

**Village of Jemez Springs
Lodger's Tax Advisory Board Meeting Minutes**

January 6, 2016

- 1. Call to Order: The meeting was called to order at 10:08 AM**
 - a. Leone Wilson, Brian Appell, Tanya Strubble, Erica Otero and Rob Dixon were present for the meeting.
- 2. Agenda Approval:**
 - a. A motion to modify agenda, by moving the financial dashboard report after the approval of the minutes, was made by Leone Wilson and seconded by Brian Appell. All were for the motion.
- 3. Approval of Minutes:**
 - a. Leone Wilson made a motion to approve the December 2, 2015, meeting minutes and was seconded by Brain Appell. All were for the motion.
 - b. Financial Dashboard Report:** Presented by Lupita De Herrera
 - c. Brian Appell noted the budget line items do not match the line items in the report, and suggested making the next budget and dashboard line items match.
 - d. Tanya Strubble asked for prior year data to be included for comparison.
 - e. No actions were taken.
- 4. JemezSprings.org Website:**
 - a. Erica Otero was tasked to work with Rob Dixon and create the request for proposals requirements for the jemezsprings.org website.
- 5. Status of NM True Website:**
 - a. Erica Otero worked with the New Mexico Tourism Department to update the content in Jemez Springs section of the newmexico.org website. She noted the general content has been updated for the Jemez Springs section, but there are still several businesses that have not been listed yet.
 - b. No actions were taken.
- 6. Light Among the Ruins:**
 - a. Tanya Strubble noted Erica did a great job getting the word out about the event.
 - b. Erica Otero was able to get Jemez Springs listed as one of the top 10 places for a small town Christmas with USA Today.
 - c. Tanya also mentioned one horse drawn carriage was not enough to transport all the people who attended the event in a timely manner.
 - d. No actions were taken.
- 7. Marketing Report:** Presented by Erica Otero
 - a. Erica Otero met with Antoinette Vigil and the Sandoval County Tourism Alliance and was able to get Jemez Springs on the winter photo shoot schedule. Giggling Springs and Elk Lodge were added from the Jemez area for the February 8, 2016 photo shoot.
 - b. Erica is working to get Jemez Springs listed in the Sandoval County Recreation Guide and evaluating creating a mini guide for triposo.com.

- c. All board members are to review the draft marketing plan and send comments to Erica by January 11, 2016.
 - d. Erica needs to know the budget available for marketing efforts to complete the marketing plan.
 - e. There was some discussion about how and when to share the brand with the community.
 - f. No actions were taken.
- 8. 2016 Event Calendar:**
- a. The current event calendar was reviewed, and no changes were made.
- 9. Jemezmountaintrail.com website:**
- a. Tanya Stubble suggested we use the mayor's contact information for the domain registration.
 - b. No actions were taken.
- 10. Next Meeting:** February 3, 2016, at 9:30 in the Village Conference Room
- 11. Adjournment:** 11:30 AM

Respectfully Submitted,

Rob Dixon

CC: LTAB members, Mayor, and Trustees