

Village of Ruidoso Lodgers Tax Committee

Notice of Regular Meeting March 10, 2016

Distributed March 7, 2016

In This Issue

Notice of Regular Meeting March
10, 2016

Members, Ruidoso Lodgers Tax
Committee

Financial Reports

Notice of Regular Meeting March 10, 2016

Notice is hereby given that Kathy Yeager, Chair of the Lodger's Tax Committee for the Village of Ruidoso, has scheduled the regular meeting of the Lodger's Tax Committee for **Thursday March 10, 2016 at 9am**. The meeting will be held at the Village of Ruidoso Administrative Center Council Chambers, 313 Cree Meadows Drive, Ruidoso, New Mexico. The agenda for the meeting is as follows:

1. Call to Order
2. Approval of Minutes Regular Meeting February 17, 2015 [Draft Meeting Minutes February 17, 2016](#)
3. Financial Report: Judi Starkovich
4. Special Event Funding Requests: [FY17 Special Event Funding Requests](#)

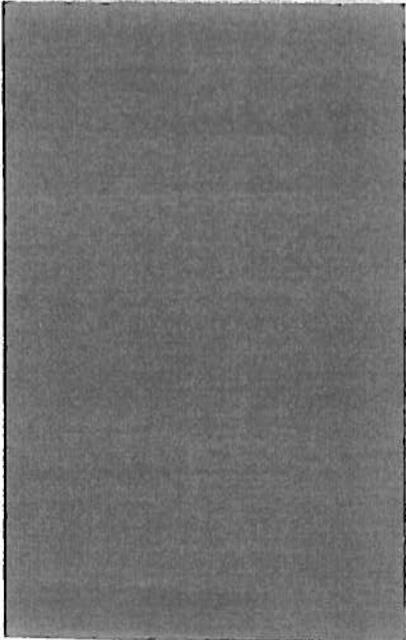
- **Special Events Resource Group:** Ruidoso Oktoberfest
- **Ruidoso Valley Chamber of Commerce:** Ruidoso Art Festival
- **Ruidoso Valley Chamber of Commerce:** Christmas Jubilee
- **Bicycle Ruidoso:** Tour de Ruidoso
- **Ski Apache Adaptive Skier Program:** Grindstone Trail Run
- **Zia Rides:** 12 Hours in the Wild West
- **Lincoln County Regulators:** Billy the Kid Breakout
- **Fort Stanton Inc.:** Fort Stanton LIVE!
- **Hubbard Museum of the American West Foundation:** Lincoln County Cowboy Symposium
- **CP6 Solutions:** Golden Aspen Motorcycle Rally
- **CP6 Solutions:** Aspencash Motorcycle Rally
- **Ruidoso Pickleball Club:** Ruidoso Pickleball Championships

5. Line Item Funding Requests:

- **Parks and Recreation Improvement Projects -** Rodney Griego [FY17 Parks & Recreation Improvement Projects](#)
- **Wingfield Park Pavilion Project -** Rodney Griego and Greg Cory
- **Ruidoso Convention Center Maintenance -** Rodney Griego [FY17 Convention Center Maintenance](#)
- **Ruidoso Police Department Special Event Overtime**
- **Brochures, Tradeshow, Etc. -** Gina Kelley [FY17 Brochures, Tradeshows & Misc. Budget](#)

6. Other Funding Requests:

- **New Mexico True TV Sponsorship:** Richard Holcomb [New Mexico True Television Sponsorship Packages](#)



7. Discussion and Possible Action: FY16 budget adjustment decreasing Special Advertising line item 214-165-52067 by \$5000 and increasing Marketing and Advertising line item 214-165-52066 by \$5000 to cover the cost of existing insertion orders through the end of the fiscal year.

8. Discussion and Possible Action: FY16 budget adjustment on lodgers tax revenues to enable an increase in administrative fees for the purpose of the Village of Ruidoso undertaking a study to determine the number of lodging facilities that may not be registered as short term rentals.

