

Village of Jemez Springs

Lodger's Tax Board Meeting Minutes

September 6, 2017

- 1) **Call to Order:** Meeting called to order at 9:12 AM. Leone Wilson, Tanya Strubel, Adam Sweet, and Cheryl Denney were present. Rob Dixon and Erica Otero were absent. Tanya Strubel requested added agenda item to discuss company that could help with events.
- 2) **Approval of the Agenda:** Motion to approve the agenda by Leone Wilson, seconded by Tanya Strubel. All were in favor of motion.
- 3) **Approval of the Minutes:** Cheryl Denney discussion about spell checking the August minutes. Motion to approve the minutes of August 23 , 2017 by Leone Wilson, seconded by Cheryl Denney. All were in favor.
- 4) **Labor Day Events Updates:** Board discussion about the Bigfoot Labor Day Event. Tanya and Cheryl were present at the event. Adam and Leone were out of town for the event. Tanya and Cheryl enjoyed the bands and DJ but questioned the "Bigfoot" portion of the event. Board discussion about the type of crowd attending the event. Discussion about moving the event from the Jemez Springs Plaza to the Community Park Land and why it was not held at the Community Park this year. Discussion about managing the event traffic, the crowd, and the beer garden.
- 5) **Budget Review:** Budget was not reviewed because Erica Otero was not present.
- 6) **Marketing Report:** Discussion about punch cards and/or January discounts to promote tourism during winter. Discussion about a 'catch phrase' and/or marketing ideas for January. Discussion and agreement to use a picture of the hot springs for January's

marketing. Discussion and agreement to use budget money for promoting “winter in Jemez Springs” and not to use the money for promoting Lights Among the Ruins.

Discussion about the finalist for Photo Contest. Discussion about where the money will come from for the 1st prize winner’s \$500 gift card. Money will come from the carry over budget of 2016. Leone reviewed Facebook stats with the board. Cheryl mentions dates are wrong for the “Trail Sale”. Board contacted Erica. She corrected the dates.

Discussion of volunteers for Balloon Fiesta and State Fair. No board members could commit to volunteering.

7) Tanya’s Presentation and Discussion about event help and bringing Jemez

business together: Tanya handed out rack card for “It’s All Good” wedding and event service business based in ABQ. Discussion about using a 3rd party to help with future events. Discussion about a potential “event coordinator” for the Village of Jemez Springs to help plan events, weddings, and concerts. Discussion and agreement that an event coordinator is out of the LTB budget right now. Tanya presented the idea to contact Jemez Springs businesses and let them know what the LTB is doing for them.

Agreement that Tanya will write an article for The Jemez Thunder and that Adam will have face to face visits in October with business owners and hand out info sheet about the Village’s Facebook page as well as share Erica Otero’s contact info. Discussion about Plein Air Painters event happening again. Agreement for Cheryl to contact Suzan Vigil so that the Village can help promote the fall event. Congratulations to Tanya for being appointed to the New Mexico Humanities Council.

8) Next Meeting: October 4, 2017, 9:00 - 11:00 AM

9) **Adjourn:** Cheryl Denney moved that the meeting be adjourned. The motion was seconded by Tanya Strubel. All were in favor of the motion. Meeting adjourned at 10:41 AM.