



**Lodger's Tax Advisory Board
January 19, 2011
6:00 p.m.
Commission Room
201 W. Chaco, Aztec, NM 87410**

- I. **Call to Order**
- II. **Approval of Minutes**
 - A. July 21, 2010
- III. **Financials – Kris Farmer**
- IV. **Presentation: Tourism Marketing Update(Roshana)**
- V. **New Business**
 - A. Meeting Schedule for 2011
 - B. Application for Funding / 14th Annual Aztec UFO Symposium and 11th Annual Alien Run Mountain Bike Competition (Friends of the Library)
- VI. **Old Business**
- VII. **Items from the floor**

Lodger's Tax Advisory Board Meeting Minutes for July 21, 2010

Members in Attendance:

Chereen Fritz, Michael Mehta, Dennis Carruth

Members Absences:

Randy Hodge, Russ Allen

Staff in Attendance:

Sherlynn Schmidt, Sally Burbridge, Kris Farmer, Kathy Lamb, Joshua Ray

Staff Absent:

None

Guests:

None

I. Call to Order

The meeting was called to order by the Vice Chairman, Michael Mehta at 6:05 p.m.

II. Approval of Minutes

A. April 21, 2010

Chereen made a motion to approve the April 21, 2010 minutes with corrections. Dennis seconded the motion. Motion carried 3 to 0.

III. Financials

A. April – June 10 Financials

Kris reviewed the financials and asked the board if there were any questions, there were none.

Chereen made a motion to approve the April – June 10 Financials.
Michael seconded the motion.
Motion carried 3 to 0.

IV. New Business

A. FY11 LTAB Budget

Kathy Lamb went over the Budget and explained that the only thing that had changed from the initial budget is that all the funds that were used for the Chamber will now stay in the LTAB budget and be used for tourism.

Dennis made a motion to approve the FY11 budget
Chereen seconded the motion.
Motion carried 3 to 0.

V. Old Business

NONE

VI. Items from the Floor

The board felt that this is going to be a very up and down year. With revenues being lost due to the oil field moving, there has been a decrease in travel and tourism because of the economy. There was lengthy conversation about what could be done to promote tourism so that we can help increase the revenues. Some of the bullet points:

- Josh explained that Roshana is busy with the Visitors center and they have recently obtained a new phone number and a new website which will help promote tourism with in the area.
- Michael and Dennis felt it would be a good idea to have the website translated into different languages. Europe and German cultures have a real interest in Native Americans and the South West.
- Aztec is a gateway to a lot of things and the City needs to make it so people want to stop and not just drive to Farmington.
- People plan their trip itineraries in advance and most of them do not deviate for this schedule so they need to get the information when they are in the initial stages of planning.
- Josh said that Wallace is working on getting the Visitor Center connected to the City's network and in the process the parking lot in front of the Visitors Center and some of

Minium Park will have wireless connection, so this is a good marketing tool.

- The board agreed that we have one of the best fishing areas
- The board feels we need better directional signage
- We need more variety of restaurants
- Aztec is a very walk able community
- Michael thought that we need to brand the City
- Chereen thought that putting plaques describing a little bit about the buildings on the historical walking tour would be beneficial

Sally presented the board with the Geo Tourism information from a conference she attended. She explained that National Geographic has created different area Geo Tourism maps and is getting ready to start working on one of the Four Corners Region. This guide won't list the big city information, but more of the area cultural information. This project will begin around October and it will take approximately 1 year to complete. When it is finished it will include an interactive web map and also a printed guide.

Dennis mentioned that the museum board is trying to get more murals with themes of Aztec downtown.

Josh gave an update on the Billboard and explained that the City has completed the renovation of the board and he showed pictures.

VII. Miscellaneous/Next Meeting

The next meeting will be on October 20, 2010, at 6:00 p.m. at the Commission Chambers, 201 W. Chaco, Aztec, NM 87410

VIII. Adjournment

Chereen made a motion to adjourn the meeting at 7:50 p.m.
Michael seconded the motion.
Motion carried 3 to 0

MINUTES APPROVED July 21, 2010.

