



**Lodger's Tax Advisory Board  
January 15, 2018  
2:00 p.m.  
Commission Room  
201 W. Chaco, Aztec, NM 87410**

- I. Call to Order**
- II. Approval of Minutes**
  - A. October 16, 2018
- III. Financials – Kris Farmer**
- IV. New Business**
  - A. Funding Request: NM Junior High Rodeo
  - B. Funding Request: Alien Run
  - C. Funding Request: Streamers and Dreamers
  - D. Contingency Funding Request: Denver Tour Operators Convention
  - E. Board Update
  - F. 2018 Meeting Schedule
- V. Old Business**
  - A. Updates
- VI. Items from the floor**
  - A. Next meeting March 19, 2018
- VII. Adjournment**

**ATTENTION PERSONS WITH DISABILITIES:** The meeting room and facilities are fully accessible to persons with mobility disabilities. If you plan to attend the meeting and will need an auxiliary aid or service, please contact the City Manager's Office at 334-7600 prior to the meeting so that arrangements can be made.

**Note:** A final agenda will be posted 72 hours prior to the meeting. Copies of the agenda may be obtained from City Hall, 201 W. Chaco, Aztec, NM 87410



## Lodger's Tax Advisory Board Meeting Minutes for October 16, 2017

### **Members in Attendance:**

Theresa Bailey, Michael Mehta and Sam Blue (phone)

### **Members Absent:**

Diane Hathcock and Jimmy Miller

### **Staff in Attendance:**

Commissioner Randall, Kris Farmer, Kathy Lamb, Wilann Thomas and Sherlynn Morgan

### **Staff Absent:**

none

### **Guests:**

none

#### I. **Call to Order**

The meeting was called to order by Chairman Teri Bailey at 2:20 p.m.

#### II. **Approval of Minutes**

##### A. **July 17, 2017**

Sam made a motion to approve the July 17, 2017 minutes. Michael seconded the motion. Motion carried 3 to 0.

#### III. **Financials – Kris Farmer**

Kris Farmer reviewed the financials.

Teri made a motion to approve the Financials. Michael seconded the motion. Motion carried 3 to 0.

IV. **New Business**

A. **Funding Request: (Chamber) Aztec Sparkles Christmas Festival**

- Year 4 of Christmas festival
- Increase awareness of and encourage shopping in Aztec
- Radio Ads in San Juan County and Southwest Colorado, Facebook Ads and Talon Marketing

Teri motioned to approve the funding request for Aztec Sparkles Christmas Festival in the amount of \$2,000.00. Sam seconded the motion. Motion passed 3-0

B. **Tourism: IPW Show in Denver, CO (May 2018)**

- Wilann told the board that the largest tour operator show is in Denver this year
- \$2500 for a booth
- Going with Grand Circle who will have 2 booths
- Will provide more information when available

C. **Board Update**

- Sherlynn mentioned to the board that she received an email from Diane Hathcock about not being able to attend the meetings and needing to replace her position on the board

V. **Old Business**

A. **Updates**

- Grand Circle tour group will be in town this weekend touring the Ruins and Arches
- Purple Cow will be catering at Microtel for 7 tour operators
- Hoping to get more tour groups to the area

VI. **Items from the floor**

- Next meeting January 15, 2018.

VII. **Adjournment**

The meeting adjourned at 3:20 p.m.

MINUTES APPROVED January 15, 2018

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/S/ Theresa Bailey, Chairman

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/S/ Sherlynn Morgan, minute taker



# APPLICATION FOR FUNDING



## City of Aztec Lodger's Tax Funding Request

Name: Chryl Larabee Date: 11/8/18  
 Address: 20 Ra 105 W. Chaco Phone Number: 505-486-5353  
Aztec N.M.  
87410

*It is understood that all Lodgers Tax Funds will be used in accordance with the Regulations and State Statutes Governing Application for and use of Funds under NM State Statute 3-38-15 and 3-38-21.*

A. Description of Project/Request: Funding Request \$ 1,500.

New Mexico Junior High Rodeo. The jr high rodeo can choose any community in the state. As a community we have worked hard to bring the rodeo to San Juan County. In doing so the rodeo association needs help to support the contestants with prizes associated with the rodeo. We are requesting \$1,500.

Project Objectives:  
 The objective is to help the association to raise a total of \$3,000. In doing so the rodeo is being held at Magee Park. A break down of prize distribution can be supplied.

