



Board of County Commissioners

**LODGERS TAX ADVISORY BOARD MEETING MINUTES
BUSINESS MEETING via Zoom
San Miguel County
500 West National Ave., Las Vegas, NM 87701
November 13, 2020
Approved Minutes**

*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*

*Vidal Martinez, Ed.D.
County Manager*

Meeting was called to order by Chairman Hugh Ley at 10:00 a.m. via zoom meeting and roll call was taken. Present during roll call was Lodgers Tax members Hugh Ley, Kimberly Allen, Paul Aragon, and Diane Moore.

A quorum was established. Not present was Board Member Bart Ellison. San Miguel County staff that was present during the meeting was Melinda Gonzales, Finance Director and Robert Archuleta, Planning and Zoning Director, and Ebony Mondragon, Administrative Assistant to the County Manager and Dr. Martinez, County Manager.

Chairman Hugh Ley called for a motion to approve the agenda. A motion was presented by member Paul Aragon and a second by Kimberly Allen. The motion was voted and motion passed to approve the agenda.

Next item on the agenda was to approve the minutes from the last meeting. A recommendation was made to approve the minutes at the end of this meeting.

An item of discussion that was brought up was the discussion of the 5th member of the Board and how this was going to occur moving forward. The item was discussed in session regarding the 5th member. No announcements were made and the meeting continued.

Item 1 Financial Report:

The next item on the agenda that was called for discussion from Chairman Ley was the financial report. Melinda Gonzales presented to the Board. Melinda presented on the current financial status of the Lodgers Tax budget and answered questions from the board.

Discussion was held on the \$6,000 that was set aside as a match for the NM True Advertising Program application by the Las Vegas First Independent Business Alliance which never transpired. A motion by Paul Aragon was made and a second by Kimberly Allen for the money to be put back into the budget. The motion was approved by all the members.

Melinda presented the rest of the current existing funding amounts to the board. No further action was taken; this item was for informational purposes only.

A request was made by the board asking the County to email the financial report to the board for the next meeting and in the interim for review of the budget.

Business Item 1:

The next item on the agenda that was discussed and presented by the Chair Hugh Ley was business action item number 1 which was a recommendation to expend \$17,958.51 of funding for emergency repairs for the fairgrounds. Discussion was presented by Melinda Gonzales and Robert Archuleta advising the board of the 25% amount in the Lodger's Tax ordinance that can be used for such things as the fairgrounds since it's a venue used for tourism.

Member Paul Aragon raised concerns over the budget amount that is currently in the existing budget and was concerned about the proposed expenditure. Questions were raised by the Board as to what repair work needed to be completed at the fairgrounds and the shortage of funding due to the pandemic.

Robert Archuleta advised that the emergency repairs were due to mold in one of the buildings that needed to be addressed in order to have future events. Member Diane Moore also expressed concerns over the expenditure and the amount of budget in the Lodgers Tax budgets for the year.

A motion to deny the expenditure of funds from Lodger's Tax for emergency repairs at the County Fairgrounds was entertained by Chairman Ley. A motion to deny the expenditure of funds was made by member Paul Aragon and was seconded by member Diane Moore. The motion to deny the funds was voted on and unanimously passed to deny the recommendation to transfer funds for the fairgrounds.

Business Item 2:

The next item on the agenda was another action item which included a recommendation to expend \$17,958.51 in funding from the Lodger's Tax Board budget to support the Association of Counties Conference in July of 2021. The item was brought forth for discussion from Commissioner Hugh Ley.

The Board discussed the support for the Conference and issues related to the pandemic including virtual versus in-person. Staff member for the County Ebony Mondragon advised that there are many issues and unknowns regarding the summer Association of Counties Conference in San Miguel County.

Staff member Ebony Mondragon discussed the needs for the conference including costs of promotional items, bags, collateral information, reception, and other promotional items.

Kimberly Allen advised what the economic impact would be for the county and revenue it could generate and costs of in-person versus virtual.

Paul Aragon stated that he would support this initiative if the conference was held in person based on the future of the pandemic.

Member Kimberly Allen also expressed support for the conference and member Diane Moore if the conference was held in person.

Diane Moore advised she would abstain from the vote due to her employer being involved in a quote for the reception. A motion was entertained by the Chair to vote in favor of supporting the conference if it is held in person only. The item was passed by the board unanimously. Member Moore abstained from the vote.

Business Item 3:

The next action item on the agenda was a discussion of a previous RFP that was issued from the County for Lodger's Tax funding for Lodger's Tax RFP 2020 for advertising, marketing, and promoting San Miguel County and next steps.

Staff member Robert Archuleta discussed issues and concerns regarding the previous RFP. He advised that Feb 13, 2020 a letter was sent to the LT Board updating the Board about the Meeting to be scheduled in March but was cancelled. This is when everything began to unfold with the pandemic.

Robert discussed the discrepancies between a "request for proposals" and an application and issues that could arise in procurement. Discussion was held about one or the other but not both.

Other discussion was held that several entities in the past had requested funding that had not been fully utilized.

The goal was to send each LT Board member the proposals to read and evaluate but Robert informed that this was not done previous to his hire and could be an issue with the procurement process.

Robert advised that the RFP because of the solicitation which called for sealed bid proposals should've been based on the evaluation factors in the request for proposals and it was mixed with a request for application.

Robert advised that the previous RFP stated that the award would have to go to the highest ranked entity and we would not be able to fund the two applicants and recommended a re-issue of the RFP and that here was a lot of grey areas. Page 6 of the RFP stated that the county would only fund one contract and it would exclude one of the respondents.

Other issues Robert pointed out that is that the RFP criteria and application criteria did not mirror each other and it would create procurement issues. He also advised that there were certain disclosures were missing.

Robert recommended terminating the RFP and re-issuing a new RFP as soon as possible. Robert recommended a new RFP, with all the required language, which allow the opportunity to fund multiple entities.

Robert agreed to rewrite the RFP as soon as possible. He advised that a contract after the RFP would allow for a contract up to two years based on funding availability and up to four years based on budget. He also described some sequence of events that need to be spelled out in the RFP and more disclosures.

Members of the board expressed concerns of a more formal process to provide funds and suggested training at a later time which may involve procurement. The advised for P and Z to work with the Attorney if possible on processes.

Kimberly Allen advised she would be sending Robert the best practices manual for future use in the Department for tourism and best practices information.

The Board agreed to re-issue a new RFP based on recommendations and direction was given to the County staff.

New Business

Discussion of any new business was minimal and Robert advised that a new date for the next meeting would be after the RFP process was completed.

A motion to adjourn was made and the meeting ended.