9. Discussion and Possible Action: FY17 Lodger's Tax Budget

10. Adjourn

Gina Kelley
Director of Tourism
Posted: March 7, 2016
Time: 1:00pm

I certify that notice has been given in compliance with Sections 10-15-1 through 10-1 5-4 NMSA 1978 and Resolution 2014-01. If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the Village Clerk at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the Village Clerk if a summary or other type of accessible format is needed.

Irma Devine, Clerk, Village of Ruidoso



Village of Ruidoso Lodgers Tax Committee
Regular Meeting February 17, 2016
Draft Meeting Minutes

Meeting Attendees: Kathy Yeager, Sunny Hirschfeld, Charles Meeks, Alan Riches, Steve Tally

1. **Call to Order:** Chairperson Kathy Yeager called the meeting to order at 1:02 pm
2. **Approval of Minutes Regular Meeting January 14, 2016:** Sunny motioned to approve the minutes as submitted, Charles seconded the motion, motion passed unanimously.
3. **Discussion and Possible Action:** Designation of a co-chair of the Ruidoso Lodgers Tax Committee Charles nominated Steve Tally as Vice Chair. Sunny seconded the motion; Steve accepted. Motion passed unanimously.
4. **Financial Report:** Judi Starkovich, Village Finance Director reported that year to date lodgers tax collections are over 14% ahead of last year with an increase of \$120,662. Our ending cash balance as of January 31 is \$557,266.
5. **Director's Report:** Gina Kelley. Report submitted in writing in advance for the committee's review. Gina provided information from the NM Hospitality Assn Trends Conference she and Sunny attended the previous week; the conference was very heavy on marketing & lodging trends regarding millennials, social media platforms, economic trends and the issues surrounding owner-operated short term rentals on Airbnb, VRBO etc. A separate report was provided to the committee.
6. **Discussion & Possible Action:** purchase of additional :30 tv spot featuring summer activities in Ruidoso at a cost of \$5000. Gina advised the committee that our next TV spots air from early May to mid-June, giving us an opportunity to promote summer activities. We have an edited spot that features horse racing, the Ruidoso Art Festival, Flying J Ranch in addition to horseback & relaxing on the deck. Cost is \$5000 inclusive of GRT; funds are available in the Special Advertising line item. Steve moved to approve \$5000 from the Special Advertising line item to produce an additional :30 tv spot, Charles seconded the motion, motion passed unanimously.
7. **Discussion & Possible Action:** purchase of additional 5,000 Ruidoso pins for distribution at the Bataan Memorial Death March on March 20th at a cost of \$4750. Gina advised the committee that she & Cheri will be working a booth at the BMDM at WSMR & would like to distribute Ruidoso pins. Funds would come from the Military line item to cover this expense. Sunny moved to approve the purchase of 5,000 Ruidoso pins at a cost of \$4750, Steve seconded, motion passed unanimously.
8. **Discussion & Possible Action:** Budget line item review. Kathy met with Debi Lee and Judi Starkovich regarding the FY17 lodger's tax budget & discussed the Village's priorities. She reviewed the contracts and contracted amounts with the committee.
9. **Adjourn:** Meeting adjourned at 1:51pm

Meeting Minutes Approved:

Kathy Yeager, Chair

Date

**Special Events
FY17**

Budget

Organization	Event	Event Dates	FY16 Requested	FY16 Funded	Eligible Expenses Submitted	FY 16 Reimbursed	# attendees	Lodgers Tax Cost per person	FY17 Requested	# projected attendees	Lodgers Tax Cost per person	FY17 Funded	
Bicycle Ruidoso	Tour de Ruidoso	Sept 24, 2016.	\$ 1,500.00	\$ 1,000.00	\$ 2,886.00	\$ 1,000.00	300	\$ 3.33	\$ 1,500.00	200	\$ 7.50		
	Billy the Kid Breakout	August 12-14, 2016							\$ 1,500.00	140	\$ 10.71		
CP6 Solutions	Golden Aspen Motorcycle Rally	Sept 14-18, 2016	\$ 5,000.00	\$ 2,500.00	\$ 8,162.00	\$ 2,500.00	18,000	\$ 0.14	\$ 5,000.00	30,000	\$ 0.16		
CP6 Solutions	AspenCash Motorcycle Rally	May 18-21, 2017	\$ 5,000.00	\$ 2,500.00					\$ 5,000.00	8,000	\$ 0.62		
Fort Stanton Inc.	Fort Stanton LIVE	July 9, 2016.	\$ 5,000.00	\$ 2,000.00	\$ 8,525.00	\$ 2,000.00	1800	\$ 1.11	\$ 5,000.00	3,000	\$ 1.66		
Hubbard Museum of the American West Foundation	Lincoln County Cowboy Symposium	October 7-9, 2016	\$ 3,000.00	\$ 3,000.00					\$ 3,000.00	22,000	\$ 0.14		
Ruidoso Pickleball Club	Ruidoso Pickleball Championships	June 10-12, 2017	\$ 750.00	\$ 750.00					\$ 500.00	75	\$ 6.66		
Ruidoso Valley Chamber	Ruidoso Art Festival	July 22 - 24, 2016	\$ 2,500.00	\$ 2,500.00	\$ 7,035.00	\$ 2,500.00	5000	\$ 0.50	\$ 2,500.00	5000	\$ 0.50		
Ruidoso Valley Chamber/Greeters	Christmas Jubilee	Nov 11-13, 2016	\$ 2,500.00	\$ 2,000.00	\$ 6,648.05	\$ 2,000.00	4294	\$ 0.46	\$ 2,000.00	4300	\$ 0.46		
Ski Apache Disabled Skiers Program	Ruidoso Grindstone Trail Runs	July 30, 2016.	\$ 1,600.00	\$ 1,500.00	\$ 1,758.00	\$ 879.13	251	\$ 3.50	\$ 1,000.00	300	\$ 3.33		
Special Events Resource Group	Oktoberfest	October 14 & 15, 2016	\$ 2,000.00	\$ 1,500.00	\$ 5,894.56	\$ 1,500.00	4000	\$ 0.37	\$ 2,000.00	4000	\$ 0.50		
Zia Rides	12 Hours in the Wild West	April 8, 2017.	\$ 1,000.00	\$ 750.00					\$ 2,500.00	350	\$ 7.14		
Total												\$ 31,500.00	

Parks and Recreation Department 5% Projects: \$67,500

- Single Vault Waterless Restroom - Alto Lake \$21,300
- Double Vault Waterless Restroom – Grindstone Lake \$39,300
- Two Rivers Park Post Replacement - \$10,000

Total \$70,600

Convention Center 5%: \$67,500

1. Replace HVAC \$200,000 - \$500,000 ?? **Will have cost estimates for several options on March 8th.**
2. New Interior lighting upgrades of remaining portions of exhibit hall, parking area, and meeting rooms 4,5,6 - \$40,000 **Includes Participation in PNM Rebate Program**
3. Replace Roof \$300,000
4. Replace Movable Walls in meeting rooms 4,5, and 6. \$300,000
5. Replace interior carpeting \$35,000
6. Install surveillance camera system \$15,000

FY 17 Brochure, Tradeshow, Misc.	
214-165-52064	
	Requested Budget FY17
Trade Shows	\$ 3,000.00
Opportunities TBD	\$ 3,000.00
Brochure Expenses	\$ 16,900.00
Ruidoso Pocket Visitors Guide	\$ 7,500.00
Ruidoso Area Trail Map reprint	\$ 3,500.00
Distribution - Certified	\$ 3,600.00
Distribution - Fun & Games	\$ 1,400.00
Distribution - Southwest	\$ 900.00
Assn Memberships	\$ 300.00
VoR Ski NM Membership	\$ 300.00
Miscellaneous	\$ 9,800.00
Constant Contact	\$ 900.00
Webcam maintenance expenses	\$ 2,220.00
Brownrice internet (hosting)	\$ 900.00
Ruidoso.net (maintenance)	\$ 1,300.00
domain registration	\$ 20.00
Website hosting/domains	\$ 1,030.00
Go Travel Sites (DiscoverRuidoso.com hosting)	\$ 750.00
GoDaddy (RuidosoMilitaryDiscounts.com domain)	\$ 20.00
GoDaddy (CallMeRuidoso.com domain)	\$ 20.00
GoDaddy (RuidosoMilitaryDiscounts.com wordpress)	\$ 240.00
Photography	\$ 4,000.00
Shipping costs (brochures for distribution, etc)	\$ 250.00
Promotional Items	\$ 500.00
Total Expense Budget	\$ 30,000.00

NEW MEXICO *True* TELEVISION

THREE MARKETS . AMAZING OPPORTUNITIES

1 ALBUQUERQUE: Sundays 8:30am



2 EL PASO, TX / LAS CRUCES: Saturdays 8:30am



3 LUBBOCK, TX: Sundays 10am



The show, sponsored in part by the New Mexico Tourism Department and produced by CliffDweller Digital, features "site doing" throughout New Mexico, from traditional tourist destinations to hidden treasures.

You'll receive 12 months of multi-state visibility for your community or destination!

ANNUAL SPONSORSHIPS INCLUDE:

Thirty-second (:30) Commercials

- Airing Weekly @ \$23,400 / year
- Airing Every Other Week @ \$11,700 / year

One-minute (1:00) Commercials

- Airing Weekly @ \$46,800 / year
- Airing Every Other Week @ \$23,400 / year

HURRY! Space is limited!! For more information, contact:

Jaime Gutierrez-Montoya

Director of Sales

505.369.7158 office

505.967.5702 cell

Jaime@cliffdwellerdigital.com



NEW MEXICO *True* TELEVISION

I have been meaning to email you regarding the outstanding video you did of Tinkertown Museum that aired in May, 2015.

From the very first day of its airing, we have had people from all over New Mexico coming to see Tinkertown and saying that they saw the piece on the Sunday morning show. I have counted at least 26 different people who have come to see us and specifically mentioned New Mexico True Television. You are doing an outstanding job in educating local residents to the unique opportunities for special day trips throughout our lovely state!

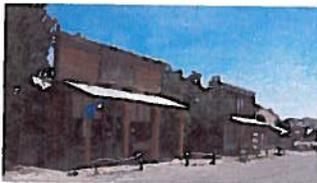


Keep up the good work as you are doing so much for tourism and the economy. People are traveling out and about.

I hope the Tourism Department will continue to fund your program as there are many wonderful stories and attractions here in our Land of Enchantment that are New Mexico TRUE and deserve to be shared!

Thank you so much for your fine work!

Happy Trails,
Carla Ward — Tinkertown Museum



It is still working magic! It aired in the Albuquerque area yesterday (Sunday) and by noon we had a number of Albuquerque residents visiting in Chloride. I can't tell you how well this is working for everyone. Several of the visitors asked where they could buy fuel, so we directed them to the Winston General Store. Several were surprised

to find that the Chloride Bank Café was in operation, so those folks got some business, as did the Monte Cristo Gift shop and Gallery, and of course the Pioneer Store Museum. Those folks who did not buy fuel or eat in Chloride, most likely ate and refueled in Truth or Consequences, making it a win – win situation for everyone.

Don Edmund — Chloride

I just wanted to express our gratitude and sure awe for the piece you guys put together; we are so happy and humbled by the segment on Zozobra. Please tell your crew how much we appreciated all you did to help tell the story of our little monster!



Thanks again!!!
Raymond G. Sandoval, Esq. — Zozobra Event Committee Chair

"It was an awesome show... can't wait to visit Silver City!"

"Going to Tent Rocks this weekend because you and your show made it look so cool!"

"We try to record and keep all of your New Mexico TRUE TV shows and then play it for our guests while they eat breakfast at our B&B! Keep up the good work!"

