

**MINUTES OF  
SPECIAL  
COUNCIL  
MEETING  
7/15/24**

**City of Lordsburg**  
**409 W. Wabash**  
**Lordsburg, New Mexico 88045**  
**Minutes of Special Council Meeting**  
**July 15, 2024**

Meeting was called to order at 12:00 p.m. Noon

**Welcome**

**Pledge of Allegiance**

**Present:** Mayor Glenda F. Greene; Dusti Conover, Finance Director; Linda S. Farnsworth, City Clerk; Councilor Irene Galvan; Councilor Sean Lindsay; Councilor Julie Montenegro; Mayor Pro-Tem Manuel D.V. Saucedo; Councilor Krystal DeLao and Councilor Martin Neave.

**Attendance:** Brenda Hood with The Heritage Society

**Approval of Agenda:**

Mayor Pro-Tem Saucedo moved to accept the Agenda as written; Seconded by Councilor Montenegro. Council Members were polled. Motion passed.

**New Business:**

a). Lodger's Tax Recommendations from Lodger's Tax from Quarterly Lodger's Tax Committee Meeting held on July 8, 2024

1. Class of 1984 – The Lodger's Tax Committee recommended allocation for \$635.00. Mayor Pro-Tem Saucedo felt that the D.J., napkins and name tags should be allowed and moved to approve the entire requested amount of \$1,152.00, Seconded by Councilor Neave. Council Members were polled. Motion passed.
2. The Heritage Society – The Lodger's Tax Committee recommended allocation of \$10,000.00 instead of \$35,000.00 so that this project could continue to move forward and that these funds come out of the Operational portion of Lodger's Tax. Councilor Lindsay stated that we shouldn't be paying for everything and wanted to know if Heritage Society was doing any kind of fundraising. The Mayor said that she has

referred Edmund Saucedo to Emily Gojkovich, Economic Development to see if she can assist with different grants that might be available to him. Brenda Hood on behalf of the Heritage Society stated that the engineering services have already been deducted from the money they were previously provided and they are looking into fund raising at the present time. Regarding a tourism grant, Councilor Montenegro pointed out that tourism of Shakespeare is possible because of re-enactments. The Mayor also added that a walking tour could be tied into Shakespeare because of the historical graves. Councilor Neave expressed his concern as there were no details given as to what the money is to be used for which was also the concern of the Lodger's Tax Committee. The Mayor stated that the plan is to finish the arch and then start on Mountain View Cemetery. The Lodger's Tax Committee recommended \$10,000.00 allotment just to be able to keep them going. Councilor Lindsay feels that there is much that can be done to the cemeteries to clean it up before we start giving money for an arch and re-address it once the cemeteries are clean. Councilor Lindsay moved to *not* give the Heritage Society any money until they give us more detail on what the money is to be used for, Seconded by Councilor Galvan. City Clerk polled the Council Members and motion to *not* give the Heritage Society any Lodger's Tax monies did not pass.

Councilor Galvan AYE  
Councilor Lindsay AYE  
Councilor Montenegro NAY  
Mayor Pro-Tem Saucedo NAY  
Councilor Delao NAY  
Councilor Neave NAY

Councilor Montenegro then made a motion to allow for the \$10,000.00 requested allocation stating that she feels that the project is so far in not to be completed and that it does specify that the money is to be used for the benches and military markers. Councilor Lindsay stated that there is so much to be done and our City workers can make sure the weeds are cut and ready to go, whereas Councilor Montenegro feels that the cemetery cleanup could be done simultaneously while everything is being set up. Motion was seconded by Mayor Pro-Tem

Saucedo. City Clerk polled the Council Members and motion to give Heritage Society \$10,000.00 did not pass.

Councilor Galvan NAY  
Councilor Lindsay NAY  
Councilor Montenegro AYE  
Mayor Pro-Tem Saucedo AYE  
Councilor Delao NAY  
Councilor Neave NAY

Councilor Neave made a motion to pay Heritage Society \$5,000.00 allocation to keep the ball rolling on the project, seconded by Councilor Galvan. City Clerk polled the Council Members. Motion passed.

Councilor Galvan AYE  
Councilor Lindsay AYE  
Councilor Montenegro AYE  
Mayor Pro-Tem Saucedo AYE  
Councilor Delao NAY  
Councilor Neave NAY

3. Chiricuhua Desert Museum – Councilor Neave stated that he has watched this Museum continually grown and contribute to our County and they will send guests to stay in our motels for this event. The Lodger's tax Committee recommended the allocation of \$16,365.00, however, Councilor Neave stated that this is an International project and he would like to make a motion to pay the requested \$20,000.00 allotment, seconded by Councilor Lindsay. Mayor Pro-Tem Saucedo spoke up and said that to date the Hampton only has 10 rooms filled for the date of the conference and he was concerned about their book being published in China instead of the United States and he said that these items were troubling to him. City Clerk was then asked to poll the Council Members. Motion passed.

