

**Minutes
Lodgers Tax Committee
September 1st, 2020**

The Village of Capitan Lodgers Tax Committee met in a Regular Meeting via Telephone Conference and in person on Tuesday, September 1st, 2020 at the Village Hall in Capitan, New Mexico at 5:30 PM.

Kay Strickland called the meeting to order at 5:37 PM.

Roll Call: Maria Hernandez – not present, Kay Strickland – present, Arun Bhakta – present, Jeannie Adams – present, Brian Cleckler – not present.

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

Arun Bhakta moved Approval of the Agenda. Jeannie Adams seconded the motion. All were in favor.

Item #2 on the Agenda: Approval of the Minutes – April 29th, 2019.

Jeannie Adams moved Approval of the Minutes – April 29th, 2019. Arun seconded the motion. All were in favor.

Item #3 on the Agenda: Discussion/Action – Requests for Lodgers Tax Funds – Smokey Bear Hometown Association for Advertising in the Ruidoso Visitors Guide \$3,979.00.

Shirley Pavlovic identified herself. She said she is with the Smokey Bear Home Town Association and that she is their Treasurer. She discussed the Advertisements in the Ruidoso Visitors Guide 2020/2021 for the Smokey Bear Home Town Association which were on the tables before the Committee. This year, due to the Corona Virus, she is coming to the Committee after the advertising is already completed and paid for. On page 20 there is a half-page add and on page 22 there is information about the Scenic Byway and some information about the Smokey Bear Historical Park. The Visitors Guide puts those in for free. On page 23 is the Association's full-page ad at a cost of \$3,979.00. Any help with paying the \$3,979.00 for the ad will be greatly appreciated. Shirley added that this year they did highlight the New Mexico Fallen Wildland Firefighters Memorial. It is the only one in the State of New Mexico and it has brought a lot of visitors into the Historical Park to see that Memorial. The Committee agreed it is a nice ad, all three pages. The Committee discussed the 2020/2021 Lodgers Tax Fund Budget of \$4,500.00 with a cash on hand balance of \$4,127.00, and that the Village of Capitan Board of Trustees had already approved an expenditure of \$200.00 on August 11, 2020 so that the Village could join the Ruidoso Valley Chamber of Commerce, leaving a balance in the Budget of \$4,300.00 and a balance of cash on hand of \$3,900.00. Shirley said The Association has been doing this for years and that the State Park draws 15,000 people a year. This year the Covid caused the Museum to close but the Gardens remained open. Museums are now being allowed to open and some are starting to open. It was agreed that the ads are important to the Village and the Budget could handle the expense for the advertising, and that more revenue would be going into the Lodgers Tax Fund, also that there shouldn't be any more requests for this year because there is nothing going on.

Jeannie Adams moved to recommend Approval of Requests for Lodgers Tax Funds – Smokey Bear Hometown Association for Advertising in the Ruidoso Visitors Guide \$3,979.00. Arun Bhakta seconded the motion. All were in favor.

Adjournment

Kay Strickland adjourned the meeting at 5:51 PM


Arun Bhakta

ATTEST:


Stephanie Bason, Village Clerk