B. How will the project accomplishments be measured? total 213 kids  
 The association brings 132 high school contestants and 81 jr high contestants - besides contestants, there are at least 1 major family member, hauling livestock, typically siblings, grand parents, other relatives travel and attend. The project is very tangible regarding how many kids benefit from the rodeo. It is a lot to get the rodeo to our part of the state. ~~But~~



C. Name, telephone number and address of person responsible for organizing and implementing the project/program:

Mira Skinner 575-760-8169  
69467 NM 206  
Portales NM, 88130,

D. Name, telephone number and address of person who will be responsible for accounting of funds:

Mira Skinner 575-760-8169  
69467 NM. 206.  
Portales NM. 88130

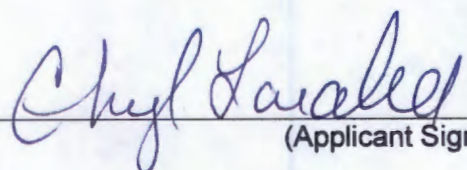
E. Date Project /Program will begin:

March 17<sup>th</sup> contest and music 1-2 days prior.  
Date of completion: March 18<sup>th</sup>.  
Expected Length of Service: annually  
(months, years, etc)

The Applicant understands that this grant is dependent upon the availability of funds.

All events receiving Lodger's Tax funding must adhere to the following requirements:

- All print and web marketing materials purchased with Lodger's Tax funds must include the City of Aztec Logo, as provided by the Aztec Visitor Center
- All radio marketing purchased with Lodger's Tax funds must identify the City of Aztec as an event sponsor
- The event organizers must dedicate a minimum of two volunteers to conduct entrance polls at the event. All attendees to the event must be polled using the poll provided by the Aztec Visitor Center. The completed poll must be returned to the Aztec Visitor Center within 7 days following the event. The Aztec Visitor Center will tabulate the poll results and provide the event organizer with a report on the results.

  
(Applicant Signature)



# APPLICATION FOR FUNDING



## City of Aztec Lodger's Tax Funding Request

Name: Aztec Trails & Open Space Date: 01/08/2018

Address: PO BOX 724 Phone Number: 505-330-8919

Aztec, NM 87410

*It is understood that all Lodgers Tax Funds will be used in accordance with the Regulations and State Statutes Governing Application for and use of Funds under NM State Statute 3-38-15 and 3-38-21.*

A. Description of Project/Request: Funding Request \$ 2,000.00

The Alien Run Mountain Bike Competition is a 18 year running event hosted in Aztec.  
We are in the third year participating with New Mexico Off Road Series (NMORS)  
for mountain bike races. We request funding to continue promoting the race statewide.

Project Objectives:

Continue to increase participants for outside the Four Corners area attracting riders who  
will continue to set Aztec as visit point to race.

B. How will the project accomplishments be measured?

Track participants through registration, who are out side the Four Corners area, including  
support staff, vendors, sponsors, etc.

C. Name, telephone number and address of person responsible for organizing and implementing the project/program:

Wallace Begay

201 W. Chaco St.

Aztec, NM 87410

505-330-8919

D. Name, telephone number and address of person who will be responsible for accounting of funds:

Bryan Vincent

604 S. Rio Grande Ave

Aztec, NM 87410

970-749-9001

E. Date Project /Program will begin: May 5, 2018

Date of completion: May 5, 2018


Expected Length of Service:  
(months, years, etc) 1 Day

*The Applicant understands that this grant is dependent upon the availability of funds.*

*All events receiving Lodger's Tax funding must adhere to the following requirements:*

- All print and web marketing materials purchased with Lodger's Tax funds must include the City of Aztec Logo, as provided by the Aztec Visitor Center*
- All radio marketing purchased with Lodger's Tax funds must identify the City of Aztec as an event sponsor*
- The event organizers must dedicate a minimum of two volunteers to conduct entrance polls at the event. All attendees to the event must be polled using the poll provided by the Aztec Visitor Center. The completed poll must be returned to the Aztec Visitor Center within 7 days following the event. The Aztec Visitor Center will tabulate the poll results and provide the event organizer with a report on the results.*

Wallace Begay Jr

 Digitally signed by Wallace Begay Jr  
DN: cn=Wallace Begay Jr, o=Wallace Begay Jr, ou,  
email=wallacebegay@hotmail.com, c=US  
Date: 2018.01.08 15:58:17 -07'00'

(Applicant Signature)



# APPLICATION FOR FUNDING



## City of Aztec Lodgers Tax Funding Request

Name: Cindy Iacovetto Date: 01/09/2018

Address: 101 S. Park Ave Phone Number: 505 801 0373 / 505 334 2881

Aztec NM 87410

*It is understood that all Lodgers Tax Funds will be used in accordance with the Regulations and State Statutes Governing Application for and use of Funds under NM State Statute 3-38-15 and 3-38-21.*

A. Description of Project/Request: Funding Request \$ 2000.00

Steamers and Dreamers, a futuristic pastime is Aztec's first Steampunk Convention introduced as an instrument of uniting the community in a fun unique way. Although participation numbers were down last year compared to the previous year (245), we anticipate that this year will bring in a larger crowd. We have had positive feedback and new interest through face book and word of mouth. We have connected with a group from Roswell and are excited to be bringing some outside entertainment and activities for this year's event.

