

**MINUTES OF THE COUNCIL OF THE TOWN OF SILVER CITY
SPECIAL COUNCIL MEETING
Grant County Administration Center, 1400 Hwy. 180, Silver City, NM
June 27, 2016, 6:00 p.m.**

Present:

Ken Ladner, 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
Robert L. Scavron, Town Attorney
Ann L. Mackie, Town Clerk
Leann Misqueuz, Purchasing Agent

1. CALL TO ORDER/PLEDGE OF ALLEGIANCE – Mayor Ladner called the meeting to order at 6:00 p.m. Members of the Lodger's Tax Advisory Board were also in attendance.

2. NEW BUSINESS -

A. Approval / Disapproval of Request for Proposal #15/16-2P: Community Promotions. Mayor Ladner asked Manager Brown to talk about the Lodger's Tax and the process they went through to award and monitor those funds. Manager Brown said the Lodger's Tax funds were authorized by state statute and adopted by the Town of Silver City, and the current rate for Lodger's Tax was 5 percent so for every \$100 spent on a hotel room, an additional \$5 was turned over to the Town of Silver City. He said the Town used that revenue to promote tourist attractions, tourist events, to pay for police and fire protection and emergency services for tourist events, as well as sanitation services. He said the Lodger's Tax Ordinance authorized the Town Council to appoint a Lodger's Tax Advisory Board who advised and recommended to the Town Council how the Lodger's Taxes would be spent. He said during the budget process the Town of Silver City and Town Council allocated a certain percent which was about 90 to 95 percent of the total Lodger's Tax receipts to be allocated for advertising, etc. He said the rest was held for part of the operations of the Museum, Police, and Fire, such as additional overtime for the activities that occurred throughout the year. He said part of it was also used for events that were new and sometimes needed startup help with advertising or it was used for sanitary services. He stated they usually used a Request for Proposal process where everybody applied and described what they wanted to use the funds for, and that Councilor Bettison and Leann Misqueuz, Purchasing Agent, had a mandatory training for the applicants so they could apply for the Lodger's Tax funds. He thanked each of them for conducting the training. He said the applications were given to the Town Council and to the Lodger's Tax Advisory Board, and the Board made recommendations to the Council. He said the Council had the Board's recommendations and it was up to the Council to decide how to disperse the \$225,000 that was budgeted for the next fiscal year.

Mayor Ladner outlined how they would deal with the Lodger's Tax during the meeting and he recognized the members of the Lodger's Tax Advisory Board. He asked Sandra Hicks, Chair of the Lodger's Tax Advisory Board, to make her presentation. Ms. Hicks described the process that the Board used when reviewing the applications and how they determined the dollar amount to award to each applicant. She reviewed the Board's list of recommendations that was in the Council's meeting packet for each of the 9 applications that were submitted for Lodger's Tax monies. The Board's recommendations included the following for the organizations that submitted a Request for Proposal for Community Promotions or Lodger's Tax: Fort Bayard Historic Preservation for \$2,000; Mimbres Region Arts Council for \$35,000; MainStreet Project for \$10,000; Grant County Rolling Stones for \$3,500; Silver City Art Association for \$8,000; Tour of the Gila for \$30,000; Silver City Arts and Cultural District for \$131,500; Zia for \$2,000; and Gila River Festival for \$3,000.

Mayor Ladner asked if there were any questions from the Council, and there were none. He said it was obvious that the Board spent a lot of time and hard work evaluating the proposals, and gave a lot of thought about what they thought was best for Silver City and Lodger's Tax. He thanked them for their hard work. He asked if any organization or applicant would like to make comments. Representatives from each of the aforementioned organizations made comments about their organization and their application, and many of them expressed gratitude to the Council and

Town staff for providing Lodger's Tax funding to them for their events and for the promotion of the Town. There was discussion with the Council about their applications which included the following comments: how the Silver City Arts and Cultural District's (SCACD) application was well done, but their ads really focused on outdoor activities and should be expanded to include the attractions that are downtown and the youth mural project; how the SCACD should rethink their billboards; complimenting SCACD and the MainStreet Project for mentioning in their applications that the Town of Silver City was one of their tourism partners; how the SCACD needed to be more careful with their Spanish translations in their ads; how each organization needed to think about generating revenue as well as experience in Town because that was what paid for all of the events and marketing; how MainStreet's marketing plan was not well developed, needed to be more detailed and include web analytics or statistics; how the money was made from heads in beds; how MainStreet's application did not talk about their expanded direction in having Silver City as a destination; how MainStreet's application did not talk about how they were bringing in small conferences and association meetings; a request for MainStreet's map to include several missing businesses and 4 restaurants that were downtown; how it was MainStreet's responsibility to promote the restaurants downtown, including those on Hudson Street; how MainStreet's application was out of order and they should have followed what was presented during the mandatory meeting; how MainStreet's application should say the professional services agreement was with the Town; how the Mayor liked MainStreet's goal of making downtown a destination and how developing the Big Ditch Park and the Plaza would help to make downtown a destination and bring people to Silver City; how the Grant County Rolling Stones (GCRS) needed to be careful about putting scholarship information in their application because Lodger's Tax funds could not pay for scholarships; how the GCRS needed to count the folks attending their event and could check with the lodging establishments; how the Fort Bayard Historic Preservation Society's (FBHPS) application needed to include web analytics and could call lodging establishments to find out if people stayed overnight; how the FBHPS application needed to include how their membership meeting was also a tourism event for out of town members and include statistics and analytics in their application; how the Silver City Art Association's application was very well done and could serve as a model for everybody else; how the Zia application needed to include dollar amounts for the matching funds; how their ads needed to be about Silver City and not just about Zia Rides; how Zia's event was in February and its expansion was limited by what kind of Forest Service permits they could get; how Zia's percentages listed in the application were unclear without a base; how the Tour of the Gila application needed to include the statistics for the number of heads in beds; how the Verde info was not legible in the application; how they needed to expand their mindset and include information on the people that trained in Silver City year round; how they needed to gather statistics to include professional teams and amateurs about where they stayed and where they used host housing; how photography was part of production for advertising and that images were bought from photographers and included rights; and how the Tour of the Gila's library of images was used for marketing purposes.

