



Mayor Javier Perea

Julia T. Brown Esq.
City Manager

**SUNLAND PARK
LODGER'S TAX ADVISORY BOARD**

**NOTICE OF MEETING
Regular Meeting Agenda
October 31, 2018 - 9:30 AM
City Hall, City Council Chambers
1000 McNutt Rd.**

Robert Ardivino
Sumer Linder
Ethan Linder
Billy Crews
Margie Mark

CALL TO ORDER & ROLL CALL

Announce the presence of a Quorum.

CONFLICT OF INTEREST

At the opening of each council meeting, the mayor shall ask if any member of the city council, city manager, or any member of the city staff has any known conflict of interest with any item on the agenda.

APPROVAL OF AGENDA

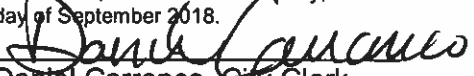
ORDER OF BUSINESS

1. **Approve Minutes of 10/03/18 LTX Meeting.** *(Daniel Carranco, City Clerk)*
2. **Discuss NM TRUE feedback on City branding efforts.** *(Peter Ibarbo, PIO)*

REMARKS AND INQUIRIES

ADJOURNMENT

PLEASE NOTE: If you are an individual with a disability who is in need of a reader, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the Office of the City Clerk at (575) 589-7565 at least one week prior to the meeting. **POSTED:** City Clerk's Office, Motor Vehicle Division, Public Health Office, Sunland Park Post Office, Sunland Park Library, Santa Teresa Post Office, Sunland Park Grocery, Mercedes Grocery, Carousel Convenience Store and Tierra Madre. Filed in the office of the City Clerk on the 26th day of September 2018.


Daniel Carranco, City Clerk

SUNLAND PARK JUNTA ASESORA DE IMPUESTOS DE LODGER AVISO DE REUNIÓN

**Agenda de la reunión ordinaria
31 de octubre de 2018 a las 9:30 a.m.
Ayuntamiento, cámaras del consejo municipal 1000 McNutt Rd.**

LLAME PARA PEDIR Y LLAMAR LLAMADA

Anuncie la presencia de un Quórum.

CONFLICTO DE INTERESES

En la apertura de cada reunión del consejo, el alcalde deberá preguntar si algún miembro del consejo de la ciudad, el administrador de la ciudad o cualquier miembro del personal de la ciudad tiene algún conflicto de interés conocido con algún elemento de la agenda.

APROBACIÓN DE LA AGENDA

ORDEN DE NEGOCIO

1. **Aprobar minutas de la Reunión de 10/03/18 del LTX.** *(Daniel Carranco, Secretario Municipal)*
2. **Discutir la respuesta de NM TRUE acerca de esfuerzos para re-marcar Sunland Park.** *(Peter Ibarbo, PIO)*

OBSERVACIONES E INVESTIGACIONES

APLAZAMIENTO

TENGA EN CUENTA: si usted es una persona con una discapacidad que necesita un lector, intérprete calificado de lenguaje de señas o cualquier otra forma de ayuda o servicio auxiliar para asistir o participar en la audiencia o reunión, comuníquese con la Oficina de la Ciudad Empleado al (575) 589-7565 al menos una semana antes de la reunión. **PUBLICADO:** Oficina del Secretario Municipal, División de Vehículos Motorizados, Oficina de Salud Pública, Oficina de Correos Sunland Park, Biblioteca Sunland Park, Oficina de Correos de Santa Teresa, Tienda de comestibles Sunland Park, Tienda de comestibles Mercedes, Tienda de conveniencia para carruseles y Tierra Madre. Archivado en la oficina del Secretario de la Ciudad el 26 de octubre de 2018.


Daniel Carranco, Secretario Municipal



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City Manager

SUNLAND PARK
LODGER'S TAX ADVISORY BOARD
NOTICE OF MEETING
Regular Meeting Agenda
October 3, 2018 - 9:30 AM
City Hall, City Council Chambers
1000 McNutt Rd.

Robert Ardivino
Sumer Linder
Ethan Linder
Billy Crews
Margie Mark

CALL TO ORDER & ROLL CALL

Chairwoman Sumer Linder called the meeting to order at 9:34AM.

Present: Sumer Linder, Robert Ardivino, Margie Mark, Ethan Linder

Absent:

Also present: Peter Ibarbo Public and Daniel Carranco, City Clerk.

CONFLICT OF INTEREST

None

APPROVAL OF AGENDA

Robert Ardivino **moved** to approve the agenda order. **Seconded** by Ethan Linder.

