

Village of Jemez Springs
Lodger's Tax Board Meeting Minutes

May 3, 2017

- 1. Call to Order:** Meeting called to order at 9:15am. Leone Wilson, Rob Dixon, Erica Otero, and Cheryl Denney were present. Tanya Strubel was absent, unable to attend.
- 2. Agenda Approval:** Motion to approve the agenda by Cheryl Denney, seconded by Leone Wilson. All were in favor of motion.
- 3. Approval of Minutes:** Motion to approve of the minutes of the March 1, 2017 meeting by Leone Wilson, seconded by Cheryl Denney. All were in favor.
- 4. Big Foot:** Chief Felix Nunez was not able to attend, so there was no discussion of this issue.
- 5. Budget Review and Updates:** Rob stated that the carry-over from fiscal year 2016 was \$11,622. A request was made that the carry-over amount be added to the budget report and Rob said he would ask about that. It was noted that \$1200 was spent for the Albuquerque Journal Summer Guide and \$250 was spent for a graphic designer. With the added carry-over money, the possibility of spending \$3000-4000 to put an ad in the NM Dep't of Tourism's Adventure Guide was discussed. Erica said she would bring the figures for the Adventure Guide ad.
- 6. Jemezsprings.org website update:** Erica Otero gave the update. Erica showed the Board the website and said it might be finished next week. Erica requested that the Board members review the website as completed to this date, and get back to her with comments. The prize for the photo contest was discussed and it was decided that one prize of a \$500 gift card would be awarded to the winner. The launch of the website might be at the June Village Council meeting, which will be held the 3rd week of June.
- 7. Review Marketing Report:** The following items were discussed: the Plein Air artists gathering in Jemez Springs and the possibility of a photo workshop to be held in Jemez Springs in the fall. Erica reported that there were 2000 hits on social media, an increase of 200%,

8. Review Marketing Calendar: Upcoming events that would require and/or benefit from marketing: the upcoming concert for homeless veterans and the Jemez Public Library history event, both of which are going to be held on May 20, 2017, and the Village's Fourth of July celebration.

9. Next Meeting: Wednesday, June 7, 2017, 9-11am.

10. Adjournment: Leone Wilson moved that the meeting be adjourned; seconded by Cheryl Denney. All were in favor of the motion. Meeting adjourned at 10:30 am.