

**MINUTES OF THE COUNCIL OF THE TOWN OF SILVER CITY
SPECIAL COUNCIL MEETING
Grant County Administration Center, 1400 Hwy 180, Silver City, NM
June 20, 2013, 2:00 P.M.**

Present:

James R. Marshall, Mayor
Cynthia A. Bettison, District 1
Pauline N. Hassler-Cook, District 2
Jose A. Ray, Jr., District 3
Michael S. Morones, District 4

Also Present:

Alex C. Brown, Town Manager-Finance Director
Yolanda C. Holguin, Acting Town Clerk
Leann Misquez, Purchasing Agent

Present from the Lodgers Tax Advisory Board were Mitchell Hellman, Vice-Chair, Michelle Carrillo, and Nancy Johnson.

1. CALL TO ORDER/PLEDGE OF ALLEGIANCE – Mayor Marshall called the meeting to order at 2:04 p.m.

2. NEW BUSINESS -

A. Approval / Disapproval of Request for Proposal #12/13-2P: Community Promotions. Mayor Marshall stated the Request for Proposal was a process in the Town’s Procurement Code for the purchase of goods or services; that the proposals had been submitted and forwarded to the Council for consideration; that the proposals had to stand on their own; and that the Council would ask any clarifying questions on the proposals. He read the comments of the Lodgers’ Tax Advisory Board, and stated the award was not intended to support any group, agency, company or any particular project. He said the Request for Proposal was an effort to market the Town and increase tourism with heads and beds to generate more Lodgers’ Tax; and that they were looking for the value and return of the investment for the purpose defined in the Code for Lodgers Tax.

Mayor Marshall stated they would go down the list of proposals. The following provides the applicants' responses to questions from the Council:

- 1. Southwest Festival of Written Word** – Tom Hester said Western New Mexico University was the major sponsor and Mimbres Region Arts Council was their fiduciary agent, but they did not do their marketing.
- 2. San Vicente Artists** - there was no representative present to answer questions.
- 3. Rolling Stones** - there were no questions or discussion.
- 4. Silver City Gallery Association** - there were no questions or discussion.
- 5. Grant County Chicano Music Project** - Patricia Cano said the Town was already a sponsor of the event with a contribution of \$1,000; how they were partnering with the Southwest New Mexico Green Chamber for advertising; how they were advertising on the local radio station 95.1FM and it was one of their major sponsors; how their brochures and posters had already been printed and the cost had already been taken care of; how specific advertising costs were not included in the budget and they could apply funds toward mailing; how the event would be good for cultural tourism, but they still would want to do more than the brochures; budgeted items for trophies, t-shirts, DVDs and CDs and the sale of some of those items; the printing and distribution of flyers and how the original flyers did not have the Town logo on them; and the budgeted items for security and cleanup.
- 6. Rural Social Work Caucus** - Dr. Rickel said it was a national conference; that the conference attendees and family members would come to the conference and generate lodging tax dollars; how the requested funds would go to various state chapters but he would target the more rural chapters; how it was a caucus with no membership dues and no funds; how the caucus would end at the beginning of a weekend so people could explore the area; how it would be promoted on a website; and how the primary income for the conference would be from the attendees fees and that half of the money would go toward food, speakers, and the cost of the presentation handouts.
- 7. Silver City Fiber Arts Festival** – Lynn Welch, Festival Chair, said they were partnering with the Chamber of Commerce, Silver City Arts and Cultural District or MainStreet to get the word out on their calendar listings; that they

were partnering with Mimbres Region Arts Council for a lecture before the festival; that they were doing their own marketing and advertising; and they kept a tally of zip codes of attendees and would target those states for advertising.