/S/ Russ Allen, Chairman

/S/ Sherlynn Schmidt, minute taker

DRAFT

CITY OF AZTEC
 LODGERS' TAX FUND
 RECEIPTS & DISBURSEMENTS
 FISCAL YEAR 2011
 FOR THE FIVE MONTHS ENDING NOVEMBER 30, 2010

Business Collections for Month: OCT '10
 Receipts Received By City in NOV '10

	Y-T-D ACTIVITY (NOV '10)	MONTH ACTIVITY	BUDGET	BUDGET BALANCE REMAINING	% COLL/USED
RECEIPTS:					
LODGERS' TAXES	4,609.04	1,069.41	12,000.00	7,390.96	38.4%
LODGERS' TAX-PRIOR YEARS	0.00			0.00	#DIV/0!
INTEREST EARNINGS	31.41		200.00	168.59	15.7%
OTHER RECEIPTS	0.00			0.00	#DIV/0!
TOTAL	4,640.45	1,069.41	12,200.00	7,559.55	38.0%
DISBURSEMENTS:					
MATERIALS/SUPPLIES	0.00			0.00	#DIV/0!
SPECIAL PROJECTS PARTICIPAT.	0.00		4,000.00	4,000.00	0.0%
TOURIST CTR OPERATIONAL EXP	0.00			0.00	#DIV/0!
ADVERTISING/PROMTNAL EXPENSE	8,101.00	(134.00)	10,345.00	2,244.00	78.3%
CONTINGENCIES	0.00		2,500.00	2,500.00	0.0%
CAPITAL OUTLAY	0.00			0.00	
OTHER IMPROVEMENTS	0.00			0.00	
TOTAL	8,101.00	(134.00)	16,845.00	8,744.00	48.1%
REVENUES IN EXCESS/(UNDER) DISBURSEMNTS	(3,460.55)				
BEG CASH BALANCE (JULY 1, '10)	20,556.58				
END CASH BALANCE (NOV 30, '10)	17,096.03				
Less: Other Pending/Approved Obligations					
End Cash Balance Less Encumbrances	17,096.03				

**CITY OF AZTEC
LODGERS' TAX FUND
RECEIPTS & DISBURSEMENTS
FISCAL YEAR 2011
FOR THE SIX MONTHS ENDING DECEMBER 31, 2010**

Business Collections for Month: NOV '10
Receipts Received By City in DEC '10

RECEIPTS:	Y-T-D ACTIVITY (DEC '10)	MONTH ACTIVITY	BUDGET	BUDGET BALANCE REMAINING	% COLL/USED
LODGERS' TAXES	5,191.17	582.13	12,000.00	6,808.83	43.3%
LODGERS' TAX-PRIOR YEARS	0.00			0.00	#DIV/0!
INTEREST EARNINGS	31.41		200.00	168.59	15.7%
OTHER RECEIPTS	1,000.00	1,000.00		(1,000.00)	#DIV/0!
TOTAL	6,222.58	1,582.13	12,200.00	5,977.42	51.0%
DISBURSEMENTS:					
MATERIALS/SUPPLIES	0.00			0.00	#DIV/0!
SPECIAL PROJECTS PARTICIPAT.	0.00		4,000.00	4,000.00	0.0%
TOURIST CTR OPERATIONAL EXP	0.00			0.00	#DIV/0!
ADVERTISING/PROMTNAL EXPENSE	8,601.00	500.00	10,345.00	1,744.00	83.1%
CONTINGENCIES	0.00		2,500.00	2,500.00	0.0%
CAPITAL OUTLAY	0.00			0.00	
OTHER IMPROVEMENTS	0.00			0.00	
TOTAL	8,601.00	500.00	16,845.00	8,244.00	51.1%
REVENUES IN EXCESS/(UNDER) DISBURSEMNTS	(2,378.42)				
BEG CASH BALANCE (JULY 1, '10)	20,556.58				
END CASH BALANCE (DEC 31, '10)	18,178.16				
Less: Other Pending/Approved Obligations					
End Cash Balance Less Encumbrances	18,178.16				

APPLICATION FOR FUNDING
City of Aztec Lodger's Tax Funding Request

Name: Friends of the Aztec Library Date: Jan, 5, 2011

Address: P.O. Box 1082 Phone Number: 505-330-4616
Aztec, NM 87410

It is understood that all Lodgers Tax Funds will be used in accordance with the
Regulations and State Statutes Governing Application for and use of Funds under
Ordinance _____ and NM State Statute _____

A. Description of Project/Request

Funding Request \$ 1,000⁰⁰

14th Annual Aztec UFO Symposium

& 11th Annual Alien Run Mtn. Bike Competition

B. Description of Project/Request

2 events - one is a lecture series & dinner - 2 days
second is Athletic event for kids

C. How will the project accomplishments be measured?

total attendance for both events & how many spend
the night in town.

D. Name, telephone number and address of person responsible for organizing and implementing the project/program:

Katee McClure
c/o FOL
PO Box 1082
Aztec, NM 87410

E. Name, telephone number and address of person who will be responsible for accounting of funds:

Beth McClure
101 W. Aztec Blvd
Aztec NM 87410

F. Date Project /Program will begin:

VFO Symposium March 25-26

Date of completion:

Expected Length of Service
(months, years, etc):

Mtn Bike Weekend April 30 & May 1st

The Applicant understands that this grant is dependent upon the availability of funds.


(Applicant Signature)