



**VILLAGE OF CORRALES
STATE OF NEW MEXICO**

RESOLUTION 17-014

A RESOLUTION TO AUTHORIZE DISBURSEMENT OF SEVEN HUNDRED FIFTY DOLLARS (\$750.00) TO CORRALES SOCIETY OF ARTISTS, AS REQUESTED BY THE LODGERS TAX BOARD FOR THE PURPOSE OF PRINT ADVERTISING.

Whereas, Ordinance No. 322, adopted November 23, 1999, as amended by Ordinance No. 338, adopted August 14, 2001, imposes a Lodger's Tax and establishes a Lodger's Tax Board which evaluates eligible uses of proceeds from the monies collected and requests expenditures from the Governing Body; and

Whereas, at its February 28th, 2017 meeting, the Lodger's Tax Board received a request from Corrales Society of Artists for funds to contribute to print advertising and radio spots, the Board voted to approve a request for the Village to expend Seven Hundred and Fifty Dollars (\$750.00) for that purpose; and

Whereas, sufficient funds are available in the Lodger's Tax Fund, Fund Number 214;

Whereas, advertising must include: funded in part with proceeds from the Corrales Bed and Breakfast Lodgers Tax.

THEREFORE BE IT RESOLVED that the Governing Body of the Village of Corrales authorizes the Village Administration to disburse Seven Hundred and Fifty Dollars (\$750.00) reimbursement for Print advertising and radio spots as requested by Lodger's Tax Board from the Lodger's Tax Fund, Fund Number 214 to Corrales Society of Artists.

APPROVED THIS 11th DAY OF APRIL, 2017.

VILLAGE OF CORRALES

Scott A. Kominiak, Mayor

ATTEST:

Jennifer A. Hise, Village Clerk

RECEIVED

MAR 24 2017

Village of Corrales

**Corrales Lodgers Tax Board
Meeting Minutes
February 28, 2017**

Board Members in Attendance:

Fritz Allen via phone

Judith Newby

Norris Tidwell

Barbara Hammond

Absent: Dee Turner

The meeting was called to order by Judith Newby at 9:35 A.M.

Financial Report: The Lodgers Tax Fund has a balance of \$8,740.22

Funding Requests:

- **The Corrales Society of Artists** is requesting \$750 to cover some of the advertising costs associated with the 2017 Corrales Art Studio tour. Ken Dukert made a presentation about the upcoming event and the impact of funding from the Lodgers Tax Board. The Lodger's tax board unanimously recommends the Village approve \$750 to be paid to the Corrales Society of Artists from the Lodger's Tax funds.
- **Corrales MainStreet** is requesting \$500 to offset the cost of a six-page spread in the well-respected Collector Guide. This is the first time the Guide will include Corrales as a dedicated section of the publication. In addition to the participating artists, the Corrales Section will include a map of Corrales and list other local businesses such as restaurants and B&B's. Corrales MainStreet will be contributing a total of \$1,000 to the guide - \$500 from their promotion budget and \$500 from this request. The Lodger's tax board unanimously (As a member of the Corrales MainStreet Board, Judith Newby recused herself from the vote) recommends the Village approve \$500 to be paid to the Corrales MainStreet from the Lodger's Tax funds.
- **Corrales MainStreet** is requesting \$425 to place an ad encouraging people to Visit Corrales in the Music in Corrales Program for the upcoming 17-18 season. The ad will be featured in the programs distributed at each event. The Lodger's tax board unanimously (As a member of the Corrales MainStreet Board, Judith Newby recused herself from the vote) recommends the Village approve \$425 to be paid to the Corrales MainStreet from the Lodger's Tax funds.
- **Corrales Cultural Arts Council** is requesting \$3075.98 to help defray advertising costs. The Lodger's Tax Board discussed the request and its impact on the funds available. The Lodger's tax board unanimously (As a member of the Corrales Cultural Arts Council, Barbara Hammond recused herself from the vote) recommends the Village approve \$2,500 to be paid to the Corrales MainStreet from the Lodger's Tax funds.

Meeting Adjourned at 10:11 A.M.

Lodger's Tax Report February 28, 2017

Opening Balance		6080.81
July '16	414.95	
Aug '16	430.34	
Sept. '16	258.25	
Oct. '16	397.48	
Nov. '16	580.62	
Dec. '16	280.6	
Jan. '17	<u>297.17</u>	
	2659.41	
		<u><u>8740.22</u></u>

VILLAGE OF CORRALES
Lodger's Tax Cover Sheet

Check all that apply:

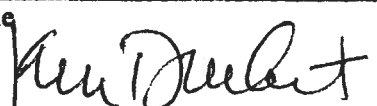
- Advertising
- Capital Outlay
- Police & Fire Protection
- Sanitation Service

For Office Use Only
Approved: JAN \$750.00
Denied:

ORGANIZATION CORRALES SOCIETY OF ARTISTS	
Name	Date of Submission 12-12-2016
Address PO BOX 3717	Date of Project 5-6/7-2016
City CORRALES State NM Zip 87048	Total Cost of Project -\$19,500
	Amount Requested \$750
Contact Person KEN DUCKERT	
Phone: (505) 369-1012	
Bid # 1 Name	\$
Bid # 2 Name	\$
Bid # 3 Name	\$

PROJECT NARRATIVE

PLEASE REFER TO ATTACHED LETTER AND
EVENT CATALOG,

KEN DUCKERT, PRESIDENT	Total Amount: \$750
Print Name and Title	Signature/Date
	12-12-2016

Lodgers Tax ordinance can be viewed on Village website at www.corrales-nm.org/Code-2007.htm Click on Chapter 32 Taxation

*Ken Duckert, President
Corrales Society of Artists
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Corrales, New Mexico 87048
kenduckert91@gmail.com
(505) 369-1012*

December 15, 2016

**RE: CORRALES LODGER'S TAX BOARD REQUEST
2017 CORRALES ART STUDIO TOUR**

The Corrales Society of Artists (CSA) is requesting \$750 to support the 2017 Corrales Art & Studio Tour (CAST). CSA is requesting the funds to defray advertising costs, including the print and electronic advertising and posters distributed in area businesses in surrounding communities. All of our public relations program components, print and web based, promote Corrales and local businesses, including special attention to Corrales Bed & Breakfast businesses.

CSA spent \$6,800 last year to advertise CAST. Our advertising plan last year included the New Mexico Magazine, electronic billboards, local print media and an expanded social media campaign.. We've learned a lot in recent years about how to effectively plan a public relations program and work each year to attract more visitors to Corrales.

We appreciate the past support from the Lodger's Tax Board and would be glad to provide any additional information and/or invoices to support this request.

We understand the ability of the Lodger's Tax Board to support local projects like CAST changes from year to year and value the consideration given to our request. We have created an event that is very successful and popular and with support from the Lodger's Tax Board, we will be able to continue to do so.

Thank you very much. Please let me know if there's more I can provide to help your consideration of this request.



Ken Duckert, President
Corrales Society of Artists