Councilor Galvan AYE  
Councilor Lindsay AYE  
Councilor Montenegro AYE  
Mayor Pro-Tem Saucedo AYE  
Councilor Delao NAY  
Councilor Neave NAY

b). Resolution No. 2024-21 Local Government Road Fund Program Agreement (DOT). This is an agreement that we sign yearly. Councilor Montenegro moved to approve Resolution No. 2024-21, seconded by Mayor Pro-Tem Saucedo. City Clerk polled the Council Members. Motion passed.

Councilor Galvan AYE  
Councilor Lindsay AYE  
Councilor Montenegro AYE  
Mayor Pro-Tem Saucedo AYE  
Councilor Delao NAY  
Councilor Neave NAY

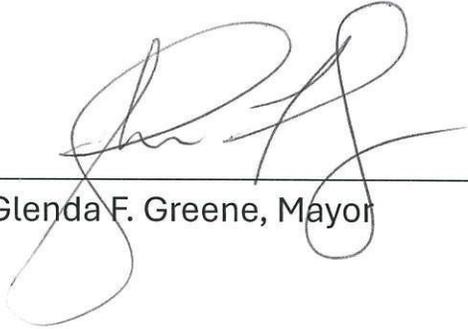
c). Approval to advertise for Request for Proposal (RFP) for legal services. Mayor Greene stated that even though we have no legal representation at the time, New Mexico Municipal League will assist us until we are able to find a new legal representative. Mayor Pro-Tem Saucedo moved to approve to advertise the RFP, 2<sup>nd</sup> by Councilor Montenegro. Council Members were polled. Motion passed.

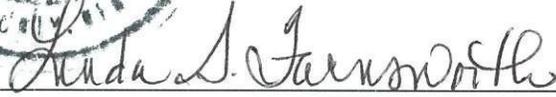
### **Adjourn**

With no further business to be discussed, Councilor Lindsay made a motion to adjourn, seconded by Councilor Montenegro. Council members were polled. Before the Council was adjourned, Brenda Hood stated that she felt that the Council was not taking any stock in what the Lodger's Tax Committee recommends and she left it at that. Motion passed and meeting was adjourned at 12:20 p.m.

Approved this 24<sup>th</sup> day of July, 2024



  
\_\_\_\_\_  
Glenda F. Greene, Mayor

  
\_\_\_\_\_  
Linda S. Farnsworth, City Clerk

**LODGER'S  
TAX  
RECOMMENDATIONS  
FROM  
QUARTERLY  
MEETING  
7/8/24**

Lodger's Tax Approval by City Council 7/15/24

Agency	Requested 2024-2025 allocations	Lodger's Tax Comm. Recommendations 7/8/24	City Council approved 7/15/24	Requestor
Class of 1984	\$1,152.00	\$635.00	\$1,152.00	Mary Martinez, Treas.
Heritage Society	\$35,000.00	\$10,000.00	\$5,000.00	Edmund Saucedo
Chiricahua Desert Museum	\$20,000.00	\$16,365.00	\$20,000.00	Bob Ashley with assistance from Jason Watkins
<b>TOTAL APPROVED</b>	<b>\$56,152.00</b>	<b>\$27,000.00</b>	<b>\$26,152.00</b>	

\*\*Note to Council:

- 1). Class of 1984 was requesting \$1,152.00 which included a DJ and disposable hand towels. The Committee only approved the printing charges of \$95.00 and the cost of printed t-shirts at \$540.00 bringing the total recommended to \$635.00
- 2). Edmund Saucedo with Heritage Society requested \$35,000.00 but the Committee felt that they could only recommend an allocation of \$10,000.00 so that his cemetery project would not be halted. He can request more Lodger's Tax monies in 2025.
- 3). Chiricahua Desert Museum requested \$20,000.00 for a week long event that will be taking place at their Museum Center. Many of the attendees will be staying in motels in Lordsburg for that week. There was only \$16,265.00 available in Lodger's Tax monies so the Committee recommended the balance be allotted to the Museum.

There will be no more quarterly meetings for 2024 and only 1 meeting per year until further notice.



**CLASS  
OF  
1984  
LODGER'S  
TAX REQUEST  
7/8/24  
\$1,152.00**

**Request for Lodgers' Tax Assistance**

**Contact Information**

Organization	Class of 1984 - Lordsburg High - 40th class reunion
Name of Contact	Mary V. Martinez
Address	3588 W. Avenida Obregon
City, State Zip	Tucson AZ 85746
Phone#/Fax#	520-780-3598
email	talking2mary@gmail.com

**Event Budget**

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships					-
	Sales					-
	Donations					-
	Prior Year Carryover					-
	Other (please explain)					-
	<b>Total Income</b>	-	-	-	-	-

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
EXPENSE (NON- LODGERS' TAX	Cost of Sales Items					-
	Cost of Awards					-
	Building/Booth Rent	660-				-
	Advertising					-
	Printing & Mailing					-
	Print Media					-
	Electronic Media					-
	Misc. Food (Please explain) (locally purchased)	600-				-
	<b>Total NON- LODGERS' Exp.</b>	-	-	-	-	-

