

**MINUTES OF THE COUNCIL OF THE TOWN OF SILVER CITY  
SPECIAL COUNCIL MEETING  
Grant County Administration Center, 1400 Hwy 180, Silver City, NM  
July 15, 2014, 6:00 p.m.**

**Present:**

Michael Shawn Morones, Mayor  
Cynthia Ann Bettison, District 1  
Lynda D. Aiman-Smith, District 2  
Jose A. Ray, Jr., District 3  
Guadalupe Cano, District 4

**Also Present:**

Alex C. Brown, Town Manager-Finance Director  
Ann Mackie, Town Clerk  
Leann Misqueuz, Purchasing Agent

**1. CALL TO ORDER/PLEDGE OF ALLEGIANCE** – Mayor Morones called the meeting to order at 6:00 p.m.

**2. NEW BUSINESS -**

**A. Approval / Disapproval of Request for Proposal #13/14-2P: Community Promotions.** Mayor Morones said the meeting was for the lodgers tax collected over the past year and the disbursement of the funds through the procurement process to get the products and services in order to meet the Lodgers Tax Ordinance authorized by NMSA 1978 Lodgers Tax Act. He read a portion of the ordinance, and said it established a board that was mandated to go through the proposals and make a recommendation to the Council. He said the Council would take the recommendations and input and come up with the best way to spend the funds according to the ordinance and what they were allowed to do. He asked the Lodgers Tax Advisory Board to explain their process. Sandra Hicks, Chair, said they had an evaluation form, the lodgers tax proposal application, and they looked for metrics. She said they asked for 2 things to verify if it was a viable organization: the budget for the organization and how they would specifically spend the money. She said several people on the board had lodging establishments and one had a store so they had their personal experiences, and they used anecdotal as well as the numbers when they looked at the applications. She said that over the past 2 years the applications had become much more professional and focused. She said they looked at the event to see if it brought people into town, and that her philosophy was not to just focus on special events because they needed people to come March through October, but they also needed other things in town to keep people interested in Silver City. Mayor Morones reviewed the composition of the board, and he asked the Council if they had any questions about the process. There were no questions. He said there were 11 applicants and board recommendations, and he asked those that were present for each group to articulate their application.

Presentations were made by representatives of the following organizations and they explained what the lodgers tax monies would be used for: Fort Bayard Historic Preservation; Copper Country Cruizers; Mimbres Region Arts Council; MainStreet Project; San Vicente Artists; Grant County Rolling Stones; Silver City Gallery Association (now Silver City Art Association); Tour of the Gila; Silver City Arts and Cultural District; and Gila River Festival. The Silver City Fiber Arts Festival also submitted a proposal, but they were not present at the meeting. There were questions and comments from Councilor Bettison, Councilor Cano, and Ms. Hicks during the presentations, and they requested the following information to be included in future proposals: to clearly show which ads gave credit to the Town of Silver City Lodgers Tax; to collect data from visitors about where they came from and their demographics in order to support their arguments for funding requests, etc.; to make sure their applications did not omit required information; to include quotes when requesting monies for things like signs; to provide website statistics; to edit their applications and proposals for errors and omissions; to make sure the matching funds did not include past lodgers tax monies in their applications; how it was important to also know how many local residents attended events to show that they provided something for Silver City residents to enjoy; how the Town had to balance sponsoring events with their contribution of lodgers tax; how social media instead of printed material should be used to get a wider audience and bring in more people; how the proposals should show how they measured the results of ad campaigns and what they were aiming for; and how the organizations should talk to the lodging establishments, etc. to help get surveys done and to get feedback from visitors. Mayor Morones thanked everybody for their presentations, and he asked Manager Brown what was budgeted. Manager Brown said \$200,000 was budgeted. Mayor Morones said they were buying a service so they needed to make sure they were getting the most bang for the buck, and that was why they were

requesting more metrics and making the process more objective. He told the organizations to keep preparing those metrics and to keep collecting the data and reporting it so they could come to better conclusions. He reiterated the makeup of the Lodgers Tax Advisory Board and how they helped the Council, and said he appreciated all of the hard work they had done.

Councilor Bettison made a motion to go into **Executive Session pursuant to NMSA 1978 Section 10-15-1(H)** for the following reasons, (6) that portion of meetings at which a decision concerning purchases in an amount exceeding \$2,500 that can be made only from one source and that portion of meetings at which the contents of competitive sealed proposals solicited pursuant to the Procurement Code (13-1-28 NMSA 1978) are discussed during the contract negotiation process. The actual approval of purchase of the item or final action regarding the selection of a contractor shall be made in an open meeting, and she also moved to take a short break before going into Executive Session. Councilor Cano seconded. Mayor Morones said there was a motion and a second that Council go into Executive Session following a short break and he repeated the motion. He asked for a roll call vote. Councilor Bettison voted aye; Councilor Aiman-Smith voted aye; Councilor Ray voted aye; and Councilor Cano voted aye. Motion carried at 7:15 p.m. Mayor Morones called the meeting back to order at 8:30 p.m. He said nothing was discussed in Executive Session that was not included in the motion and no action was taken. He asked for a roll call vote. Councilor Bettison voted aye; Councilor Aiman-Smith voted aye; Councilor Ray voted aye; and Councilor Cano voted aye. Motion carried.

Mayor Morones thanked everybody for showing up and reporting, and he thanked the Lodgers Tax Advisory Board for their work, their recommendations, and their articulations and questions during the meeting. He said it would be nearly impossible to come up with a decision without them. He said he had some immaterial changes in his recommendation. He recommended to the Council that in awarding the Lodgers Tax funds that they give the following:

- Silver City Fiber Arts Festival - \$2,000
- Fort Bayard Historic Preservation - \$2,000
- Copper Country Cruizers - \$2,000
- Mimbres Region Arts Council - \$34,000
- Silver City MainStreet Project - \$12,500 with the requirement that they replaced the sign
- San Vicente Artists - \$4,000
- Grant County Rolling Stones - \$3,000
- Silver City Gallery Association or Silver City Arts Association - \$3,500
- Tour of the Gila - \$30,000
- Silver City Arts and Cultural District - \$104,500
- Gila River Festival - \$2,500

He also recommended that the motion require that each entity that received an award to provide a summary report to staff and to the Council semi-annually for periods September 30th and March 31st, and the details could be addressed with staff as to what they were looking for. Councilor Bettison moved to approve Request for Proposal #13/14-2P: Community Promotions per the recommendation by Mayor Morones that was read into the record. Councilor Cano seconded. Mayor Morones said they had a motion and a second for approval of Request for Proposal #13/14-2P: Community Promotions as recommended and read into the record. He asked if there was further discussion, and there was none. He repeated the motion and asked all those in favor to say aye, and all 4 Councilors said aye. He asked if any were opposed, and there were none. Motion carried.

**3. ADJOURNMENT** – Mayor Morones asked for a motion to adjourn. Councilor Bettison moved to adjourn at 8:34 p.m., and Councilor Aiman-Smith seconded. Mayor Morones stated there was a motion and a second to adjourn. He asked all those in favor to say aye, and all 4 Councilors said aye. He asked if there were any opposed, and there were none. Motion carried.

Attest:

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Ann L. Mackie, Town Clerk

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Michael S. Morones, Mayor