We continue to anticipate that this event will also generate GRT for the City. Re: Motels, restaurants, fuel sales, and sales of special items that would otherwise be discarded. Unneeded plumbing, electrical, and electronic pieces, just to mention a few, now become marketable items.

This year's approval for funding will help to ensure that all avenues of advertising can be utilized to increase the opportunities of participation.

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### Project Objectives:

Steamers and Dreamers is also an instrument to raise monies to go toward the support of an even bigger event. "Good Neighbors" is a group of citizens (all of the citizens of the community) encouraging opportunities for expression of one's creative self through the assembly of community in captivating fun. It is designed to encourage all walks of life to participate in a journey of good neighbors, good friends, good manners, and good times, while learning and experiencing better ways to become a community of support for one another.

Some of the activities are;

- Logo/T shirt/Poster contest
- "City Star"
- Stand up comedy
- Talent shows
- Concerts
- Dances/Dance off
- Movies
- Pic Nics
- Implementing programs within the schools
- Creating support groups

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- Build robots/make film
- Manner Mania
- Random Rumbles/Flash mobs
- Block Parties
- Costume Contests
- Cooking Contests/cook offs

One of the activities implemented is a group of dancers, "Elite All Stars". This group, in lieu of participation fees, has participated in many "random" acts of kindness.

Re:  
 Planting Flowers at City Hall  
 Packages/Letters to servicemen  
 Gifts to Policemen  
 Yard Cleanup/Elderly  
 Stocking a food pantry (Pansa Llana)  
 A Thanksgiving Meal Box to 5 families  
 Christmas Cards to 2 local Senior Living Facilities

Additional acts of kindness through the Good Neighbors Campaign are:  
 A hand painted wall plaque to the Police Department  
 Locating Housing and completely furnishing them for 3 Seniors  
 Clothes sharing with needy families of the Community  
 Providing support both monetary and with food and gifts to families directly affected by the shootings  
 Quilts made to give to the Police Departments and Fire Department  
 Face Painting at local Children Events  
 Food sharing with PATH, Daily Bread, Child Haven  
 Providing "goodies" to City Hall Customers  
 Provided a safe place for families during the shooting, gave rides to McGee Park, and Transported drinks

These activities are multi-faceted in an effort to reach out to the community, hopefully providing an avenue to spark everyone's interest and at the same time to bring them together to celebrate and embrace their differences.

Funding for marketing, for these projects and programs, is key in putting these plans in motion.

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B. How will the project accomplishments be measured?

Participation can always be counted in numbers, but the potential ripple of people touched in positive ways is immeasurable.

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Surveys: vendors

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participants

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Reports generated from business discounts offered to participants

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Participation numbers from the event itself

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C. Name, telephone number and address of person responsible for organizing and implementing the project/program:

Cindy Iacovetto

101 S Park Ave Aztec NM 87410

505 334 2881/505 801 0373

D. Name, telephone number and address of person who will be responsible for accounting of funds:

Cindy Iacovetto 101 S Park Ave Aztec NM 87410 505 334 2881/505 801 0373

Dept Office Staff

Rein Dance Association is the fiscal sponsor.

26 Rd 3450

Flora Vista NM 87410

E. Date Project /Program will begin: Feb 24<sup>th</sup> 2018 Steamers and Dreamers Steampunk Convention

Date of completion: On going

Expected Length of Service:  
(months, years, etc) On going

*The Applicant understands that this grant is dependent upon the availability of funds.*

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*Cindy L Iacovetto*

(Applicant Signature)

## Re: LTAB Agenda Packets

Sherlynn Morgan

Tue 9/26/2017 8:01 AM

Sent Items

To:legaltweetie@msn.com <legaltweetie@msn.com>;

Thanks for letting me know Diane. Sorry to hear that you closed your business. We can try to refill your position, but I will need you to email me a formal letter of resignation. This way we can proceed with filling your board seat.

*Thanks,*

*Sherlynn Morgan*

City of Aztec

City Manager Administrative Assistant

505-334-7606

smorgan@aztecm.gov

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**From:** RUSTY DIANE HATHCOCK <legaltweetie@msn.com>

**Sent:** Wednesday, September 13, 2017 3:03:50 PM

**To:** Sherlynn Morgan

**Subject:** Re: LTAB Agenda Packets

Since we no longer have our business, you may need to fill my position. I am working in Farmington and can't attend. Thank you!  
Diane

Sent from my Verizon Wireless 4G LTE DROID

On Sep 13, 2017 1:48 PM, Sherlynn Morgan <smorgan@aztecm.gov> wrote:

**Hi Everyone!**

**I have attached the LTAB packet for the meeting on Monday, September 18th. I will see everyone at 2:00 pm. Have a great weekend!**

You're receiving this message because you're a member of the LTAB group from City of Aztec. To take part in this conversation, reply all to this message.

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