



**Lodger's Tax Advisory Board  
October 16, 2017  
2:00 p.m.  
Commission Room  
201 W. Chaco, Aztec, NM 87410**

- I. Call to Order**
- II. Approval of Minutes**
  - A. July 17, 2017
- III. Financial – Kris Farmer**
- IV. New Business**
  - A. Funding Request: (Chamber) Aztec Sparkles Christmas Festival
  - B. Tourism: IPW Show in Denver, CO (May 2018)
  - C. Board update
- V. Old Business**
  - A. Updates
- VI. Items from the floor**
  - A. Next meeting January 15, 2017
- 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 July 17, 2017**

### **Members in Attendance:**

Theresa Bailey, Jimmy Miller, and Michael Mehta

### **Members Absent:**

Diane Hathcock and Sam Blue

### **Staff in Attendance:**

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

### **Staff Absent:**

none

### **Guests:**

Jessica Polatty

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

The meeting was called to order by Chairman Teri Bailey at 2:10 p.m.

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

##### **A. May 15, 2017**

Jimmy made a motion to approve the May 15, 2017 minutes. Michael seconded the motion. Motion carried 3 to 0.

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

Kris Farmer reviewed the financials.

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

#### IV. **New Business**

##### A. **City Map and Brochure Review**

- Ed and Wilann created a more helpful map of landmarks and features which are more beneficial to Aztec
- Ed asked the board what they would like to see
- Board asked to add hotels and restaurants
- Ed mentioned that they would have a map and a brochure so that the map would not be obsolete when things close
- Board asked if we could put the brochures in more places
- Wilann mentioned that they are trying to put them in numerous places in NM, and CO
- Ed will make the landmarks on the map bigger and outline the historic district
- Board would like to see the phone number on the brochure and map
- Board asked about putting the brochure in rental car places
- Kathy mentioned that the board could give direction to use contingency money to print additional brochures/maps if needed
- Wilann and Teri will check about advertising in the flight magazines
- Ed mentioned he would like to do a mountain bike trails brochure

##### B. **Funding Request (Aztec Highland Games)**

- Jessica mentioned that they are marketing more regionally instead of Nationally
- She mentioned that there would be a Celtic Games in Montazuma on July 29<sup>th</sup> and they will be handing out information there
- Jessica said they will be advertising on public radio stations
- Jessica mentioned that is hard to get volunteers to conduct survey but the most popular answer is always word of mouth or they have been before

Michael motioned to approve the funding request for Aztec Highland Games in the amount of \$2,000.00. Teri seconded the motion. Motion passed 3-0

##### C. **FY18 Final Budget Approval**

Michael motioned to approve the FY18 Final Budget. Teri seconded the motion. Motion passed 3-0

#### V. **Old Business**

##### A. **Updates**

- Wilann mentioned that the digital signs at the Durango airport have come down and they will still have the brochures
- Jimmy mentioned that he has given up on the billboard for now
- Teri mentioned that they will be having a Grand Circle tour group of 12 coming in the fall

##### VI. **Items from the floor**

- Next meeting November 20, 2017.

VII. **Adjournment**

The meeting adjourned at 3:34 p.m.

MINUTES APPROVED October 16, 2017

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/S/ Theresa Bailey, Chairman

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/S/ Sherlynn Morgan, minute taker

**CITY OF AZTEC  
LODGERS' TAX FUND  
RECEIPTS & DISBURSEMENTS  
(8/31/17)**

**FOR THE TWO MONTHS ENDING AUGUST 31, 2017**

**Business Collections for Month: JULY '17  
Receipts Received By City in AUG '17**

	Y-T-D ACTIVITY (AUG 17)	MONTH ACTIVITY	BUDGET	BUDGET BALANCE REMAINING	% COLL/USED
<b>RECEIPTS:</b>					
LODGERS' TAXES	975.11	975.11	35,000.00	34,024.89	2.8%
LODGERS TAX A/R	0.00				
LODGERS' TAX-PRIOR YEARS	0.00			0.00	#DIV/0!
INTEREST EARNINGS	0.00		100.00	100.00	0.0%
OTHER RECEIPTS	0.00			0.00	#DIV/0!
<b>TOTAL</b>	<b>975.11</b>	<b>975.11</b>	<b>35,100.00</b>	<b>34,124.89</b>	<b>2.8%</b>
<b>DISBURSEMENTS:</b>					
MATERIALS/SUPPLIES	0.00			0.00	#DIV/0!
SPECIAL PROJECTS PARTICIPAT.	2,000.00	2,000.00	10,000.00	8,000.00	20.0%
TOURIST CTR OPERATIONAL EXP	0.00			0.00	#DIV/0!
ADVERTISING/PROMTNAL EXPENSE	5,060.00	3,920.00	40,000.00	34,940.00	12.7%
CONTINGENCIES	0.00		20,000.00	20,000.00	0.0%
CAPITAL OUTLAY	0.00			0.00	
OTHER IMPROVEMENTS	0.00			0.00	
<b>TOTAL</b>	<b>7,060.00</b>	<b>5,920.00</b>	<b>70,000.00</b>	<b>62,940.00</b>	<b>10.1%</b>
REVENUES IN EXCESS/(UNDER) DISBURSEMNTS	(6,084.89)				
BEG CASH BALANCE (JULY 1, '17)	59,027.63				
END CASH BALANCE (AUG 31, '17)	52,942.74				
Less: Other Pending/Approved Obligations encumbrances					
Add: Accounts Receivable	18,968.61				
End Cash Balance Less Encumbrances	71,911.35				