Councilor Bettison moved for a short break at 7:08 p.m. Councilor Aiman-Smith seconded. Mayor Ladner said there was a motion and a second for a short break. He asked all those in favor to say aye, and all 4 Councilors said aye. Motion carried. Mayor Ladner called the meeting back to order at 7:14 p.m. and the discussions continued.

Representatives from the Gila River Festival and Mimbres Region Arts Council (MRAC) made comments. There was further discussion with the Council as follows: how the Gila River Festival's application gave a good picture of their accomplishments and growth with the year by year comparison; how MRAC should not use a large binder for their application and that it was out of order; how MRAC's application had a good example of a comprehensive view of a marketing plan; how they needed to include data for surveys; and how the youth mural project was promoted because it was a year round opportunity for people to see when they stayed in Silver City to do other things. Mayor Ladner asked if there were any other comments, and there were none. He asked about the Fort Bayard Historic Preservation Society and how they did not submit a final report. There was further discussion about how the final report was required with the final reimbursement request.

Mayor Ladner thanked all of the organizations for their comments and stated the Council gave their recommendations and guidance of what they would like to see, and that the applicants should give it some weight when they go forward with their projects in the coming year. He commented on how the events contributed to the economy of Silver City and the collection of lodger's tax which was critical for awarding the lodger's tax funds. He thanked Manager Brown for his leadership and support, Town staff, and the Council for the many hours spent studying and evaluating the proposals. He thanked Councilor Bettison and Leann Misquez, Purchasing Agent, for the time and effort they put into the

workshop. He asked for a motion. Councilor Aiman-Smith moved to approve the recommendations of the Lodger's Tax Advisory Board granting awards totaling \$225,000 to the following recipients and in the following amounts:

Fort Bayard Historic Preservation	\$ 2,000.00
Mimbres Region Arts Council	\$ 35,000.00
MainStreet Project	\$ 10,000.00
Grant County Rolling Stones	\$ 3,500.00
Silver City Art Association	\$ 8,000.00
Tour of the Gila	\$ 30,000.00
Silver City Arts & Cultural District	\$131,500.00
Zia	\$ 2,000.00
Gila River Festival	\$ 3,000.00

Councilor Bettison seconded the motion. Mayor Ladner said there was a motion and a second, and he asked if there was any discussion. Councilor Cano proposed a friendly amendment to the motion that Fort Bayard Historic Preservation Society not receive any further payments until they submitted their final report for this year. Mayor Ladner said he would like that in a motion. Councilor Cano moved to include with the main motion that the Fort Bayard Historic Preservation Society not receive another payment until they finished their final report for the current year. Manager Brown clarified that they would receive no funds for the next fiscal year until they submitted their final report, and Councilor Cano said yes. Mayor Ladner asked for a second, and Councilor Bettison seconded Councilor Cano's motion. Attorney Scavron said the final report was a requirement so they did not need to do it by motion, but could give direction to the Town Manager that he not make any reimbursement or disbursement to Fort Bayard until he received the final report. He said amending the main motion by requiring compliance with the law was not required. Mayor Ladner asked Councilor Cano to withdraw her motion and Councilor Bettison's second, and they both did so. He asked if there was any discussion on the original motion by Councilor Aiman-Smith. Councilor Bettison said Fort Bayard was contractually obligated to do it, and every other entity submitted their final report. Manager Brown asked if he was still being directed to ask for the reports, and Councilor Bettison, Councilor Aiman-Smith, and Councilor Cano said yes. Councilor Bettison also said they should continue with the mandatory meeting. Councilor Ray thanked the organizations for doing what they were doing because it kept Silver City and Grant County unique. Mayor Ladner said there was a motion and a second to make the awards as presented by Councilor Aiman-Smith. 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.

Councilor Aiman-Smith asked the Mayor if the Council would discuss in public the directions to staff about things they would like to see in place for the upcoming year, like continuing the training. Mayor Ladner stated the Town Council would like to have some discussions on directions for the coming year. Councilor Bettison directed that they continue with the mandatory training and also open it up to the Lodgers Tax Advisory Board. Manager Brown accepted their direction and confirmed that the final report would also still be required.

3. ADJOURNMENT – Mayor Ladner asked for a motion to adjourn. Councilor Aiman-Smith moved to adjourn at 7:37 p.m., and Councilor Bettison seconded. Mayor Ladner stated there was a motion and a second to adjourn. He asked for a vote of all those in favor, and all 4 Councilors said aye. He asked if any were opposed, and there were none. Motion carried.

Ken Ladner, Mayor

Attest:

Ann L. Mackie, Town Clerk