NON -  
LODGERS'  
TAX

**Lodgers' Tax Budget Summary**

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	95.00	-	-	-	-	95.00
Print Media	-	-	-	-	-	-
Electronic Media	-	-	-	-	-	-
Other	1057.00	-	-	-	-	1057.00
<b>TOTAL LODGERS' TAX REQ. SUMMARY</b>	1152.00	-	-	-	-	1152.00

LODGERS'  
TAX

Instructions: Please complete all areas of PINK that apply. Lodgers' Tax Budget Summary must reconcile to Event Details

## Lodgers' Tax Budget - Event Number 1

### Event Information

Name of Event: 40th Class Reunion - Class of 1984  
 Date: September 27 - September 29, 2024  
 Location:  Lordsburg, NM - Elk's Lodge + other  
 Description: Dinner, dance and other activities for class members and spouses

Expected Attendance: 39 # of Overnighters: 27  
 Is this an annual event?: NO Is this a new event?: NO

#### PRINTING

	Cost	Quantity	Total		Cost	Quantity	Total
	Posters (save-the-date)	<u>40</u>	<u>2</u>		<u>80 -</u>	Flyers	
Programs	<u>.55</u>	<u>27</u>	<u>15 -</u>	Tickets			-
SUBTOTAL				SUBTOTAL			
				TOTAL PRINTING COSTS <u>95 -</u>			

*approved*

#### PRINT MEDIA

	Name	# of ads	Cost	Total
Newspaper				-
				-
	SUBTOTAL			-
Magazine/Other				-
				-
	SUBTOTAL			-
TOTAL PRINT MEDIA				-

#### ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
Radio				-
Television				-
Social Media				-
TOTAL ELECTR. MEDIA				-

#### OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees	<u>DJ for music local resident</u>	<u>1</u>	<u>✓400 -</u>	<u>400 -</u>
Sound and Lighting Costs	<u>" " " " " "</u>			-
Sanction Fees	<u>Customized Napkins</u>	<u>90</u>	<u>✓90 -</u>	<u>90 -</u>
Promotional Items (eg: tshirts, rings, etc.)	<u>w/ City logo</u>			-
Other: (please list)	<u>T-shirts w/ city logo</u>	<u>30</u>	<u>18</u>	<u>540 -</u>
	<u>Name tags</u>	<u>27</u>	<u>✓27 -</u>	<u>27 -</u>
TOTAL OTHER EXPENSE				<u>1057 -</u>

*approved*

## TOTAL REQUEST FOR EVENT 1

1152 -

Instructions: Please complete all areas of PINK that apply.

**City of Lordsburg  
Annual Funding Guidelines  
Lodgers' Tax Requests for Proposal (RFP)**

The City of Lordsburg wishes to ensure that your events have the greatest chance of success. The following guidelines have been adopted by the City Commission to outline procedures for the annual expenditures of Lodgers' Tax funds.

1. The City of Lordsburg is accountable to the City Council for Lodgers' Tax Funds and is responsible for the placement of any orders involving expenditures of Lodgers' Tax funds. The table below details eligible & non-eligible expenses per Ordinance # 1052

Eligible	Non-Eligible
Professional Performance Fees Sound and Lighting as Related to Performance Advertising/Promotion Items Sanitation Sanction Fees	Administrative Office Overhead Website Costs Real Property Tangible Property

For internal control purposes of lodgers' tax funds, the organization must provide valid proof of expenditures and contracts. Cash transactions by the organization (eg: cash currency payments to individuals) will not be considered valid. All invoices and contracts must be legible. The Finance Department may ask the organization to provide a W-9 for a vendor, cleared check, bank statement or other documentation to determine whether or not the transaction is valid for lodgers' tax. **Note: If cancellation of an event results in a refund of any deposit, this refund must be returned to the City of Lordsburg Lodgers' Tax Fund.**

2. The organization requesting Lodgers' Tax funding shall designate a representative to serve in the capacity of spokesperson for that organization. The representative or designee must make all attempts to attend the Lodgers' Tax meeting or City Commission meeting as appropriate when requesting funding to answer questions.
3. All Requests for Proposal's (RFP's) for Lodgers' Tax **annual** funding must be received by **1 week prior to quarterly meeting.** (This is to include all events to occur during the period indicated above for which your organization is requesting funding.)
4. A proposed budget must be submitted with the RFP for annual Lodgers' Tax funding explaining how fees and other revenues are to be used and include a detailed list of estimated expenses for any and all events on an annual basis.
5. Event Summaries from prior year funding will be required during the annual presentation process. Event summaries should include the number in attendance, the number of overnight stays and the actual revenue and expenditures. **Any unspent funding will revert to the City of Lordsburg Lodgers' Tax Fund.**
6. In addition to the above listed criteria, organizations requesting funding may be asked to provide the following information:
  - Proof of non-profit status and copy of last years IRS form 990
  - Proof of agency good standing with the NM Corporation Commission
  - Proof of Workers-Comp or Liability Insurance Coverage

Advertising not included in the initial request for funding is the RESPONSIBILITY AND OBLIGATION OF THE ORGANIZATION PLACING SUCH ORDER.

I have read and fully understand the above guidelines for the Lodgers' Tax Funding.