CITY OF AZTEC  
 LODGERS' TAX FUND  
 MONTHLY TAX RECEIPTS  
 (8/31/17)

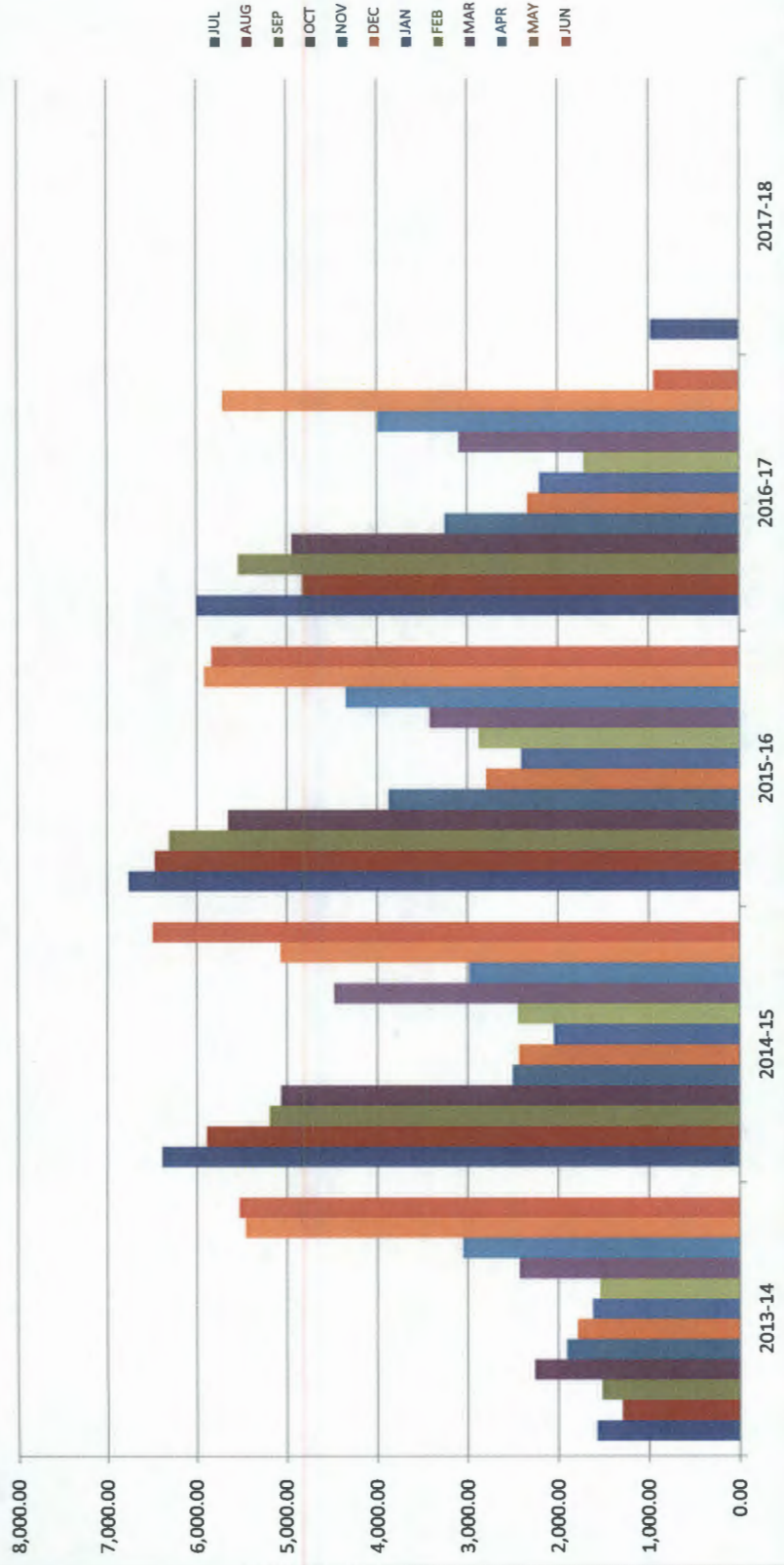
Current Month Statistics BASED ON FY LODGERS RECEIPTS (NOT WHEN PAID TO CITY)