8. Fort Bayard Historic Preservation Society – Cecilia Bell commented on scheduled and private tours; how visitors from Germany loved the true feeling of the area's wild west and Indians; how their website got lots of hits from Germany and England; how people were calling to participate in Fort Bayard Days; how the Town logo was on the website and on their advertisements; and how they would be able to produce demographics off of their website hits. Cissy McAndrew commented that Fort Bayard was a wonderful asset that they hoped to maintain and improve, and that people stayed to attend the tours.

9. Silver City Farmers Market - there was no representative from the Farmers Market to respond to questions.

10. Gila Conservation Coalition - there was no representative from the Coalition to respond to questions.

11. Copper Country Cruizers - there were no questions or discussion.

12. Chamber of Commerce – Tony Trujillo, Ken Torres, Trent Petty, and Dan Cook, Board members, commented on the hits on their website and that the analytics were not provided as specified in the proposal; that they received 20,000 hits per day on the hotels, the bed and breakfasts, and events; updating their website; that their website only showcased members in their organization; cooperative partnership of activities with other groups; working on bringing back the Balloon Festival and Mining Days in Grant County; being a member of the World Chamber of Commerce; the percentages of relocation versus tourism; and on filling the Executive Director position. Mr. Trujillo thanked the Lodgers Tax Advisory Board for their due diligence and that it was not an easy process.

13. Silver City Arts and Cultural District – George Dworin, Director, said his predecessor had not coded their advertising to allow them to produce statistics; how they put unique URLs in 2 publications and could track it to their website in order to statistically analyze it; how they had already collected and analyzed empirical data with a multiple data base system; how other organizations gave them money through a suggested donation through a steering committee; how they were a non-profit without membership; how the suggested donation was to help offset costs other than marketing that were non-reimbursable; how the donations were distinctly for the Arts and Cultural District, not tourism, and was not funded by any other means; how they did not have exact demographics on their print advertising, but they had the Visitor Center statistics; how the state's co-op dollars plus the lodgers tax dollars gave a 100 percent return because they were able to double their reach with their advertising dollars; how their print advertising was designed to drive them to the website to inform them and educate them about way more than they could do with 1 print ad; how the print advertising campaign would create a continuity between print, web, and social media; how it was difficult to track metrics on social media; how they scanned the web for news and information that was being broadcasted outside of Silver City about Silver City and were reaffirming it on their social media; how the number 1 trusted source for information of potential travelers was from family and friends and the number 1 place that family and friends connected today was via Facebook and social media.

Councilor Bettison moved for a short break at 3:25 p.m. Councilor Cook seconded. Mayor Marshall stated there was a motion and a second for a short break. He asked all those in favor to say aye, and all 4 Councilors said aye. He asked if there were any opposed, and there were none. Motion carried. Mayor Marshall called the meeting back to order at 3:40 p.m.

14. Silver City MainStreet Project - Lucy Whitmarsh, President of the Board, commented on the proposed budget for the electronic website and downtown guide; that it would be an electronic version of the downtown guide that would have a printable format available; that the printed downtown guide became outdated rapidly because the downtown business district averaged a change of 2 businesses per month; that the budgeted \$8,000 was primarily for updating because the database was already established for the downtown guide and their basic website needed to be more information based about businesses and their activities; that the funding was for both the website and the downtown guide because the guide was tied to the website; that the Town logo was on their website, etc.; liability insurance for events that was non-reimbursable; how their major print advertising areas were in El Paso, Las Cruces, Deming, Lordsburg, and Tucson; that the Visitor Center maintained a log of the people that came into the Visitor Center and that was the only way that they had knowledge of the people that came to the downtown; statistics; how they were trying to expand on the events that they had and make the events more weekend oriented so they get the weekend tourist traffic; how they were promoting the historic district as a unique destination; that the Big Ditch was underutilized so they were going to expand the Big Ditch Day event; that they were going to capitalize on the wonderful eating establishments that were downtown so people could stay for 2 nights of visiting; how the lighted

Christmas Parade event would be expanded as an all day event; how businesses would participate in expanding events; and how their goal in the application was focused on bringing in visitors.

