

Draft Minutes
Lodger's Tax Board
Thursday, February 16, 2023
114 Lincoln Ave.
4:30 PM

The Village of Capitan Lodge's Tax Board met in a Regular Meeting on Thursday, February 16, 2023 at the Village Hall in Capitan, New Mexico at 4:30 PM.

The meeting came to order at 4:30 PM.

Roll Call: Maria Hernandez – present, Kay Strickland – present, Peggy Wilson – present, Aaron Bhakta – not present, Francis Traylor - present. Brian Cleckler – present. Al Cavazos – Village Clerk, Angela Autrey – Deputy Clerk, LeAnne Brasher – Finance Officer and Heather Jones- Pendagrass - were also present. A list of others in attendance is attached.

Item #1 on the Agenda: Approval of the Agenda.

Peggy Wilson made a motion to Approve. Brian Cleckler seconded the motion.

Discussion: There was no discussion of this item.

Roll Call: All were in favor. The motion carried.

Item #2 on the Agenda: Discussion/Action – Approval of the Minutes – Regular Meeting – June 16, 2022

Peggy Wilson made a motion to Approve. Brian Cleckler seconded the motion.

Discussion: There was no discussion of this item.

Roll Call: All were in favor. The motion carried.

Item #3 on the Agenda: Discussion – of the FY 2022-23 Budget

Discussion: LeAnne Brasher wanted to point out that this budget is exactly what is being reported to the DFA on the LGBMS website. And that this is what you have in your account as of your last quarter.

Which would be the end of December. Kay asked, this \$159.00 that was spent, what was this for?

LeAnne explained that we open up an account that was strictly for Lodger's Tax and that was the cost of the checks. Peggy asked if the cabins that are at the west end of town within the Village limits? Angela

Stated that, Yes, they are and that the Village is having to take the same action with them that they had to take with the other bed and breakfast by going through the DA's Office. Brian asked how much

money they needed to spend by June? LeAnne answered that they are only allowed a 2 year carry over and she is not sure how far back this \$13,000. goes back. She feels that they need to spend whatever

they can before the end of the fiscal year June 2023. Kay asked, if we happen to spend close to this

\$13,000. We would still be okay. LeAnne said that you would be perfect. And that would still leave us

with this \$5900.? LeAnne said yes. Brian asked if they are expecting much else to come in after the fall

or in the winter to ask for money? LeAnne stated that the only other one is when they may come in for

the Lincoln County Billy the Kid Days. Fort Stanton & possibly Eddie Crain as advertising for a fundraiser for Healing American Hero's. They usually ask for \$1500. To \$2000. Francis asked what they are doing

for the Smokey Bear Birthday? The Forestry is having a meeting this next week to do an ask, but we are not exactly sure what they are doing at this time. They won't be doing anything until next year in 2024. Right now, we are averaging \$3600 for the year.

Item # 4 on the Agenda: Discussion/Action – Approval for Request for \$6,000.00 from Lodger's Tax Fund for 2023 Smokey Bear Stampede, to advertise event (Radio, Newspaper, Flyers & Posters)

Peggy Wilson made a motion to Approve this item. Kay Strickland seconded the motion.

Discussion: Brian Cleckler stated that it does bring in a lot of revenue. He thinks that it will be harder for them this year because the fourth falls on a Tuesday. Saturday & Sunday will be the big day, but Monday & Tuesday will then slow down. And the Parade will be on Saturday, so they may need to go out a little harder on advertising or whatever they do just to get the velocity that they need.

Roll Call: All were in favor. The Motion carried.

Item # 5 on the Agenda: Discussion/Action – Approval for \$1900.00 from the Lodger's Tax Fund for the Smokey Bear Museum & Gift Shop for Ad in the Ruidoso's Visitor's Guide

Peggy Wilson made a motion to approve this item. Peggy Amended her motion that the Smokey Bear & gift shop and the Village of Capitan be combined into one grant under the Village and it incorporates all of that in one Ad. Brian stated that it is two different things. Peggy stated that we can grant it to the Village rather than the Gift Shop, Specifically. LeAnne asked if they could do that if the Smokey Bear is their own entity? We are just their fiscal Agent. We are more than their fiscal Agent, we hire and fire, we pay their salaries, we put money into their coffers, we pay the electric and phone, and gas bill and we own the building. There would not be a museum without us. **Brian Cleckler combine the two seconded the motion to combine the two entities**

Roll Call: All Denied. The Motion failed

Discussion: Peggy asked if this was the one that they had just approved at the last meeting? Yes, but this meeting was last year. Angela stated that this ad has to be submitted by the end of February in order for it to get into the visitor's guide by May. Brian asked if the Museum is a privately owned business? Al stated that it is. Brian asked that if He, as a privately owned business owner, can He come to the Lodger's Tax Board and ask to help with advertising? Angela stated that the Museum was supposed to be included last year with someone else's advertisement last year, and then they weren't again this year. So that is why. I am not sure that they are privately owned though. Kay states that it says in the you can support something that is bringing in attractions, which Smokey Bear is considered to do.

Publicizing, advertising & promoting such facilities of a municipality and to tourist facilities or attractions within the area. Brian stated that maybe if it stated come and visit the Village of Capitan, come to that and visit this and that and mentioned that of the gift shop. To me I feel like it should really be a Village of Capitan Ad. In looking at it that way Peggy thinks that #5 & #6 should really be under the umbrella of the Village of Capitan, so that we don't cross that fine line of it being individual entity that is doing it. The Museum is managed by the Village, is that not correct, Peggy asked? Angela said yes. Brian asked when the ads go out. You could use that for both.

Peggy Made a Motion for \$1900.00 for advertising for the Smokey Bear Museum and Gift Shop payable to the Village of Capitan for management.

Peggy made a motion to approve # 5 Smokey Bear Museum & Gift Shop an agent of the Village of Capitan for advertising money for \$1900.00. Francis Traylor seconded this motion.

Roll Call: All in favor. The motion carried.

Item # 6 on the Agenda: Discussion/Action – Approval for \$1650.00 from the Lodger’s Tax Fund for the Village of Capitan for Advertisement for the 2023 Fourth of July Parade (Radio, Newspaper, Posters, & Signs)

Francis Traylor made a motion to approve the \$1600.00 to include everything except for trophies. Brian Cleckler seconded this motion.

Discussion: There was no discussion on this item.

Roll Call: All in favor. The motion carried.

Adjournment:

Brian Cleckler made a motion to Adjourn. Peggy Wilson seconded the Motion.

Roll Call: all were in favor. The motion carried.

The meeting was adjourned at 5:31 PM



Kay Strickland, Chairman