See page 2 - 

*Mary V. Mantony*  
Representative

*Class of 1984 - 40<sup>th</sup> class reunion*  
Name of Organization *Committee* date *05/06/2024* *OG - MV/Mantony*

Received at City Hall:  
\_\_\_\_\_  
(date and time)

**HERITAGE  
SOCIETY  
LODGERS TAX  
REQUEST  
7/8/24  
\$35,000.00**

Date: July 2, 2024  
To: City of Lordsburg Lodger's Tax Committee  
From: Hidalgo County Heritage Society / Edmund V. Saucedo  
Re: Request for Lodger's Tax

Thank you to the City of Lordsburg for the opportunity to apply for Lodger's Tax. Our goal is to improve both of Lordsburg's cemeteries in memory of all who are buried there. Because the cost of goods and construction materials continues to rise, we respectfully ask for the committee's full consideration. We thank Mayor Glenda Greene and the Lordsburg City Council for their continued support.

**PHASE 1** -- The construction of the arch at the south entrance to Shakespeare Cemetery is progressing and is expected to be finished this month:

- The foundation has been excavated and concrete has been poured in and around the foundation.
- The rebar for the two block columns has been installed.
- The blocks for the two columns are now being laid.
- After the block columns are finished, the wrought iron arch and letters will be placed at the top of the two columns. The iron arch and letters were finished several months ago.
- The finished entrance will be named Veterans Memorial Gate in memory of the hundreds of veterans buried there.

**PHASE 2** – Phase 2 of the project consists of (1) locating, identifying and installing markers at the graves of all veterans; (2) locating, identifying and installing markers at the graves of two Pony Express Riders and a Civil War veteran; (3) locating and marking the historic graves of individuals who lived and died in the town of Shakespeare; (4) creating walking paths to allow easy viewing of the marked graves; and (5) installing benches throughout the cemetery to allow for reflective thought and remembrance.

Phase 2 will also include hiring a structural engineer to evaluate the condition of the existing arch at the north entrance to the cemetery. The arch was built during the administration of Mayor Betty Lazar in the 1970s and is showing its age. We need to determine if the arch is structurally sound and if it needs to be retrofitted. **THERE ARE NO PLANS TO DEMOLISH THIS ARCH.**

The next opportunity to apply for Lodger's Tax will be in January 2025. In order to help us through the remainder of 2024 to complete Phase 2 of the Shakespeare Cemetery project and start on improvements to Mountain View Cemetery, we are asking for \$35,000 in Lodger's Tax funding.

Thank you. I can be reached at 575 542-9716 or [evslascruces@yahoo.com](mailto:evslascruces@yahoo.com).

**City of Lordsburg**  
**Annual Funding Guidelines**  
**Lodgers' Tax Requests for Proposal (RFP)**

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Sound and Lighting as Related to Performance	Website Costs
Advertising/Promotion Items	Real Property
Sanitation	Tangible Property
Sanction Fees	

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6. In addition to the above listed criteria, organizations requesting funding may be asked to provide the following information:
  - Proof of non-profit status and copy of last years IRS form 990
  - Proof of agency good standing with the NM Corporation Commission
  - Proof of Workers-Comp or Liability Insurance Coverage

Advertising not included in the initial request for funding is the RESPONSIBILITY AND OBLIGATION OF THE ORGANIZATION PLACING SUCH ORDER.

I have read and fully understand the above guidelines for the Lodgers' Tax Funding.

*Edmund Saucedo*  
Hidalgo County Heritage Society

~~XXXXXXXXXX~~  
7/2/24



Representative

Edmund V. Sanchez

Hidalgo County Heritage Society

Name of Organization

date

~~7/1/24~~

Received at City Hall:

7.1.24 @ 10:48 am

(date and time)

7/2/24

Construction of the arch at Shakespeare Cemetery is not an entertainment event. Lodger's Tax allocated will be used solely for the construction project.

Request for Lodgers' Tax Assistance	
Contact Information	
Organization	Hidalgo County Heritage Society
Name of Contact	Edmund V. Saucedo   Brenda J. Hood
Address	324 W. Railway Blvd.
City, State Zip	Lordsburg, NM 88045
Phone#/Fax#	575 542-9716
email	evslascruces@yahoo.com

Event Budget							
		Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships	N/A					0 -
	Sales	N/A					0 -
	Donations	N/A					0 -
	Prior Year Carryover	N/A					0 -
	Other (please explain)	N/A					0 -
	<b>Total Income</b>		-	-	-	-	-

		Event 1	Event 2	Event 3	Event 4	Event 5	Total
EXPENSE (NON- LODGERS' TAX	Cost of Sales Items	N/A					0 -
	Cost of Awards	N/A					0 -
	Building/Booth Rent	N/A					0 -
	Advertising	N/A					0 -
	Printing & Mailing	N/A					0 -
	Print Media	N/A					0 -
	Electronic Media	N/A					0 -
	Misc. (Please explain)	N/A					-
<b>Total NON- LODGERS' Exp.</b>		-	-	-	-	-	0 -

