Audit	\$ 2,600
Reserve	\$ 2,600
Marketing Action Team	\$100,000

This left \$48,400 to be allocated to the recipients. The Committee then discussed how to allocate these funds.

3. Recommendations for Council by the Lodgers Tax Committee

The Lodgers Tax Committee recommended the following allocations to the Council for their approval at the May 24<sup>th</sup> Council Meeting:

Community Center	\$ 44,400
Sports Complex Reserve	\$ 12,000
Visitors Center Expenses	\$ 25,000
Carry-Over Fund	\$ 25,000
Audit	\$ 2,600
Reserve	\$ 2,600
Marketing Action Team	\$100,000
Vietnam Veterans Memorial	\$ 7,500
Wellness and Healing	\$ 10,000
Moreno Valley Arts Council	\$ 10,700
Music from Angel Fire	\$ 8,200
Angel Fire Homebuilders Assoc.	\$ 12,000

VII. Requests and Responses from the Audience

The recipients agreed to provide comments to the Committee on the RFP process.

VIII. The meeting was adjourned at 12:13pm. Next meeting will be held July 12<sup>th</sup> at 10am at Village Hall.