

City of Lordsburg  
409 W. Wabash  
Lordsburg, New Mexico 88045  
Minutes of Lodger's Tax Meeting  
March 8, 2022 at 6:00 p.m.

Meeting was called to order at 6:02 p.m.

**Welcome**

**Pledge of Allegiance**

**Present:** Krystal Delao, Board Member; Lilliana Reyes, Board Member; John Harris, Board Member; Linda Erikson, Board Member; Marsha Hill, Board Member; Glenda F. Greene, Mayor and Linda S. Farnsworth, City Clerk

**Attendance:** Alfonso Alvarez, Caesar Alvarez, Jason Watkins, Sundi LaMarca, Sabrina Pack, Ted Tucker, Robert Gonzalez, Lala Martinez, Dave Ochsenbine with Shakespeare Ghost Town, Christy Ortiz with the Chamber of Commerce.

**Marketing Proposals:**

- a). Jason Watkins presented his marketing proposal to the Lodger's Tax Board Members. Marsha Hill stated that he had some excellent ideas but that they had been tried many times before with very little positive outcome. Alfonso Alvarez and Caesar Alvarez had questions for Mr. Watkins. His proposal centered mainly around promoting Shakespeare Ghost Town which is a gem to our community.
- b). Skywest Media presented their marketing proposal (Sabrina Pack and Ted Tucker) which was centered mainly on bringing in people to Lordsburg for the birding and people who walk the Continental Divide, both of which bring many visitors to Hidalgo County.

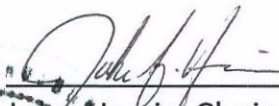
**Discussion:**

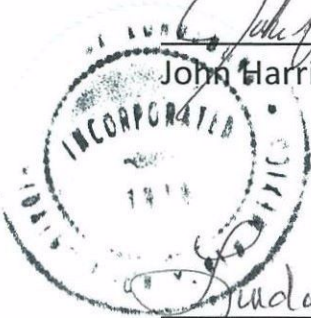
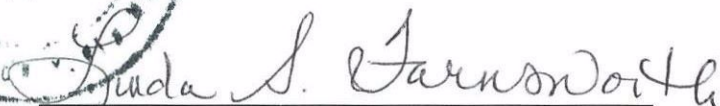
The Lodger's Tax Committee was notified that they must operate under the Open Meetings Act and that all meetings will be public from now on, even though they have never been done like this in the past. John Harris was unanimously nominated as the Chair to head the meetings. When asked how the Board would like to approach the proposals, they unanimously agreed upon putting it out as a RFP (Request for Proposal) and it will be advertised as such. (*Mr. Watkins later*

*withdrew his marketing proposal due to personal conflicts – email attached herewith).*

**Adjourn:** With nothing further to be discussed, a motion was made by Marsha Hill to adjourn, 2<sup>nd</sup> by Krystal Delao. It was unanimously agreed to adjourn at 7:38 p.m.

Approved this 8<sup>th</sup> day of March, 2022.

  
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John Harris, Chair

  
  
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Linda S. Farnsworth, City Clerk