

Village of Angel Fire
P.O. Box 217
Angel Fire, NM 87710
575-377-3232

Lodgers Tax Committee Meeting Minutes
Tuesday, June 3, 2014 at 10:00 am at Village Hall

- I. Call to Order
The meeting was called to order by Chairperson Rogers Lanon at 10:01am.
- II. Pledge of Allegiance
The pledge of allegiance was recited by the Committee.
- III. Roll Call
Present at the meeting were Rogers Lanon, Gary Davis, Wayne Hajovsky, Chad Burns and Shauna Cooper. Also present were Mayor Barbara Cottam, Tracy Orr, Joe Kendall and Dan Swanson.
- IV. Approval of June 3, 2014 Agenda
Gary Davis made a motion to approve the agenda as written. The motion was seconded by Wayne Hajovsky and passed unanimously.
- V. Approval of the May 12, 2014 Meeting Minutes
Gary Davis made a motion to approve the minutes as written. Shauna Cooper seconded the motion and the motion passed unanimously.
- VI. Old Business
 - A. Use of Lodgers Tax Reserves-\$88,000
Gary Davis made a motion to move this agenda item and discuss at the end of the meeting. The motion was seconded by Shauna Cooper and passed unanimously.
- VII. New Business
 - A. Presentations from Agencies Regarding an Angel Fire Commercial
 1. Dave Hayduk-Hayduk-King Advertising Inc.
Dave Hayduk explained that we need to create a human emotional connection in our advertising. He talked about the New Mexico True campaign-“adventure steeped in culture”. There are four reasons people travel; 1) For history/historical aspects 2) Landmarks and Attractions 3) Fairs, festivals and events 4) Architecture. The NM True campaign focuses on “site doing” not just site-seeing. Dave Hayduk reported that Angel Fire needs a “tool box” with the basics first. These basics include New Mexico magazine, web banner ads, TV, radio, Trip Advisor, Go New Mexico, on site banners, collateral, website, social media, brochures, sweepstakes, public relations, NM Tourism.org, event promotions, hospitality, rack cards, tourism site, instant response, Facebook ads, and Twitter, Pinterest and Google + presence. David Hayduk would charge roughly \$30,000 to produce a commercial for Angel Fire. We would need additional money to place the commercial in our chosen market(s). The shoot would take about 3 days.
 2. Joe Haukebo-Hawk Media
Joe Haukebo explained what he does and said he uses local resources. Geraint Smith was also present and showed the Committee a commercial for a guest house he did in Taos. He stated that the human component is important, making emotional connections, using the family angle. Joe Haukebo explained some ideas

he had. He also had an idea for an aerial campaign. He has connections to an excellent cameraman, David Schweitzer. He believes the commercial would cost \$25,000 to make and produce. He also has connections with the Santa Fe Actors Guild for talent. Joe Haukebo is not as sold on the New Mexico True campaign.

After the presentations, the committee discussed the pros and cons to each presentation. The Committee agreed that we need to “fill our tool box” first and agreed that Dave Hayduk and Hayduk-King Advertising is the best agency to work with. He has great connections for the New Mexico True campaign and understands Angel Fire’s desire to be New Mexico True. Gary Davis made a motion to allocate \$50,000-\$60,000 to Dave Hayduk and his agency to help Angel Fire “fill its tool box”. The motion was seconded by Chad Burns and passed unanimously.

B. Chairperson Position

Wayne Hajovsky made a motion to nominate Gary Davis as chairperson of the Lodgers Tax Committee. Chad Burns seconded the motion and the motion passed unanimously. Rogers Lanon will now be council liaison to the Committee. We will need a new Lodgers Tax representative, one from the lodging community.

VIII. Other Business-None

IX. Requests and Responses from the Audience-None

X. Next Meeting Date

The Committee will call a meeting for the next quarter at a later date.

XI. Adjournment

With no further business, Rogers Lanon made a motion to adjourn the meeting. The motion was seconded by Wayne Hajovsky and the meeting was adjourned at 12:24pm.