NON -  
LODGERS'  
TAX

Lodgers' Tax Budget Summary							
	Event 1	Event 2	Event 3	Event 4	Event 5	Total	
Printing	-	-	-	-	-	-	LODGERS' TAX
Print Media	-	-	-	-	-	-	
Electronic Media	-	-	-	-	-	-	
Other	-	-	-	-	-	-	
<b>TOTAL LODGERS' TAX REQ. SUMMARY</b>	-	-	-	-	-	-	

Instructions: Please complete all areas of PINK that apply. Lodgers' Tax Budget Summary must reconcile to Event Details

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EXAMPLE OF A POSSIBLE MARKER FOR THE VETERANS' GRAVES





**CHIRICAHUA  
DESERT  
MUSEUM  
LODGERS TAX  
REQUEST  
7/8/24  
\$20,000.00**

City of Lordsburg  
Mayor Glenda Greene  
Lordsburg City Council  
Lordsburg, New Mexico

Friday, June 14, 2024

Dear Mayor Greene and Lordsburg City Council;

We are writing to inform you of an upcoming scientific conference, titled "Biology of Lizards 2," scheduled for July 24-27 2024, hosted by Chiricahua Desert Museum & Geronimo Event Center (Rodeo, NM).

The museum is seeking additional financial support (\$20,000) to offset the high costs associated with running a large international meeting. We have been leader in the field of organizing and operating biological conferences since 2008.

The museum would like to include the City of Lordsburg as a new sponsor and partner for our annual scientific events. Our past conferences and other community events generate substantial tourism dollars and publicity to Hidalgo County and the City of Lordsburg. In July, we are expecting more than 200 leading experts on lizards to attend, including professors, authors, scientists, naturalists, and even artists. At one point, most will stop for services, supplies, and meals in Lordsburg and nearby towns. Based on past experience, many will choose the comforts of staying at hotels/motels in Lordsburg over rural accommodations in Rodeo.

While the museum and its gift shop are profitable businesses, contributing to local gross-receipts taxes and providing regional employment, our conferences are strictly funded through the arm of our non-profit branch. We do charge a minimal registration fee (\$200) for meetings, yet rely solely on sponsors for all primary funding.

As a governing board, we understand that you meet once yearly, but given the circumstances and the opportunity for a beneficial partnership, we want to ask for an exemption. We hope the Lordsburg City Council, the lodgers' tax committee, and all administrators will agree to consider joining this event as one of its main sponsors. Via multiple channels, all sponsors are fully advertised and acknowledged throughout the conference.

Additionally, we extend an invitation to you and your guests for a special dinner at the Geronimo Event Center, in accordance with your governing body's rules and open meetings laws, to tell you more about this conference and to show you our latest addition, the Library of Herpetology. This library is among the largest in of its kind in the world. Please let us know if you and the City Council are able to join us on an upcoming Friday or Saturday evening in July for an elegant dinner and tour of the museum's campus.

Thank you for considering our proposal. Hopefully, we can establish a building partnership that will benefit the people of Hidalgo County, and the lodging and retail businesses of Lordsburg.

Respectfully submitted,

Bob Ashley & Gordon Schuett  
Chiricahua Desert Museum, Rodeo, NM

# **OVERVIEW OF BIOLOGY OF LIZARDS 2 CONFERENCE**

## **EVENT**

Biology of Lizards is a multi-day conference attracting the top scientists in the industry. Hosted at the Geronimo Event Center in Rodeo, we expect up to 300 attendees from all over the world. Nearly all attendees have advance degrees, and many are highly regarded intellectuals in their field. The event is comprised of multiple speech presentations, social gatherings and meals, and local exploration. The event takes place July 24-27, 2024.

## **VENDORS**

We have a number of vendors who provide support during the conferences, including catering professionals, hospitality workers, technical and mechanical help, and printing and merchandise. In total, the conference will cost more than \$60,000 to put on; our attendees, students and professors and researchers, only pay for about half that cost. Sponsorships cover the rest.

Some of our biggest expenses include: utilities and electricity/generators, food and drink, printing of our conference materials and guidebook, staff salaries, printed book bags for attendees, insurance, and tech/AV services. We plan to spend more than \$10,000 on food and catering, as well as \$5,000 for professionally printed agendas for each attendee. We will be employing at least 15 paid staffers during the conference, most from Hidalgo County. At \$15 an hour at 10 hours per day for four days, labor costs will exceed \$9,000. Insurance for the event and utilities will cost approximately \$5,000.

## **SPONSORSHIP DETAILS**

The following will be included in a title sponsorship:

1. Logo placement on all printed material and on conference screen
2. Advertisements on conference screen for the City of Lordsburg
3. Invitation for City leaders to attend Library tour and informational dinner (zero cash value)
4. Verbal thank-yous during welcomes, breaks, speeches, etc.
5. Full-page advertisement for the City in our official guidebook
6. City logo displayed on website and in social media postings
7. Free attendance to the event for City Council, City staff, and Mayor and their families
8. We will take out a half-page ad in the Hidalgo County Herald thanking the City for this partnership

## **SPONSORSHIP REQUEST**

We would like to propose that the City of Lordsburg become our chief sponsor for the event, with top billing on all marketing, for \$20,000. We are currently facing a \$20,000 deficit on the event, and this would allow us to break even and provide an excellent experience to our attendees.

