

MINUTES OF LODGER'S TAX ADVISORY BOARD

HELD ON April 27, 2022 at 3:00 pm

Call to Order

Chairman Maurice Lemus called the meeting of the Lodger's Tax Advisory Board to order at 3:04 pm in the City Commission meeting room.

Roll Call/Attendance

Answering roll call were: Chairman Maurice Lemus, Board Member Georgia Pillmore, Board Member Arthur Fulkerson, and Board Member Pat Farmer arrived at 3:10 p.m. Vice Chairman Barbra Riley was absent. Also present were Deputy Clerk Desire'e Trujillo and 5 visitors.

1. Approval of Minutes: March 16, 2022

A motion was made by Board Member Arthur Fulkerson to approve the March 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 March 2022 Budget Reports .

City Clerk/Treasurer Michael Anne Antonucci went over the balances in the promotional fund and the non-promotional fund as of March 31, 2022. She also went over the gas tax comparison as of March 31, 2022. Clerk/Treasurer Antonucci stated that there will be a budget workshop held at the Raton Readiness Center that would be open for public input. A motion was made by Board Member Arthur Fulkerson to approve the March 2022 Budget Reports. The motion was seconded by Board Member Pat Farmer and carried 4-0 with all voting "aye".

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

- **Radio Advertising Enchanted Air-KRTN**

Billy Donati was present and stated the request is for \$7,133.79 which comes out to \$594.48 per month beginning July 2022 through June 2023. The advertising consists of 1,954 advertisements that will be ran on the KRTN radio stations AM & FM, their website & their Facebook page. After a brief discussion, a motion was made by Board Member Georgia Pillmore to approve the Radio Advertising Enchanted Air-KRTN request from the radio advertisement line item. The motion was seconded by Board Member Pat Farmer and carried 4-0 with all voting "aye".

- **International Santa Fe Trail Balloon Rally July 2-4 submitted by Raton MainStreet**

MainStreet President Christine Valentini stated this is the 9th year Raton MainStreet has held the Balloon Rally. She noted that there were 15 pilots with their crew that participated in the event last year coming from various states and that 10 have already signed up for the 2022 Balloon Rally. The request is for \$6,958.74 for advertising, t-shirts, swag bags, sanitation, and fire protection. After a brief discussion, a motion was made by Board Member Arthur Fulkerson to approve the International Santa Fe Trail Balloon Rally July request from the annual events line item. The motion was seconded by Board Member Georgia Pillmore and carried 4-0 with all voting "aye".

- **Raton Visitors Guide Distribution Expense submitted by the Center for Community Innovation**

The Center for Community Innovation's Executive Director, Patricia Duran was present, and she stated the request is for \$1,500 which will be for double the number of guides and a contract with Fun & Games for the distribution of the guides across New Mexico. After a brief discussion, a motion was made by Board Member Georgia Pillmore to approve the Raton Visitors Guide

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Distribution expense from the print advertisement line item. The motion was seconded by Board Member Arthur Fulkerson and carried 4-0 with all voting "aye".

- **Supercross Event Funding Request for EMT Expenses submitted by the Center for Community Innovation**

The Center for Community Innovation's Executive Director, Patricia Duran stated the \$1,802 is to pay for the EMT's that are needed for May 20th for the riders safety as they practice and for May 21st for the safety of everyone attending on race day and the riders competing. After a brief discussion, a motion was made by Board Member Arthur Fulkerson to approve the Supercross Event Request for EMT Expenses from the contingency fund. The motion was seconded by Board Member Pat Farmer and carried 4-0 with all voting "aye".

- **Supercross Event Funding Request for T-Shirts submitted by the Center for Community Innovation**

The Center for Community Innovation's Executive Director, Patricia Duran stated the request for \$496.50 is to provide the volunteers with t-shirts. There was some discussion on ways to better advertise the event to make it a more well-known event this year, as well as in the years to come. Chairman Lemus suggested adding \$5,000 more to the request in order to purchase more social media ads, radio advertisements, and merchandise. Executive Director Duran stated that if the funds are available, she still has enough time to order more merchandise and increase the ads. She also noted that Rocky Mountain Riders Association gave the city of Raton the first date for over 200 racers and that they are intending on having two races a year at our location. A motion was made by Board Member Arthur Fulkerson to approve \$5,496.50 to the Supercross Event Funding Request from the contingency fund. The motion was seconded by Board Member Pat Farmer and carried 4-0 with all 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 May 2022.

5. Old Business/New Business/Miscellaneous

Chairman Lemus asked about a current traffic count for the I-25/Clayton Highway. The board had a brief discussion about a billboard that is located on Frank Ferri's property that has recently become available which they felt would be a great location for a "Welcome to Raton" billboard.

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

DRAFT