



**CITY OF AZTEC**  
**Lodger's Tax Advisory Board**  
Agenda for January 21, 2019, 2:00 pm  
201 W. Chaco St, Aztec NM 87410

**I. CALL TO ORDER**

**II. APPROVAL OF MINUTES**

A. November 5, 2018

**III. FINANCIALS**

**IV. OLD BUSINESS**

**V. NEW BUSINESS**

- A. Funding Request: Aztec Motocross
- B. Funding Request: Steamers and Dreamers
- C. Funding Request: Alien Run
- D. LTAB Board meeting with Commission Discussion

**VI. ITEMS FROM FLOOR**

Next Meeting March 18, 2019

**VII. ADJOURNMENT**



# CITY OF AZTEC

## Lodger's Tax Advisory Board

### Meeting Minutes

#### I. CALL TO ORDER

Meeting Date: November 5, 2018  
Meeting Called to Order: 2:05 pm  
Members Present: Theresa (Teri) Bailey, Chairman;  
Jimmy Miller, Member; Danielle Workman, Member  
  
Members Absent: Sam Blue, Michael Mehta  
Staff in Attendance: Kris Farmer, Kathy Lamb, Wilann Thomas, Steve  
Mueller and Sherlynn Morgan  
Other in Attendance: See attached sign-in sheet

#### II. NEW BUSINESS ITEMS

##### A. Funding Request: Aztec Sparkles

Motioned by: Teri to approve the request in the amount of \$2,000  
Seconded by: Jimmy  
Motion Passed: 3 ayes; 0 nays

#### III. ITEMS FROM THE FLOOR

A. Next meeting January 21, 2019

#### IV. ADJOURNMENT

The meeting adjourned at 2:31 pm

#### MINUTES APPROVED

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Theresa Bailey, Chairman

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Sherlynn Morgan, Minute Taker



# APPLICATION FOR FUNDING



## City of Aztec Lodger's Tax Funding Request

Name: Aztec Motocross LLC

Date: 1/14/2018

Address: Motocross RD, HWY

Phone Number: 505-787-9608

173, 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

This money would mostly be used for Facebook and Instagram advertisement. We would also use it for banners to put up in Aztec on a race weekend.

Project Objectives:

To operate and maintain a championship series for the Aztec motocross track.

To provide a local track to the four corners and another sport to the community.

B. How will the project accomplishments be measured?

At every event, spectators and racers have to sign in and fill out where they are from. With this info, will be able to show

How many people are coming from where. This will bring a lot of revenue back into the City.

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

Andrew Gallegos, 505-787-9608, 22 RD 5457, Farmington NM, 87401

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

Andrew Gallegos, 505-787-9608, 22 RD 5457, Farmington NM, 87401

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E. Date Project /Program will begin:

3/23/2019

Date of completion:


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

1-5 years, multiple events a year, schedule attached.

*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: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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*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 \$ \_\_\_\_\_

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Project Objectives:

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B. How will the project accomplishments be measured?

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

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

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E. Date Project /Program will begin:

Date of completion:

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

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*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:*

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- 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.*

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(Applicant Signature)



# APPLICATION FOR FUNDING



## City of Aztec Lodgers Tax Funding Request

Name: Cindy Iacovetto Date: 12/31/2018  
 Address: 101 S. Park Ave Phone Number: 334 2881  
Aztec NM 87410 Cell 505 801 0373  
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*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 \$ 3000.00

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. It is anticipated 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. As the City is introduced to Steampunk, and it's gears begin to turn, it's marketing imagination becomes limitless. Hopefully there will be a Steampunk corner in every business featuring these items for sale.

**Project Objectives:**

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, good times, while learning and experiencing better ways to become a community of support for one another. "Creative Communities Company" will organize and implement fun activities that will include:

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

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.

Surveys: vendors  
participants

Reports generated from business discounts offered to participants

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:

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

Cindy Iacovetto work: 505 334 2881 cell: 505 801 0373

Aztec Senior Community Center

101 S. Park Ave.

Aztec NM 87410

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E. Date Project /Program will begin: 4<sup>th</sup> Annual Convention Feb 24<sup>th</sup>, 2019  
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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(Applicant Signature)