## **THANKS**

We are sincerely grateful to you and the Lordsburg City Council for considering working with us. We hope this is the start of a positive future relationship between the City of Lordsburg and the Chiricahua Desert Museum.



*An*  
**INVITATION**

to the *Lordsburg City Council* and  
*Mayor Glenda Greene*

to attend a special dinner and tour  
of the new LIBRARY OF HERPETOLOGY  
at the

**Chiricahua Desert Museum  
and Geronimo Event Center**  
in Rodeo, NM

**Date:** TBD by City of Lordsburg

**Presentation:** Overview of Biology of Lizards 2

Tour of Library of Herpetology

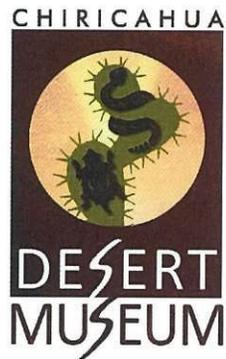
**Menu:** Dinner and Drinks, Five courses TBD

**Total Guests:** 16 (7 councilors+guest, mayor+guest)

**Notes:** Overnight accommodations available

# SPONSORSHIP PROPOSAL

CITY OF LORDSBURG + CHIRICAHUA DESERT MUSEUM



The Chiricahua Desert Museum and ECO Publishing are planning the release of a brand-new tourist guidebook, featuring visitor information for Rodeo and surrounding areas. Primarily a guide for guests of the Desert Museum, a large section will be dedicated to attractions and services in the City of Lordsburg. To make sure this publication is successful and effective, we would like to propose a partnership between the Desert Museum and the City of Lordsburg.



## **THE MUSEUM**

We proudly opened our Library of Herpetology this summer, the largest of its kind anywhere in the world. We welcome thousands of visitors per year to our facility to see our impressive collection of regional artifacts, including a bow and arrow used by Geronimo, or to attend one of our world-class natural history symposiums. We are a one-of-a-kind institution, quickly becoming a destination landmark in the Southwest.

## **THE GUIDEBOOK**

Our 100-page guidebook will feature not only the impressive collection of the Desert Museum but will also highlight local histories, important figures from the past, regional attractions, accommodations and lodging, even camping and RV park information. Lordsburg and Hidalgo County services and businesses will be heavily featured, making up 95 percent of the content. The book will be professionally written, designed and photographed, and it will serve as a definitive tourist resource for at least the next decade.

## **THE PARTNERSHIP**

We would like to propose that the City of Lordsburg become our main sponsor, appearing as the first two-page advertisement spread in the book. We will create an attractive full-color advertisement for your approval; we will also send you several cases of books to distribute to associates of the City of Lordsburg and to special visitors. We estimate that the cost of this advertisement is \$5,500.00, based on expenses enumerated on the following pages — but the value to Lordsburg and Hidalgo County over the years will be higher.

## **THE RELEASE**

Upon release of the book, we will host a small celebratory gathering featuring dinner and entertainment at the Geronimo Event Center. We will extend an invitation to each Lordsburg City Councilor and to the Mayor, along with their guests, to attend this gathering. (Zero cash value.)

## **BOOK DIMENSIONS**

The book will be 100 pages and approximately 6" x 8" in full color, with a silky matte finish. It will contain hundreds of full-color photographs. It will only contain three or four advertisements (99 percent editorial content). The book will be softcover, perfect-bound, with heavy interior pages with no bleed-through. The final product will be beautiful.

## **CONTENT**

The book will be divided into three parts: the collection, featuring exhibits and objects on view at the Museum; the science, covering natural history and conferences; and the region, highlighting amenities for visitors to the region. Most of our guests come from more than 60 miles away, so content will be geared toward people from outside Hidalgo County.

## **CONTRIBUTORS**

Some of the people whose contributions will be included in the book are: Bill Cavaliere, Bob Ashley, Sheri Ashley, Dr. Gordon Schuett, Tim Lawson, Mollie Pressler, Daniel Aranda, Crystal Foreman, and Jason K. Watkins.

## **BUDGET**

The book will be printed by The Tailored Group, a Kentucky-based print broker. The pages will be printed and finished in China, and shipped by sea freighter to the USA. Our intended press run of 10,000 copies will cost approximately \$50,000. Our production cost for the book will be around \$5,000, art and licensing will cost around \$5,000, and we intend to spend around \$5,000 on shipping, distribution, and marketing. (We will also incur substantial storage fees to house this many books.) We intend to sell individual copies at the Museum for \$9.99. Advertising sponsorships will only cover a small portion of the total cost to produce the guidebook.

## **DISTRIBUTION**

The book will be available to purchase online and in person at the Museum. Each advertising sponsor will get 1,000 copies to distribute. The Museum will also send a copy to every major tourism or media outlet in the region, as well as the local library.



**City of Lordsburg  
Annual Funding Guidelines  
Lodgers' Tax Requests for Proposal (RFP)**

The City of Lordsburg wishes to ensure that your events have the greatest chance of success. The following guidelines have been adopted by the City Commission to outline procedures for the annual expenditures of Lodgers' Tax funds.

