

CITY OF AZTEC
WORKSHOP MEETING MINUTES
June 25, 2019

I. CALL TO ORDER

Mayor Snover called the Workshop to order at 5:20 pm at the Aztec City Commission Room, City Hall, 201 W. Chaco, Aztec, NM.

MEMBERS PRESENT: Mayor Victor Snover; Mayor Pro-Tem Fry; Commissioner Sherri Sipe; Commissioner, Mark Lewis; Commissioner Randall

MEMBERS ABSENT: NONE

OTHERS PRESENT: City Manager Steve Mueller; Finance Director Kathy Lamb; City Attorney Nicci Unsicker; Community Development Director Steven Saavedra; Project Manager Ed Kotyk; City Clerk Karla Sayler; see attached sign in sheet

A. Lodgers Tax Advisory Board

City Manager Steve Mueller explained that the LTAB board was seeking direction from the Commission and he turned it over to the board.

Chairman of the LTAB Board Joshua Large explained that they were wanting to see if the Commission had a specific direction that they would like the board to go or if there were certain projects for them to be involved in. He explained that most of the members of the board were new.

Sandi Harbor said she understands that they are supposed to provide funding to events that bring visitors into Aztec. She explained that they are working with Kathy in order to get tighter on the reporting after an event.

The largest portion of the LTAB money is spent on advertising and they like to keep a cash reserve available when we have a downturn in order to keeping marketing. Print, radio, social media, billboard, internet are some of the advertising LTAB does which are regional and a little further to Texas and even overseas.

Commissioner Sipe asked about the funds that LTAB is allowed to approve and Kathy explained that it is very specific as far as advertising and events that promote the community, the funding must be used for marketing. Joshua mentioned that he felt like Facebook was the cheapest and most effective form of advertising. Wilann mentioned that her statistics show that the target age is around age 60. Wilann also mentioned that as far as print they hand out 60,000 brochures a year.

Jimmy Miller asked about the events that have gone by the wayside: Fiesta Days, Blues and Brews, Founders Day, Fantasy of Lights, ect. Commissioner Sipe mentioned that the City did not put on these events they

were done by the Chamber and other groups and it is hard to get people to volunteer to do these events. Staff and Funding are what prevents the City from taking these on, depending on the event it could be a yearlong process. Cindy is trying to coordinate with the Antique Truck show and do her Steamers and Dreamers event at the same time and make it more of a community event. The City will help out however they can to help someone get an event started.

II. ADJOURNMENT

Moved by Mayor Snover to adjourn the meeting at 5:55 p.m.



A handwritten signature in black ink, appearing to read 'Victor C. Snover', written over a horizontal line.

Mayor, Victor C. Snover

ATTEST:

A handwritten signature in black ink, appearing to read 'Karla Sayler', written over a horizontal line.

Karla Sayler, City Clerk

MINUTES PREPARED BY:

A handwritten signature in black ink, appearing to read 'Sherlynn Morgan', written over a horizontal line.

Sherlynn Morgan, Administrative Assistant



COMMISSION



WORKSHOP

ATTENDANCE SHEET

DATE: 6.25.19

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NAME	Address or Affiliation
Steve Morse	COA
Delain Elyne	COA
Cory Han Gray	COA
Ken George	CBED
Sardi Harper	Urban Rebel Designs
William Thomas	COA
Joshua Large	Presidential Inn Sites