

Lincoln County
Lodgers Tax Committee
Regular Meeting

Kathleen McDonald, Tourist Related
Sheri Rodgers, Lodging Industry

Ashley Roberts, Tourist Related
John Hemphill, Lodging Industry

Coda Omness, General Public

AGENDA

County Annex (Substation Office) 109 Kansas City, Ruidoso, New Mexico,
and via ZOOM

Tuesday, March 28, at 10:00 a.m.

1. Call to Order
2. Roll Call
3. Selection of Vice-Chair
4. Approval of Agenda
5. Approval of Minutes:
 - a. February 28, 2023, Regular Lodger's Tax Meeting
6. Funding Requests:
 - a. Event: Last Escape of Billy the Kid Pageant
Amount Requested: \$16,000
Date (s) of Event: 8/4/2023-8/6/2023
Presenter: Nancy De Veny
 - b. Event: Spencer Summer Season 2023
Amount Requested: \$10,000
Date (s) of Event: 7/1/2023 – 8/31/2023
Presenter: Charles Centilli
7. Acceptance:
 - a. Expense Budget Report Ending March 31,2023
8. Other Items (for discussion only – no action will be taken)
 - a. Outstanding Purchase Orders as of March 31,2023
9. Next meeting:
 - a. April 25, 2023, Regular Meeting
10. Adjourn

ZOOM INVITE INFORMATION:

Join Zoom Meeting

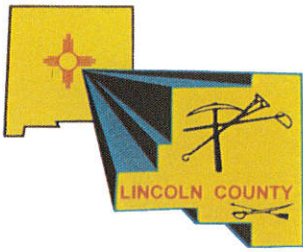
<https://us02web.zoom.us/j/83759757264?pwd=RnISZHEyNnJvVmRaeld0UUINUIMQT09>

Meeting ID: 837 5975 7264

Passcode: 647345

One tap mobile

+17193594580



County of Lincoln

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Agenda Item No. 5

SUBJECT:

Approval of Minutes:

- a. February 28, 2023, Regular Lodger's Tax Meeting

Lincoln County Lodgers' Tax Committee Minutes

Regular Meeting February, 28, 2023

Meeting conducted via Zoom

Members present: Sheri Rodgers, Coda Omness, and John Hemphill.

Members absent: Kathleen McDonald

Guest: Tim Roberts, Matt Hugh, Michelle Williams, Pierre Pfeffer, Brianna Ventura, Ira Pearson and Francesca Herrera.

1. Call to Order

The meeting was called to order by Chair John Hemphill at 10:05 am.

2. Roll Call

Three members present. A quorum was established.

3.. The committee will table Vice Chair selection to the March meeting.

4. Approval of Agenda

Sheri Rodgers offered a motion to move funding request before selection of new officers and approve the agenda with changes, seconded by Coda Omness. The motion passed.

5. Approval of Minutes: Sheri Rodgers made a motion to accept the January 31, 2023 regular meeting minutes, seconded by John Hemphill. Motion passed.

6. Funding Request

a. Village of Ruidoso-Ride Ruidoso:

Request: \$20,000

Date(s) of Event: May 20, 2023

Presenter: Tim Roberts

Coda Omness made a motion to fund \$20,000 for advertising for Ride Ruidoso. Sheri Rodgers seconded. The motion passed. Sheri Rodgers reminded Tim Roberts invoices are due 90 days after the event, and to attend the March 21st, Lincoln County Commissioners meeting.

7. Acceptance of Expense Budget Report Ending January 31, 2023

Brianna Ventura went through the line items reminding the committee that funds need to be spent by June 30, 2023.

Reports accepted by committee.

8. Other Items for Discussion:

a. The committee welcomed Ashely Roberts as a potential new committee member. Ms. Roberts presented her resume. Ms. Robert will send a letter to the Lincoln County Commission expressing her interest in serving on the committee.

b. Commissioner Pfeffer discussed with the committee

funding conferences

outreach and training for potential applicants

Ruidoso Lodgers Tax policies

Utilizing Lodgers Tax funds for a County website presence

Committee providing a checklist to the County Commission

Chairman Hemphill will meet with County Manager Ira Pearson to clarify County expectations of the Lodgers Tax committee.

Brianna Ventura and Ira Pearson will meet with Lincoln County Commissioners to review the Commissions expectations of the Lodgers Tax Committee and applicants.

No action taken

c. Outstanding Purchase Orders:

The Lincoln County Cowboy Fest and Friends of Lincoln POs are closed.

No action taken

9. Next meeting:

March 28, 2023, Regular Meeting

10. Adjournment

Sheri Rodgers offered a motion to adjourn, with Coda Omness offering a second. The motion passed. The meeting adjourned at 10:57 a. m.

Respectfully submitted,

Coda Omness, Committee Secretary



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Agenda Item No. 6

SUBJECT:

Funding Requests:

- a. Event: Last Escape of Billy the Kid Pageant
Amount Requested: \$16,000
Date (s) of Event: 8/4/2023 – 8/6/2023
Presenter: Nancy De Veny

- b. Event: Spencer Summer Season 2023
Amount Requested: \$10,000
Date(s) of Event(s): 7/1/2023 – 8/31/2023
Presenter: Charles Centilli



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Name of Event: Last Escape of Billy the Kid Pageant Date(s) of Event: Aug 4,5 & 6, 2023

Name of Organization(s) applying for Funding: Lincoln Pageant and Festival Com

Amount requested for consideration: \$16,000

The following list of items will be considered as the Board of County Commissioners and the Lodger's Tax Committee reviews your request for funding. If any space is left blank, please provide reasoning.

Describe Event:

Pageant brings the story of the Last Escape of Billy the Kid to life. Local residents work year round to provide this historical portrayal of one of NM most prominent historical figures. The event has been provided by local volunteers for 80+ years and brings in folks from all over the US and the world.

Have Lincoln County Lodger's Tax funds been requested for this event before? Please check one: yes no

If yes:

How many years has Lincoln County Lodger's Tax funds been used for the Event listed below? approx 10 yrs

List past years' requested funding amount(s):

Year: ? Amount requested: _____ Amount funded: _____

Year: ? Amount requested: _____ Amount funded: _____

Year: 2022 Amount requested: \$15,000 Amount funded: \$15,000 (used 0 in 2022)

What is the estimated total cost of the Event listed above for this year? \$25,500

What percentage of the cost of the Event listed above are you requesting from the County? 85%

How will the Event track guests who attend to determine how many out-of-town guests utilized County lodging as a result of the Event? survey cards will be provided to each attendee to determine their state of residency, how long they are staying in Lincoln County and how they heard of the event. We did this a few years ago and found that 33% of attendees lodged in

approx 2,000 persons attended in 2022.

Are there any in-kind or matching funds anticipated for the Event? no

If funding is granted by the Board of County Commissioners, please list dollar amounts of how funds are anticipated to be used in advertising:

Newspaper advertising:	Radio: \$4,000
Magazines: 0	Internet: 0
Printing: \$500	Other: billboard \$4,500 other costs are insurance, toilets, dumpsters, feed, security, ammo and utilities, (i.e., electricity)

What percentage of your budget is planned to be used for out-of-County advertising? 85%

What sources and what amount of funding have been requested elsewhere?

Please feel free to add additional pages for consideration, and samples of past advertising or brochures.

STATEMENT OF UNDERSTANDING

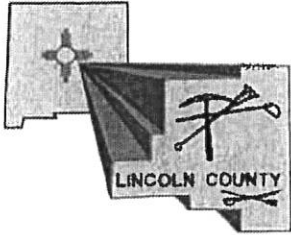
I understand that I am requesting public funds and they are to be administered according to State Law and County Ordinances, and I agree to submit a follow-up report with a financial statement within ninety (90) days following the event or I may forfeit the funds. I understand that funding recommended for approval by the Lincoln County Lodger's Tax Committee must be approved by the Lincoln County Board of County Commissioners. I also understand that approved funding amounts may differ from the amount requested on this application.

Name of Applicant (Please Print): Nancy De Veny for Lincoln Pageant & Festivals Com	
Signature of Applicant: Nancy De Veny	Digitally signed by Nancy De Veny Date: 2023.02.27 09:22:22 -07'00'
Address: Street/City/Zip: PO Box 92 Lincoln, NM 88338	
Phone: 575-649-0368	Email: ndeveny@outlook.com
Date submitted: February 27, 2023	

Please supply a list of attached documents, and include previous years' Event budgets:

billboard \$4,500	security \$2,200	insurance \$2,800
Radio \$4,000	ammo \$1,500	electricity \$1,500
Programs \$500	animal feed \$350	general repairs \$4,000 (fence, sound system, lighting system, structural - all are aging)
Toilets \$3,500	dumpsters \$800	

FOR COUNTY USE:
Date received:
Received by:
Added to Lodger's Tax Committee Agenda scheduled for:



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LODGER'S TAX REQUEST FORM

Name of Event: Spencer Summer Season 2023 Date(s) of Event: July, August 2023

Name of Organization(s) applying for Funding: Spencer Theater for the Performing Arts, Inc. 501(c) 3

Amount Requested: 10,000 Total estimated cost of the Event listed above? 344,650

Describe Event: The Spencer summer season includes national touring artists performing 12 public events within a 9-week timeframe beginning July 1, 2023 and ending August 25, 2023. The season hosts different genres of the performing arts and appeals to all ages, drawing visitors from across the country. Spencer's state-of-the-art stage setting allows patrons to enjoy and focus on the artist's talent.