- The City of Lordsburg is accountable to the City Council for Lodgers' Tax Funds and is responsible for the placement of any orders involving expenditures of Lodgers' Tax funds. The table below details eligible & non-eligible expenses per Ordinance # 1052

Eligible	Non-Eligible
Professional Performance Fees Sound and Lighting as Related to Performance Advertising/Promotion Items Sanitation Sanction Fees	Administrative Office Overhead Website Costs Real Property Tangible Property

For internal control purposes of lodgers' tax funds, the organization must provide valid proof of expenditures and contracts. Cash transactions by the organization (eg: cash currency payments to individuals) will not be considered valid. All invoices and contracts must be legible. The Finance Department may ask the organization to provide a W-9 for a vendor, cleared check, bank statement or other documentation to determine whether or not the transaction is valid for lodgers' tax. **Note: If cancellation of an event results in a refund of any deposit, this refund must be returned to the City of Lordsburg Lodgers' Tax Fund.**

- The organization requesting Lodgers' Tax funding shall designate a representative to serve in the capacity of spokesperson for that organization. The representative or designee must make all attempts to attend the Lodgers' Tax meeting or City Commission meeting as appropriate when requesting funding to answer questions.
- All Requests for Proposal's (RFP's) for Lodgers' Tax **annual** funding must be received by **1 week prior to quarterly meeting.** (This is to include all events to occur during the period indicated above for which your organization is requesting funding.)
- A proposed budget must be submitted with the RFP for annual Lodgers' Tax funding explaining how fees and other revenues are to be used and include a detailed list of estimated expenses for any and all events on an annual basis.
- Event Summaries from prior year funding will be required during the annual presentation process. Event summaries should include the number in attendance, the number of overnight stays and the actual revenue and expenditures. **Any unspent funding will revert to the City of Lordsburg Lodgers' Tax Fund.**
- In addition to the above listed criteria, organizations requesting funding may be asked to provide the following information:
  - Proof of non-profit status and copy of last years IRS form 990
  - Proof of agency good standing with the NM Corporation Commission
  - Proof of Workers-Comp or Liability Insurance Coverage

Advertising not included in the initial request for funding is the RESPONSIBILITY AND OBLIGATION OF THE ORGANIZATION PLACING SUCH ORDER.

I have read and fully understand the above guidelines for the Lodgers' Tax Funding.

Bob Ashley and Gordon Schuett  
Representative

Chiricahua Desert Museum  
Name of Organization

07/02/2024  
date

Received at City Hall:  
(date and time)

## Lodgers' Tax Budget - Event Number 1

### Event Information

Name of Event	Biology of Lizards 2 Conference		
Date	July 24-27, 2024		
Location	Geronimo Event Center, Rodeo, NM		
Description	Professional symposium for world's top scientists and educators about lizards and Gila monsters. Weeklong event attracts visitors from around the world.		

Expected Attendance	250-300	# of Overnights	250-300	
Is this an annual event?	Yes	Is this a new event?	Yes	

#### PRINTING

	Cost	Quantity	Total	Flyers Tickets	Cost	Quantity	Total	
	Posters (save-the-date)	\$250	250		-		\$250	250
Programs	\$750	250	-				-	
	SUBTOTAL				SUBTOTAL			
			-				-	
	Cost	Quantity	Total					
Mailings	\$250	250	-	TOTAL PRINTING COSTS				\$1,500 -

#### PRINT MEDIA

	Name	# of ads	Cost	Total
	Newspaper	Hidalgo County Herald	4	\$1,000
The Bisbee Observer		2-4	\$1,000	-
SUBTOTAL			-	
Magazine/Other	Name	# of ads	Cost	Total
				-
				-
	SUBTOTAL			-
TOTAL PRINT MEDIA				\$2,000 -

#### ELECTRONIC MEDIA

	Name	# of spots	Cost	Total
	Radio			
Television				-
Social Media	Facebook / Instagram	24	\$500	\$500 -
TOTAL ELECTR. MEDIA				-

#### OTHER EXPENSE

	Name	# of item	Cost	Total
Professional Performance Fees	Slide Show presentation	1	\$1,000	-
Sound and Lighting Costs	Production fees for AV	n/a	\$2,500	-
Sanction Fees				-
Promotional Items (eg: tshirts, rings, etc.)	Custom book bags, t-shirts	500 total	\$5,000	-
Other: (please list)	Cleaning and janitorian fees	n/a	\$1,000	-
	Hospitality host for campers	n/a	\$500	-
	Sanitation supplies for camp	n/a	\$500	-
	Event liability policy	n/a	\$1,000	-
TOTAL OTHER EXPENSE				\$12,000 -

<b>TOTAL REQUEST FOR EVENT 1</b>	<b>\$16,000 -</b>
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Instructions: Please complete all areas of PINK that apply.

**Request for Lodgers' Tax Assistance**

**Contact Information**

Organization	<b>Chiricahua Desert Museum nonprofit</b>
Name of Contact	<b>Dr. Gordon Schuett</b>
Address	<b>4 Rattlesnake Road</b>
City, State Zip	<b>Rodeo, NM 88056</b>
Phone#/Fax#	<b>(575) 557-5757</b>
email	<b>gwschuett@yahoo.com</b>

**Event Budget**

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Income	Sponsorships	\$20,000				-
	Sales	\$5,000				-
	Donations	\$0				-
	Prior Year Carryover	\$0				-
	Other (please explain)					-
	<b>Total Income</b>	<b>\$25,000</b>	-	-	-	-

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
EXPENSE (NON- LODGERS' TAX	Cost of Sales Items					-
	Cost of Awards	\$1,000				-
	Building/Booth Rent	\$4,000				-
	Advertising	\$10,000				-
	Printing & Mailing	\$5,000				-
	Print Media	\$2,000				-
	Electronic Media	\$500				-
	Misc. Utilities, fees (Please explain)					-
	catering, labor	\$20,000				-
	Insurance	\$3,000				-
<b>Total NON- LODGERS' Exp.</b>	<b>\$45,500</b>	-	-	-	-	<b>\$45,500</b>

NON -  
LODGERS'  
TAX

**Lodgers' Tax Budget Summary**

	Event 1	Event 2	Event 3	Event 4	Event 5	Total
Printing	-	-	-	-	-	-
Print Media	-	-	-	-	-	-
Electronic Media	-	-	-	-	-	-
Other	-	-	-	-	-	-
<b>TOTAL LODGERS' TAX REQ. SUMMARY</b>	-	-	-	-	-	-

LODGERS'  
TAX

Instructions: Please complete all areas of PINK that apply. Lodgers' Tax Budget Summary must reconcile to Event Details



**RESOLUTION**

**NO.**

**2024-21**

**LOCAL GOVT**

**ROAD FUND**

**PROGRAM**

**AGREEMENT**

# RESOLUTION 2024-21

## CITY OF LORDSBURG

### PARTICIPATION IN LOCAL GOVERNMENT ROAD FUND PROGRAM ADMINISTERED BY NEW MEXICO DEPARTMENT OF TRANSPORTATION

WHEREAS, the **City of Lordsburg** and the New Mexico Department of Transportation have entered into a cooperative grant agreement under the Local Government Road Fund Program for a local road project.

WHEREAS, the total cost of the project will be **\$50,000** to be funded in proportional share by the parties hereto as follows:

<b>CN L100596 Project Funding</b>	<b>Department Share</b>	<b>Public Entity Share</b>	<b>Total Project Cost</b>
<b>Funding Source 1</b>	<b>75%</b>	<b>25%</b>	<b>100%</b>
<b><u>FY 2025 Local Government Road Fund</u></b>	<b>\$37,500</b>	<b>\$12,500</b>	<b>\$50,000</b>
Design and Construction Management			

WHEREAS, the **City of Lordsburg** shall pay all costs, which exceed the total project cost of **\$50,000**. NOW THEREFORE, be it resolved in official session that

**City of Lordsburg** determines, resolves,  
and orders as follows:

- a. The project for this Cooperative Agreement is adopted and has a priority standing.
- b. The Cooperative Agreement terminates on **12/31/2025** and the **City of Lordsburg** incorporates all the agreements, covenants, and understandings between the parties hereto concerning the subject matter hereof, and all such covenants, agreements and understandings have been merged into the written agreement.
- c. The agent of the **City of Lordsburg**, Glenda F. Greene, Mayor, shall have signature authority to bind the **City of Lordsburg** to the terms and conditions of this Cooperative Agreement, and shall have authority to request in writing and secure extensions to the Cooperative Agreement on behalf of the **City of Lordsburg** in the manner set forth by the Cooperative Agreement.

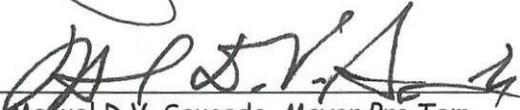
NOW THEREFORE, be it resolved by the **City of Lordsburg** to enter into Cooperative Agreement for Project Control Number **L100596** with the New Mexico Department of Transportation for the LGRF Program for fiscal year **2025** for **Power Plant Road, A Street, Animas Street, and West Street - Design and Construction Management** within the control of **City of Lordsburg** in the State of New Mexico.



Glenda F. Greene, Mayor

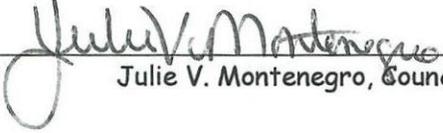
July 15, 2024

DATE

  
Manuel D.V. Saucedo, Mayor Pro Tem

July 15, 2024

DATE

  
Julie V. Montenegro, Councilor

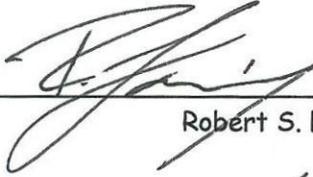
July 15, 2024

DATE

  
Irene Galvan, Councilor

July 15, 2024

DATE

  
Robert S. Lindsay, Councilor

July 15, 2024

DATE

  
Martin Neave, Councilor

July 15, 2024

DATE

  
Krystal De La O, Councilor

July 15, 2024

DATE



  
Linda S. Farnsworth, City Clerk