



Board of County Commissioners

Meeting Agenda
San Miguel County Lodgers' Tax Advisory Board Special Meeting
County Commission Chambers-County Annex
500 W. National Avenue, Suite 200 Las Vegas, NM 87701

Tuesday October 24, 2023
2:00 p.m.

Opening Business

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Salutation of the New Mexico State Flag
 - a. "I salute the flag of the State of New Mexico and the Zia Symbol of perfect friendship among United Cultures."
5. Approval of the Agenda
6. Approval of Minutes – September 26, 2023

Business Items

7. Current Lodgers' Tax Budget (*Discussion Only*) – Amanda Salas, Planning & Zoning Director
8. Status on updated Lodgers' Tax Application (*Discussion Only*) -- Amanda Salas, Planning & Zoning Director
9. Recommended Marketing Direction (*Discussion/Action*) – Amanda Salas, Planning & Zoning Director/ Joy Ansley, County Manager
 - a. County-wide RFP for advertising, marketing promotion and Event/Project Application
10. Recommended Defined Language for RFP (*Discussion/Action*) – Amanda Salas, Planning & Zoning Director/Joy Ansley County Manager
11. Recommended Amounts for Allocation Based off of Current Budget/Marketing Proposal (*Discussion/Action*) -- Amanda Salas, Planning & Zoning Director/ Joy Ansley, County Manager
12. Recommended Date to Open Applications (*Discussion/Action*) – Amanda Salas, Planning & Zoning Director/ Joy Ansley, County Manager
13. Present to County Commission (*Discussion/Action*)- Amanda Salas, Planning & Zoning Director/ Joy Ansley, County Manager

Harold M Garcia
Chair-District 1

Janice C. Varela
Vice-Chair-District 2

Max O Trujillo
Commissioner- District 3

Martin Sena
Commissioner-District 4

Kenneth C. Medina
Commissioner- District 5

Joy Ansley
County Manager

Jesus Romero
Deputy County Manager

Administration Complex

500 West National Avenue, Suite 203 Las Vegas, New Mexico 87701 (505) 454-1074 phone

14. Next Lodgers' Advisory Board Meeting Date – Tuesday, November 28 @ 2:00 p.m.
15. Adjournment



Board of County Commissioners

San Miguel County Lodgers Tax Advisory Board Regular Meeting Minutes Tuesday, September 26, 2023 at 2:00 p.m. San Miguel County Courthouse 500 West National Ave., Las Vegas, NM 87701

*Harold M Garcia
Chair-District 1*

*Janice C. Varela
Vice-Chair-District 2*

*Max O Trujillo
Commissioner- District 3*

*Martin Sena
Commissioner-District 4*

*Kenneth C. Medina
Commissioner- District 5*

*Joy Ansley
County Manager*

*Jesus Romero
Deputy County Manager*

Opening Business

1. Call to Order

San Miguel County Planning and Zoning Madam Chair Kimberly Allen called the Meeting to order at 2:00 p.m.

2. Roll Call

Upon Roll Call: Madam Chair Kimberly Allen-present; Madam Vice Chair Aubri Martinez-present; Board Member Diane Moore-present; Board Member John Ussery-present; Board Member-Paul Aragon-absent.

A quorum was duly established.

3. Pledge of Allegiance

San Miguel County Planning & Zoning Madam Chair Kimberly Allen led the Chamber in the pledge

4. Salutation of the New Mexico State Flag

"I salute the flag of the State of New Mexico and the Zia Symbol of perfect friendship among the United Cultures".

5. Approval of the Agenda

San Miguel County Planning & Zoning Director Amanda Salas asked the Commission to remove item #12 from the agenda because it was not properly documented.

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Motion made by Madam Vice-Chair Aubri Martinez, Second by Madam Chair Kimberly Allen. Motion Carried.

Motion made by Madam Vice Chair Aubri Martinez to approve agenda. Second by Board Member Diane Moore. Motion Carried.

6. Approval of Minutes- August 29, 2023

Madam Vice-Chair Aubri Martinez asked to add Minutes to the letter head.

Motion made by Board Member Diane Moore with changes to approve minutes for August 29, 2023. Second by Madam Chair Kimberly Allen. Motion Carried.

7. Public Input

No public input

Business Items

8. Roll of Lodgers Tax Advisory Board (Discuss Only)-Counselor Chico Gallegos, County Attorney

San Miguel County Planning and Zoning Madam Chair asked to hold this on the agenda incase San Miguel County Attorney might be attending the meeting a little later.

San Miguel County Attorney Chico Gallegos never attended the meeting. Item was never discussed.

9. Review of Sample Administrative Documents of Various Lodgers Tax Processes (informative)-Amanda Salas, San Miguel County Planning & Zoning Director

San Miguel County Director Amanda Salas provided the Board examples for the board of existing event applications, RFP for Marketing Services, Scope of Work from other counties and municipalities as San Miguel County is revamping their current application.

- a. Grant Application(example)
- b. Request for Marketing Assistance(example)
- c. Request for Infrastructure Assistance(example)
- d. Tax Guidelines(example)
- e. Request for Proposals(example)
- f. Request for Proposals for destination Marketing Services(example)
- g. San Miguel County Planning & Zoning Department Lodgers Tax Request Proposal (December 2020)-example
- h. Scope of work for an application (example)
- i. Professional Services Agreement (example)

Discussion took place over the items for understanding and clarification with the board and Ms. Salas.

**10. Finalize Recommendations for Scope of Work Language for RFP (Discussion/Action)
Amanda Salas, San Miguel County Planning & Zoning Director**

San Miguel County Planning & Zoning Director Amanda Salas stated to the Board that this item was discussed during item #9.

11. Time Frame of Possible Opening of 2024 Event Applications (Discussion/Action) Amanda Salas, Planning & Zoning Director

San Miguel County Planning & Zoning Director Amanda stated to the Board that this item was discussed during item #9 and we should move on to item #13.

12. Providing Recommendation of County-Wide RFP to SMC County Commission-Amanda Salas, San Miguel County Planning & Zoning Director

Item Removed.

13. Next Meeting Date-Tuesday November 14, 2023 (Discussion/Action)-Amanda Salas, Planning & Zoning Director

San Miguel County Director Amanda Salas recommended that we have the next meeting on October 24, 2023 at 2:00 p.m. or October 26, 2023 at 2:00 p.m.

Motion made by Madam-Chair Kimberly Allen to hold the next meeting on October 24, 2023. Second by Madam Chair Kimberly Allen. Motion Carried.

14. Adjournment

Motion to adjourn meeting made by Madam Chair Kimberly Allen. Second by Vice-Chair Aubri Martinez. Motion Carried. Adjourned at 4:11 PM.

Approved this 24th day of October, 2023, as the Official Minutes of the Board of Planning & Zoning of San Miguel County New Mexico, of its Regular Meeting held September 26, 2023 at SMC Administration Complex, 500 W. National Avenue Suite 201, Las Vegas, New Mexico.

Madam-Chair Kimberly Allen

Amanda Salas, San Miguel County Planning & Zoning Director

ATTEST

Louanna Ortega, San Miguel County Clerk

Minutes submitted by Erica Sena