15. Tour of the Gila – Jack Brennan and Michelle Geels commented on the summary financial statements of the 2013 major expenditures that were for safety and sanitation. Ms. Geels thanked the Lodgers Tax Advisory Board for their diligent work and the Town for their support of their event.

16. Mimbres Region Arts Council - The Council had no questions.

Mayor Marshall asked for a motion to go into Executive Session. Councilor Bettison moved to go into Executive Session pursuant to NMSA 1978 Section 10-15-1(H) for the following reason: #6 that portion of meetings at which a decision concerning purchases in an amount exceeding \$2,500 that can be made only from one source and that portion of meetings at which the contents of competitive sealed proposals solicited pursuant to the Procurement Code (13-1-28 NMSA 1978) are discussed during the contract negotiation process. The actual approval of purchase of the item or final action regarding the selection of a contractor shall be made in an open meeting. Councilor Ray seconded. Mayor Marshall stated that there was a motion and second to go into **Executive Session pursuant to NMSA 1978 Section 10-15-1(H) for the following reason: #6** that portion of meetings at which a decision concerning purchases in an amount exceeding \$2,500 that can be made only from one source and that portion of meetings at which the contents of competitive sealed proposals solicited pursuant to the Procurement Code (13-1-28 NMSA 1978) are discussed during the contract negotiations. The actual approval of the purchases of the item or final action regarding the selection of a contractor shall be made in an open meeting. He asked for a roll call vote. Councilor Bettison voted aye; Councilor Cook voted aye; Councilor Ray voted aye; and Councilor Morones voted aye. He asked if any were opposed, and there were none. Motion carried at 4:05 p.m.

Mayor Marshall called the meeting back into open session at 4:52 p.m. and stated that there was nothing discussed in the Executive Session that was not included in the motion and that no action was taken. He asked for a roll call vote to return to open session. Councilor Bettison voted aye; Councilor Cook voted aye; Councilor Ray voted aye; and Councilor Morones voted aye. He stated that the Council was back in open session.

Mayor Marshall made the following recommendations:

1. Southwest Festival of the Written Word – \$250
2. San Vicente Artists – \$3,000
3. Rolling Stones – \$2,500
4. Silver City Gallery Association – \$2,500
5. Grant County Chicano Music Project - \$500
6. Rural Social Work Caucus - \$0
7. Silver City Fiber Arts Festival - \$1,500
8. Fort Bayard Historic Preservation Society - \$1,200
9. Silver City Farmers Market - \$0
10. Gila Conservation Coalition - \$1,000
11. Copper Country Cruizers - \$1,500
12. Chamber of Commerce - \$10,000
13. Silver City Arts and Cultural District - \$100,000
14. Silver City MainStreet Project - \$10,000
15. Tour of the Gila - \$30,000
16. Mimbres Region Arts Council - \$30,000

Mayor Marshall thanked and commended the Lodgers Tax Advisory Committee for their work. He stated that because of their work the Council was able to get their work done in three hours. He said that he would entertain a motion. Council Bettison made a motion to approve Request for Proposal #12/13-2P Community Promotions per the Mayor's recommendation. Council Morones seconded. Marshall said there was a motion and a second and he asked if there was any other discussion. There was none. He said there was a motion and a second to award Request for Proposal #12/13-2P Community Promotions per the recommendation that he previously read. He asked all those in favor to say aye, and all 4 Councilors voted aye. He asked if any were opposed, and there were none. Motion carried.

12. ADJOURNMENT – Mayor Marshall asked for a motion to adjourn. Councilor Morones moved to adjourn at 4:55 p.m. Councilor Bettison seconded. Mayor Marshall stated there was a motion and a second to adjourn. He asked all those in favor to say aye, and all 4 Councilors said aye. He asked if there were any opposed, and there were none. Motion carried.

/s/

James R. Marshall, Mayor

Attest:

/s/

Ann L. Mackie, Town Clerk