All those in favor said "aye." Motion passed unanimously.

All those in favor said "aye." Motion passed unanimously.

Vote: Motion (**summary:** Yes 4, No 0, Abstained 0)

AYE: Sumer Linder, Robert Ardivino, Margie Mark, Ethan Linder

ORDER OF BUSINESS

1. Approve Minutes of 8/29/18 LTX Meeting. *(Daniel Carranco, City Clerk)*

Robert Ardivino **moved** to approve Item 1. **Seconded** by Ethan Linder.

All those in favor said "aye." Motion passed unanimously.

All those in favor said "aye." Motion passed unanimously.

Vote: Motion (**summary:** Yes 4, No 0, Abstained 0)

AYE: Sumer Linder, Robert Ardivino, Margie Mark, Ethan Linder

2. Discuss a brand campaign RFP for the City of Sunland Park. *(Peter Ibarbo, PIO)*

LTX Board discussed City RFP and contracting process.

LTX Board discussed development of focus groups that can assist with re-branding of City.

The LTX Board agreed to reach out to Jen Bails of Las Cruces Tourism and NM TRUE for feedback on City re-branding.

REMARKS AND INQUIRIES

The LTX Board requested information regarding how much money the Board needs to use in 2018-2019 Fiscal year and how much they can commit.

ADJOURNMENT

Chairwoman Sumer Linder adjourned meeting at 10:30AM.

ATTEST

Daniel Carranco, City Clerk

Sumer Linder, Chairwoman

20 FREE Ways **NEW MEXICO** *True* Can Work For You

GET SEEN:

1. Add your travel-inspiring videos to the interactive New Mexico True map at NewMexico.org/VideoMap. Under two minutes per video is recommended.
2. Get your event or special travel deal in the NMTD Monthly Newsletter. Email a 50-word summary along with beautiful images at least six weeks in advance to Digital.Media@state.nm.us
3. Get in-state or national PR exposure for your uniquely New Mexican, travel-inspiring destination or event. Email completed press releases to Industry.Relations@state.nm.us
4. Suggest a uniquely New Mexican, travel-inspiring story for "New Mexico True Television" by contacting show producer Melinda Frame at Melinda@Cliffdwellerdigital.com
5. Promote your tribal tourism opportunities and attractions. Contact Indian.Tourism@state.nm.us
6. Get your business's tourism-related news posted on NMTD's Industry Partners website. Email Industry.Relations@state.nm.us
7. Submit story ideas to New Mexico Magazine. Contact NewMexico.Magazine@state.nm.us
8. Feature your tourism-oriented business in the New Mexico Vacation Guide. Contact NewMexico.Magazine@state.nm.us

GET LISTED:

9. Add your tourism-related business listing to newmexico.org (120,000 visitors each month.) Visit newmexico.org, scroll to the bottom, and click on Partner Login. Don't forget to upload beautiful, eye-catching images.
10. List your events on the NMTD Events Calendar at newmexico.org. Go to Partner Login at bottom of page. Your event will also then be considered for NM True TV promotion and included on the New Mexico Magazine website.
11. Be included on the NMTD Media Resources page for visiting journalists. Contact Industry.Relations@state.nm.us

GET TRUE:

12. Create your New Mexico True ad with the Ad Builder Toolkit. Go to media.nmtourism.org, create an account and receive authorization within 24 hours to get started.
13. Be part of the NMTD Regional Marketing efforts. Contact your Regional Tourism Marketing Board Chair at nmtourism.org (click on "Contact").
14. Host an NMTD True Tour in your city. Contact True.Tour@state.nm.us
15. Take advantage of the beautiful videos (New Mexico True Television, New Mexico True Stories, etc.) to promote your area. Link to and share these videos from youtube.com/visitnewmexico
16. Get New Mexico True Certified. This distinction is available only for products that are "100% Made," "100% Born & Raised," or "100% Grown" in New Mexico. For details visit nmtourism.org/true-certified

GET FUNDED:

17. Apply for a Cooperative Marketing grant by visiting nmtourism.org/coop-marketing. Available to New Mexico-based IRS 501(c) non-profits, tourism-related organizations, or local and tribal governments. Contact Grants.Admin@state.nm.us
18. Partner with New Mexico Clean & Beautiful or apply for a matching grant. Contact Clean.Beautiful@state.nm.us

GET INFORMED:

19. Access NMTD research and presentations at nmtourism.org/resources. Contact Tourism.Research@state.nm.us
20. Be in the know! Sign up for our Industry Newsletter at nmtourism.org

GET CONNECTED:

