



**VILLAGE OF CORRALES  
STATE OF NEW MEXICO**

**RESOLUTION 17-017**

**A RESOLUTION TO AUTHORIZE DISBURSEMENT OF TWO THOUSAND FIVE HUNDRED DOLLARS (\$2500.00) TO CORRALES CULTURAL ARTS COUNCIL, 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 28<sup>th</sup>, 2017 meeting, the Lodger's Tax Board received a request from Corrales Cultural Arts Council for funds to contribute to print advertising radio spots, the Board voted to approve a request for the Village to expend Two Thousand Five Hundred Dollars (\$2500.00) for that purpose; and

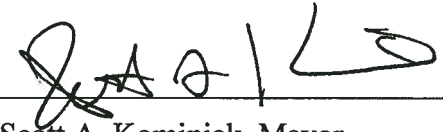
**Whereas**, sufficient funds are available in the Lodger's Tax Fund, Fund Number 214;

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

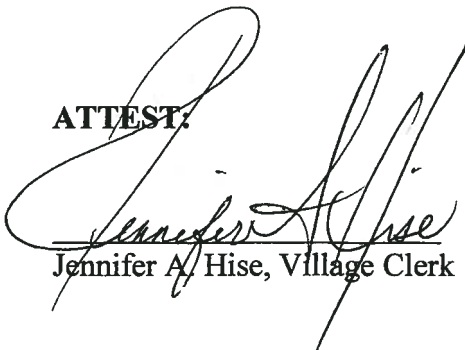
**THEREFORE BE IT RESOLVED** that the Governing Body of the Village of Corrales authorizes the Village Administration to disburse Two Thousand Five Hundred Dollars (\$2500.00) reimbursement for Print advertising and radio spots as requested by Lodger's Tax Board from the Lodger's Tax Fund, Fund Number 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

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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	297.17	
	<u>2659.41</u>	
		<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

<b>For Office Use Only</b>
Approved: JAN \$2500
Denied:

**ORGANIZATION**

Name	CORRALES CULTURAL ARTS COUNCIL	Date of Submission	6/9/2016
Address	PO BOX 2723	Date of Project	2015-16 SEASON (SEPT. 2015 - APR. 2016)
City	CORRALES State NM Zip 87048	Total Cost of Project	\$6151.95
		Amount Requested	\$3075.98 -
Contact Person	SUSAN EVATT, PRESIDENT		
Phone:	792-7729 (H)	Bid # 1 Name	\$
	610-505-5165 (cell)	Bid # 2 Name	\$
		Bid # 3 Name	\$

**PROJECT NARRATIVE**

PLEASE SEE ATTACHED NARRATIVE.

SUSAN EVATT, PRESIDENT	Total Amount:
Print Name and Title	Signature/Date
Susan Evatt	6/9/2016

## **Proposal – Village of Corrales Lodgers’ Tax Grant for the 2015-16 Season of *Music in Corrales***

As the 30<sup>th</sup> anniversary of *Music in Corrales* approaches, the Corrales Cultural Arts Council (CCAC) respectfully requests assistance from the Lodgers’ Tax Board to offset advertising expenses in connection with its recently completed 2015-16 *Music in Corrales* concert series at the Historic Old San Ysidro Church. Specifically, CCAC seeks funding for advertising on KHFM and KUNM radio throughout the concert season. This advertising benefits the Village and cultural tourism both directly and indirectly in several ways:

1. Throughout the concert season we provide lodging for the artists in Corrales B&B’s and meals in Corrales restaurants. In addition, meetings and special events are frequently held at Corrales venues such as Frame –n- Art, Indigo Crow, Las Ristras, Corrales Bistro Brewery, and Jitters –n- Junk where events were held last season. For the 2015-16 season alone, Music in Corrales spent over \$2000 for lodging and well over a thousand for food.
2. Radio advertising helps bring hundreds of KUNM and KHFM listeners to Corrales from the greater Albuquerque region. Music in Corrales is a multi-genre concert series that appeals to a wide variety of patrons who live in other parts of New Mexico and beyond. These visitors not only purchase concert tickets. They also dine in Corrales

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- restaurants, shop at Corrales merchants, and with coordinated marketing to encourage patrons to stay for the weekend they may discover Village resources that will inspire return visits independent of concert attendance.
3. It reminds listeners that Corrales offers valuable cultural opportunities that may not be available elsewhere in the metro area.
  4. It encourages ticket purchasers to support the mission of our all-volunteer community organization.

Radio Advertising consists of the following:

- KHFM – Twenty 60-second announcements for each concert during the week preceding the Saturday concert; a total of 160 announcements over the 8-month season. Cost: \$3858.75.
- KUNM – Thirty-five 15-second announcements and ninety-one 30-second announcements during the weeks preceding the Saturday concerts; for a total of 126 announcements over the 8-month season. Cost: \$2293.20.

CCAC appreciates the generous support we have received from the Lodgers' Tax Board. We believe that our partnership benefits the Village and look forward to hearing from the board on this request.

Sincerely,  
Sue Evatt, President  
Corrales Cultural Arts Council

# MUSIC<sup>IN</sup>CORRALES MUSIC<sup>IN</sup>SCHOOLS

## **ABOUT THE CORRALES CULTURAL ARTS COUNCIL**

The Corrales Cultural Arts Council is an all-volunteer, non-profit 501(c)(3) organization whose mission is to enrich the Corrales community with excellent musical performances. We provide concerts in a variety of genres at The Historic Old San Ysidro Church for the Corrales community and greater Albuquerque area. We also offer innovative music instruction, activities, and performances for local school children (principally at Corrales Elementary School) and for people with special needs. These activities inspire the people of our community and strengthen the cultural and civic fabric of Corrales.