

**MINUTES OF THE COUNCIL OF THE TOWN OF SILVER CITY  
SPECIAL COUNCIL MEETING  
Grant County Administration Center, 1400 Hwy 180, Silver City, NM  
June 18, 2015, 6:00 p.m.**

**Present:**

Michael S. 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 Misquez, Purchasing Agent  
Lodgers Tax Advisory Board members

**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 #14/15-2P: Community Promotions.** Mayor Morones asked Manager Brown if he wanted to say anything about the process. Manager Brown said it was the same process and that \$200,000 had been budgeted for the allocation. He said there had been a slight increase in lodgers tax revenues, but he wanted to be conservative in the allocation; that it was up to the Council on how they decided to award them. He said last year they made requirements for semi-annual reports and that there was also a final report due once funding was completed, but some had not done their final report even though they had been reimbursed for the funds. He requested a condition for the next award to require that they submit a final report from last year or their future purchase order would be withheld.

Mayor Morones said the Lodgers Tax Advisory Board met to review the proposals and then made their recommendations to the Town Council. He asked the Board to report on it. Sandra Hicks, Chair, reported that most of the applications were very well done; that each year they saw more professionalism and information that they needed rather than just information; and that they felt it was relatively straight forward to make their recommendations. She said they made comments on everyone's applications and that she hoped the groups would get a copy of their spreadsheet with their comments. Manager Brown handed out copies of the Board's recommendations to the audience.

Mayor Morones asked the Council if they had any questions. Councilor Cano made the following comments about some of the proposals: that some were not put in the right order; did not have holes punched so were falling apart; were missing documents; were handwritten and hard to read because they were not printed; and that they needed to work on putting some effort into it, etc. Councilor Bettison had questions and asked for clarification from Zia Rides and Silver City MainStreet Project. Councilor Cano asked to speak to someone from San Vicente Artists, but there was no one present. Ms. Hicks said one of their recommendations was that San Vicente Artists and Silver City Art Association combine their efforts so there would only be 1 art guide, and there was further discussion with Councilor Bettison and Lois Duffy from the Silver City Arts Association. Ms. Duffy said she had not discussed it with the President of the San Vicente Artists, but they could accommodate them into the guide as a separate series of pages, etc. There were further discussion as follows: how Copper Country Cruizers had not submitted their reports or any reimbursement requests, etc.; how the Tour of the Gila asked for a substantial increase because they needed to go outside Grant County to look for funding, etc.; and clarification from the Fort Bayard Historic Preservation Society on several matters.

Mayor Morones said it was a pretty big task to go through all of the proposals and to try to understand them and make conclusions based on them. He thanked the Lodgers Tax Advisory Board for all of their hard work in trying to do so, and he said they had \$271,760 worth of requests, but could only award \$200,000 so the Advisory Board had to come up with nearly \$72,000 worth of cuts. He offered anyone in the audience to explain and articulate anything they wanted, but no one came forward.

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. Councilor Cano seconded. Mayor Morones said they had a motion and a second as read in to the record. Councilor Bettison added that she would like to take a short break before going into Executive Session. Councilor Cano seconded. The Mayor 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 7:00 p.m.

Mayor Morones called the meeting back to order at 8:17 p.m. He said they did not discuss anything that was not included in the motion to go into closed session and no decisions were made. 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 said that after getting the recommendations from the Advisory Board it was a mammoth task for the Council. He said he appreciated everybody that submitted Requests for Proposals and all the work it entailed. He said that he greatly appreciated the Advisory Board, and he thanked them for their recommendations; that without their recommendations, comments, and presentation they would be in closed session for another day or two. He said it was extremely valuable. He said that after reading through all of the proposals, hearing the presentations and answers to the questions, and after deliberation that he would like to recommend the following, and then would entertain a motion. He recommended the following awards:

Fort Bayard Historic Preservation - \$1,500  
Copper Country Cruizers - \$1,250  
Mimbres Region Arts Council - \$34,000  
Silver City MainStreet Project - \$8,000  
Grant County Rolling Stones - \$3,000  
Silver City Art Association - \$5,000  
Tour of the Gila - \$30,000  
Silver City Arts and Cultural District - \$111,750  
Southwest Festival of the Written Word - \$3,000  
Gila River Festival - \$2,500

The Mayor said he did not recommend awarding anything to the San Vicente Artists or Zia Rides, but recommended that the Silver City Arts and Cultural District work heavily and closely with Zia's event, and also work with the Copper Country Cruizers on furthering their work. He said he would entertain a motion. Councilor Aiman-Smith moved to accept the recommendations as stated for Proposal 14/15-2P Community Promotions in the amounts as stated by the Mayor with also 3 recommendations: 1) applicants to include in future Request for Proposals if they are getting money from other tourism associations or other lodgers tax contributions, 2) that in the future they would continue to require bi-annual reports from all recipients, 3) that in the future the Council and the Town staff would put together a workshop to go over appropriate Request for Proposal protocol and report protocol, and anyone, before they will be allowed to submit an Request for Proposal, must attend such workshop. Councilor Bettison seconded. Clerk Mackie asked Councilor Aiman-Smith if she would repeat the second half of the motion. Councilor Aiman-Smith repeated the 3 recommendations as follows: 1) all applicants for future Requests for Proposals include in the application if they are getting money from other tourism associations or from other sources of lodgers tax, 2) that we will continue to require 2 interim reports and a final report, and 3) the Council and staff will put together a workshop on Request for Proposal protocols and appropriate reporting, and any applicant who intends to submit a Request for Proposal must attend said workshop before the Request for Proposal can be submitted. Mayor Morones said they had a motion and a second as read into the record. He asked if there was any further discussion. There was further discussion from the Council that was directed at some of the organizations as follows: how the Council wanted the Silver City Arts and Cultural District to work with Zia Rides to promote that event and also to work directly with Copper Country Cruizers to assist them in advertising and promoting their event, and that was why their award was increased; how MainStreet needed to focus

on advertising and the Lighted Christmas Parade, to seek alternative methods of advertising, to reconsider the proposal for 6 days for the Taste of Downtown because it seemed a bit much, to have more attractive banners designed, and that funding for an event coordinator may not come out of lodgers tax; that the Silver City Art Association work hand in hand with San Vicente Artists to make a strong alliance and potentially to join memberships; that the Gila River Festival put emphasis with their folks to come and stay and eat downtown; and to encourage folks to stay overnight and enjoy downtown. Mayor Morones said there was a motion and a second as read into the record. 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.

**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.

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Michael S. Morones, Mayor

Attest:

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Ann L. Mackie, Town Clerk