Have Lincoln County Lodger's Tax funds been requested for this event before? YES NO

List past year years' requested funding amount(s):

Year: _____	Amount requested: _____	Amount funded: _____
Year: _____	Amount requested: _____	Amount funded: _____
Year: _____	Amount requested: _____	Amount funded: _____
Year: _____	Amount requested: _____	Amount funded: _____

How will the Event track the utilization of County lodging as a result of the Event? Ticket auditing system will track all addresses of ticket buyers attending any of the planned performances.

Are there any in-kind or matching funds anticipated for the event? YES NO

Describe: _____

Have you requested funding from other sources? YES NO Amount Requested? 10,000

Please list the anticipated amounts to be used for advertising:

Newspaper: _____	Radio: _____	Social Media: _____
Internet: _____	Printing: <u>10,000</u>	Other: _____

Total amount of Out-of-County advertising: 40,000

Are you a current vendor of the County of Lincoln? YES NO

If I am not a vendor: I will contact Lincoln County Purchasing prior to the next Board of County Commissioners meeting (purchasing@lincolncountynm.gov / 575-648-2385) YES NO

STATEMENTS OF UNDERSTANDING

I understand that I am requesting public funds and they are to be administered according to State Law and Lincoln County Ordinances. YES NO

I agree to submit a follow-up report with a financial statement within ninety (90) days following the Event or I may forfeit the reimbursable funds. YES NO

I understand that funding recommended by the Lincoln County Lodger's Tax Committee must be approved by the Lincoln County Board of Commissioners. I also understand that approved funding amounts may differ from the amount requested on this application. YES NO

I understand that a written agreement must be signed by the County of Lincoln and myself BEFORE any expenditures can be made. YES NO

Name of Applicant: Charles Centilli

Date: 3/23/22

Address: 108 Spencer Road

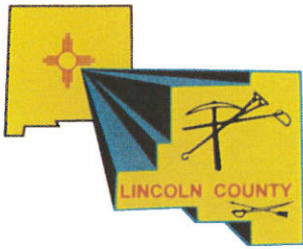
City: Alto State: NM Zip: 88312

Phone: 575.336.0011

Email: charles@spencertheater.com

Signature: 

Email this form to: mwilliams@lincolncountynm.gov.



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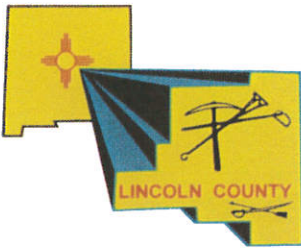
Agenda Item No. 7

SUBJECT

Acceptance:

- a. Expense Budget Report Ending March 31, 2023

March 28, 2023



County of Lincoln

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Agenda Item No. 8

SUBJECT:

Other Items (for discussion only – no action will be taken)

March 28, 2023

Date: 3/23/23 12:14:12

Outstanding Purchase Orders Invoices Checks

Page: 1

PO #	Name	Description	Line Item	Amount
915329	EMS REGION III	LODGER'S TAX REQUEST APPROVED	440-61-2168	7204.00
915598	LINCOLN COUNTY ART LOOP	EVENT DATES:6/30/23-7/2/23	440-61-2168	5000.00
915599	ALTO ARTISTS STUDIO TOUR	EVENT DATES:8/4/23-8/6/23	440-61-2168	5000.00
915600	EMMU - RUIDOSO	EVENT:AIM HIGH;EVENT DATES 6/30-	440-61-2168	11000.00
915601	FLYING J RANCH INC	EVENT:FLYING J CHUCKWAGON DINNER	440-61-2168	9000.00
915759	VILLAGE OF RUIDOSO	EVENT:RIIDE RUIDOSO-SPRING	440-61-2168	20000.00
915328	CARRIZOZO MUSIC INC.	LODGER'S TAX REQUEST APPROVED	440-61-2168	3872.24
			*Sub-Total	61076.24

LODGERS TAX

*Grand-Total 61076.24