

# MINUTES OF THE COUNCIL OF THE TOWN OF SILVER CITY

## SPECIAL COUNCIL MEETING WITH LODGERS' TAX ADVISORY BOARD

Grant County Administration Center, 1400 Hwy 180, Silver City, NM

August 10, 2009 – 3:30 P.M.

**Present:** James R. Marshall, Mayor  
Cynthia A. Bettison, District 1  
Simon Wheaton-Smith, District 3  
Steve May, District 4

**Also Present:** Alex C. Brown, Town Manager-Finance Director  
Ann L. Mackie, Town Clerk

**Not Present:** Thomas A. Nupp, District 2

Present from the Lodgers' Tax Advisory Board were Sandra Hicks, Nancy Thompson, Lisa Brand, Michelle Carrillo, and Mitchell Hellman.

**1. CALL TO ORDER/PLEDGE OF ALLEGIANCE** – Mayor Marshall called the meeting to order at 3:35 p.m.

**2. APPROVAL / DISAPPROVAL OF REQUEST FOR PROPOSAL 08/09-5P: COMMUNITY PROMOTIONS (LODGERS' TAX PROMOTIONS).** Mayor Marshall invited the members of the Lodgers' Tax Advisory Board to begin the meeting by commenting on their process, and offered the members of the audience the opportunity to speak after that. He announced that the lodgers' tax numbers were reviewed again and staff's recommendation was to disburse a maximum of \$185,000. He said if the numbers improved they would consider a second letting later in the year.

Sandra Hicks, Chair of the Lodgers' Tax Advisory Board, stated the Board met on July 16, 2009 to consider the requests for Lodgers' Tax monies. She stated there were 25 applicants, and 6 of those applicants were first time applications. She said the Board decided to only support non-profit organizations. She stated the Board had written a new application based on some of the things that were discussed with the Town Council in the previous year, and the application clearly listed categories D and E from the Lodgers' Tax statute that specified how the funds could be spent. She commented further on how the applications were reviewed by each member of the Board and gave examples of how the various organizations did or did not comply with the requirements of the Request for Proposal (RFP) and the Town's Lodgers' Tax Ordinance. Mayor Marshall thanked the Board for their time and effort and opened the floor to the audience to speak on behalf of their cause.

Members of the audience that spoke about their organizations and answered questions from the Board and the Town Council included: Lola Polley and Julie Morales for the Silver City - Grant County Chamber of Commerce; Judy Allen for Grant County Rolling Stones; Lois Duffy for Silver City Gallery Association; Ron Parra for Silver City USSSA; Faye McCalmont for the Mimbres Region Arts Council; Gwyn Jones and Lori Ford for the Broad Mind Media Morning Show; Frank Milan for the Silver City MainStreet Project; and Rebecca La Fleur for the Southwest Women's Fiber Arts.

Councilor Bettison made a motion to take a recess at 4:52 p.m. Councilor Wheaton-Smith seconded the motion. All were in favor, motion passed. Mayor Marshall called the meeting back to order at 5:02 p.m.

There was discussion about how the funds could be spent by the recipients; the importance of putting "heads in beds"; a workshop was suggested for the next year's applicants; how organizations needed to seek funding throughout the community and not just from the Town; how organizations needed to make sure they were not duplicating their efforts in advertising practices; how the organizations were required to have their websites linked to the Chamber of Commerce's website; how the funding had changed over the past few years; how the Chamber of Commerce was consistently awarded 50-55% of the total amount; how the Lodgers' Tax funding was meant to promote Silver City through advertisements and that it was not grant money; and how the Board should concentrate on funding the organizations that brought in the best return.

Councilor May made a motion to approve a suggested revision of the Lodgers' Tax Advisory Board's recommendations. He stated his proposal cut some of the Board's allocations due to the reduction in Lodgers' Tax receipts. He read the proposed amounts to award to each organization that had applied for a total amount of \$194,700. Councilor Wheaton-Smith seconded the motion as stated.

There was further discussion and Manager Brown recommended starting the awards with \$185,000 and later to award a second letting if funds were available. Councilor Wheaton-Smith commented that the difference was nearly \$10,000 and made a friendly amendment to the motion to pro rata \$10,000 equally among each recipient. Councilor May said he had no problem with the friendly amendment. Councilor Bettison suggested that some of the smaller groups could work more effectively with the Chamber of Commerce and could band together for Silver City. Councilor May stated that if a second letting were possible that he would like the process to begin in December for a letting in January. Manager Brown concurred. There was further discussion about how the Gila Conservation Coalition and San Vicente Artists brought in "heads in beds". Mayor Marshall asked for a vote. All were in favor, motion passed.

**3. ADJOURNMENT** – Councilor Wheaton-Smith made a motion to adjourn at 5:35 p.m. Councilor May seconded the motion. All were in favor, motion passed.

/s/

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James R. Marshall, Mayor

Attest:

/s/

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Ann L. Mackie, Town Clerk