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
2013-14	1,575.04	1,296.10	1,519.90	2,260.13	1,907.62	1,789.06	1,621.07	1,540.02	2,431.15	3,053.31	5,460.09	5,531.46	29,984.89
2014-15	6,388.29	5,892.27	5,197.23	5,066.70	2,502.99	2,433.28	2049.18	2445.51	4479.83	2979.31	5071.75	6495.46	51,001.80
2015-16	6,760.58	6,467.70	6,308.72	5,650.92	3,871.79	2,791.60	2,401.87	2,874.36	3,415.79	4,344.96	5,915.35	5,834.46	56,638.12
2016-17	6,005.85	4,826.41	5,538.31	4,942.28	3,248.15	2,334.88	2,199.48	1,713.52	3,089.35	3,984.19	5,706.76	940.17	44,529.30
2017-18	975.11												975.11

MO. % CHNG:

04 to 05 Diff.	-12.9%	14.8%	-17.1%	-13.3%	3.2%	6.2%	5.7%	0.3%	28.9%	-9.3%	-5.8%	33.8%
05 to 06 Diff	8.8%	-10.1%	1.7%	-9.7%	-17.9%	15.2%	-2.6%	-0.5%	-15.7%	-6.2%	-4.5%	-23.4%
06 TO 07 Diff	-15.0%	24.7%	19.7%	25.6%	13.1%	-16.5%	2.4%	24.0%	34.9%	10.7%	13.9%	22.9%
07 TO 08 Diff	71.9%	-5.6%	-8.9%	-7.5%	-10.4%	8.7%	3.8%	-4.7%	-32.2%	-14.2%	-22.7%	-34.5%
08 TO 09 Diff	-30.4%	-42.7%	-22.6%	-26.2%	-8.9%	-49.1%	-43.5%	-66.9%	-31.5%	-19.7%	-24.6%	-0.5%
09 TO 10 Diff	-43.5%	-11.2%	-26.4%	-6.0%	-22.5%	69.1%	-43.8%	-0.8%	-7.5%	-29.8%	-12.9%	-14.7%
10 TO 11 Diff	6.94%	-16.59%	5.52%	4.52%	14.16%	-28.4%	81.0%	40.8%	-22.3%	39.7%	18.7%	-6.6%
11 TO 12 Diff	7.9%	37.9%	2.0%	16.1%	-11.7%	-33.5%	-2.7%	-6.5%	52.9%	-13.7%	10.5%	37.5%
12 TO 13 Diff	9.8%	0.3%	20.4%	52.9%	160.1%	312.0%	267.3%	240.6%	206.9%	285.9%	316.5%	264.1%
13 TO 14 Diff	305.6%	354.6%	241.9%	124.2%	31.2%	36.0%	26.4%	58.8%	84.3%	-2.4%	-7.1%	17.4%
14 TO 15 Diff	5.8%	9.8%	21.4%	11.5%	54.7%	14.7%	17.2%	17.5%	-23.8%	45.8%	16.6%	-10.2%
15 TO 16 Diff	-11.2%	-25.4%	-12.2%	-12.5%	-16.1%	-16.4%	-8.4%	-40.4%	-9.6%	-8.3%	-3.5%	-83.9%
16 TO 17 Diff	-83.8%											

FY LODGERS RECEIPTS (NOT WHEN PAID TO CITY)





CITY OF AZTEC  
 LODGERS' TAX FUND  
 MONTHLY TAX RECEIPTS  
 (8/31/17)

Year-To-Date- Statistics

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
13-14 YTD	1,575.04	2,871.14	4,391.04	6,651.17	8,558.79	10,347.85	11,968.92	13,508.94	15,940.09	18,993.40	24,453.49	29,984.89
14-15 YTD	6,388.29	12,280.56	17,477.79	22,544.49	25,047.48	27,480.76	29,529.94	31,975.45	36,455.28	39,434.59	44,506.34	51,001.80
15-16 YTD	6,760.58	13,228.28	19,537.00	25,187.92	29,059.71	31,851.31	34,253.18	37,127.54	40,543.33	44,888.29	50,803.64	56,638.12
16-17 YTD	6,005.85	10,832.26	16,370.57	21,312.85	24,561.00	26,895.88	29,095.36	30,808.88	33,898.23	37,882.42	43,589.18	44,529.30
17-18 YTD	975.11											

YTD % CHNG:

04 to 05 Diff.	-12.9%	-0.6%	-6.4%	-8.0%	-6.6%	-5.4%	-4.7%	-4.4%	-1.7%	-2.4%	-2.8%	0.6%
05 to 06 Diff.	8.8%	-0.8%	0.0%	-2.2%	-4.4%	-2.3%	-2.4%	-2.2%	-3.7%	-3.9%	-3.9%	-6.4%
06 to 07 Diff	-15.0%	3.4%	8.6%	12.1%	12.2%	8.7%	8.2%	9.5%	11.8%	11.7%	12.0%	13.1%
07 to 08 Diff	71.9%	28.5%	15.4%	10.2%	7.7%	7.8%	7.5%	6.4%	2.1%	0.6%	-2.0%	-5.6%
08 to 09 Diff	-30.4%	-35.4%	-31.9%	-30.8%	-28.6%	-30.5%	-31.4%	-34.2%	-34.0%	-32.9%	-32.2%	-29.7%
09 to 10 Diff	-43.5%	-31.7%	-30.0%	-25.1%	-24.8%	-18.3%	-19.7%	-18.9%	-18.1%	-19.1%	-18.5%	-18.1%
10 to 11 Diff	6.9%	-4.2%	-1.00%	0.41%	2.23%	-2.1%	1.0%	3.0%	0.8%	3.8%	5.4%	4.1%
11 to 12 Diff	7.9%	20.3%	13.9%	14.5%	10.6%	6.0%	5.4%	4.6%	7.8%	5.5%	6.1%	9.3%
12 to 13 Diff	9.8%	5.3%	10.1%	21.6%	38.0%	56.0%	69.1%	79.4%	91.6%	108.4%	134.6%	151.1%
13 to 14 Diff	305.6%	327.7%	298.0%	239.0%	192.7%	165.6%	146.7%	136.7%	128.7%	107.6%	82.0%	70.1%
14 to 15 Diff	5.8%	7.7%	11.8%	11.7%	16.0%	15.9%	16.0%	16.1%	11.2%	13.8%	14.1%	11.1%
15 TO 16 Diff	-11.2%	-18.1%	-16.2%	-15.4%	-15.5%	-15.6%	-15.1%	-17.0%	-16.4%	-15.6%	-14.2%	-21.4%
16 to 17 Diff	-83.8%											





# APPLICATION FOR FUNDING



## City of Aztec Lodger's Tax Funding Request

Name: Aztec Chamber of Commerce Date: October 9, 2017  
 Address: 110 N Ash Ave Phone Number: 505-334-7646  
Aztec, NM 87410 Sally's Cell (947-4143)

*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

Aztec Sparkles Christmas Festival – Year 4 of a Community wide Christmas festival with focus on Downtown Holiday Shopping. This Festival partners in promoting other Christmas events such as the Aztec Ruins' Evening of Lights, the Library's Holiday Celebration, Boys & Girls Club Christmas Carnival and others.  
The Chamber is already partnering with American General Media for 50/50 match on radio ads in San Juan County And Southwest Colorado. Also this year we intend to run Facebook Ads for the event, focused on a Regional audience and will have Red Apple Transit signs on three of their busses. Signs are non- date specific so we can use them multiple years. There is no cost (other than production) to place signs for non-profits. Requesting funding for radio ads, Facebook ads, and TALON marketing.

2<sup>nd</sup> year to partner with TALON to do a huge push for shopping local using Santa's Gift Bag promos to drive Shoppers into local businesses for entry into the \$1000 gift certificate prize, certificates are donated by local businesses.

**Project Objectives:**

- Increase awareness of and shopping in Aztec.
- Encourage relocation or startup of new businesses to Aztec. Fill vacant buildings.
- Increase GRT receipts City wide for November and December.
- Encourage people who do not live in Aztec to experience Aztec.

**B. How will the project accomplishments be measured?**

Increase # of people participating and # of receipts turned in for Santa's Gift Bag Drawing. 2014 had 15 people who turned in 36 receipts, with the changes in the contest for 2016 there were over 2000 receipts turned in to participating businesses.

Decrease # of vacant buildings on Main Ave. Oct 2014 there were 14 vacant buildings – Oct 2015 there were 13 – Oct 2016 there were 10, will inventory buildings by the time of the meeting.

2014 was highest December GRT for past 5 years (first year of Aztec Sparkles).

Increase # of people who do not live in Aztec but shop in Aztec. As measured by Santa's Gift Bag receipts, 2 of the 15 participants lived outside of Aztec for 2014. The 2017 Winner lived at Navajo Dam. Will begin tracking zipcodes of entries.

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

Sally Burbridge 947-4143 Aztec Sparkles Chairperson

Teri Bailey 334-7646 cell 215-7233 Aztec Chamber of Commerce Board President

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

Annette Davis cell 320-8058 Aztec Chamber of Commerce Board Treasurer

E. Date Project /Program will begin:

November 17, 2017

Date of completion:

Santa's Gift Bag Drawing December 19

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

Roughly one month

*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)