CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MONDAY, SEPTEMBER 22, 2025

AGENDA

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held on Monday, September 22, 2025 at 12:00 p.m. in the City Commission Chambers, 405 W. 3rd St, Truth or Consequences, NM 87901.

CALL TO ORDER

ROLL CALL:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member
Victoria Harrington, Member
Jessica MacKenzie, Member

1. **APPROVAL OF AGENDA**

2. **APPROVAL OF MINUTES:**
   a. Regular Meeting Minutes of July 28, 2025.

3. **COMMENTS FROM THE PUBLIC (3 minute rule applies)**

4. **NEW BUSINESS:**
   a. Discussion/Update: Sierra County Sheriff's Posse
   b. Discussion/Update: Lodgers Tax Funds FY25/26

5. **COMMENTS FROM THE BOARD**

6. **COMMENTS FROM STAFF**

7. **ADJOURNMENT**

CITY OF TRUTH OR CONSEQUENCES
LODGERS TAX ADVISORY BOARD
MINUTES
MONDAY, JULY 28, 2025

REGULAR MEETING

Regular meeting of the Lodgers Tax Advisory Board of the City of Truth or Consequences, New Mexico to be held in the City Commission Chambers, 405 W. Third, Truth or Consequences, New Mexico, on Monday, July 28, 2025 at 12:00 pm.

CALL TO ORDER:

The meeting was called to order by Chairman Foerstner.

ROLL CALL:

Jake Foerstner, Chairman
Gina Kelley, Vice-Chairman
Linda DeMarino, Member
Victoria Harrington, Member Absent
Jessica MacKenzie, Member

ALSO PRESENT:

Angela Torres, City Clerk
Katy Martinez, Deputy City Clerk

1. **APPROVAL OF AGENDA:**

Member DeMarino made a motion to approve the agenda. Vice-Chairman Kelley seconded the motion. Motion carried unanimously.

2. **APPROVAL OF MINUTES:**
    a. Special Meeting Minutes of June 23, 2025

Member DeMarino made a motion to approve the minutes. Member MacKenzie seconded the motion. Motion carried unanimously.

3. **COMMENTS FROM THE PUBLIC (3 minute rule applies)**

There were no comments from the public at this time.

4. **PRESENTATION:**
    a. Presentation/Update: Sunny 505

(complete copy is attached hereto and made a part hereof)

5. **NEW BUSINESS:**
    a. Discussion/Action: Veterans Memorial Park and Museum Application-Billboard

Windy Barnes, Veteran's Memorial Park Vice President: We had some problems in the very beginning, in the original approving of our application. It was lost, we couldn't find it, but then they found it, then we had another meeting, my partner was gone sick so I couldn't make that meeting, so here we are, to get

approved. All we're asking for is money for the billboard, that's $4,273.84 and that's the billboard on the side of the highway, interstate 25.

Vice Chairman Kelley: And you're going to ask for funding separately for new vinyls once we come up with new artwork, right?

Windy Barnes, Veteran's Memorial Park Vice President: Yes. We said we're going to hold off a little bit for that.

Vice Chairman Kelley: As long as these vinyls are still good, because they're expensive.

Chairman Foerstner: So that's for the entire fiscal year or is that just for the remainder?

Windy Barnes, Veteran's Memorial Park Vice President: That's for the whole fiscal year.

Vice Chairman Kelley: So that's July through June. That was the question that you weren't here for.

Windy Barnes, Veteran's Memorial Park Vice President: Lamar, the company that handles the billboard, has worked with us on changing the fiscal year, we did ask them.

Vice Chairman Kelley: Great, thank you.

Chairman Foerstner: I think in the past, Windy, we've asked you about tracking, have you instituted anything like that on-site, asking how they heard about you?

Windy Barnes, Veteran's Memorial Park Vice President: Basic tracking, we still do the sign-ins, we do head counts when we have functions, events up there. Basically, we do send our pamphlets in with the visitor's packets when they go out, but basically all we have had is sign-ins For accurate counts.

Chairman Foerstner: Do you aggregate that data? Do you have any data for us to show how many of your sign-ins were from the billboard?

Windy Barnes, Veteran's Memorial Park Vice President: You know what, we don't have that on there, how they hear about us, they just sign in where they're from.

Chairman Foerstner: Can you add that maybe, how you heard about us?

Windy Barnes, Veteran's Memorial Park Vice President: Yes, I think that'd be great. I will, very much so.

Chairman Foerstner: Yeah, because we have a 90-day report due after we award, so if you can start aggregating that data, then we can look at it and see how many people are being brought in by this billboard.

Windy Barnes, Veteran's Memorial Park Vice President: In fact, I'll just re-do the whole sheet.

Chairman Foerstner: And if you have a way to have a checkmark on staying overnight too, see if they're staying overnight. So how they heard about us and staying overnight.

Windy Barnes, Veteran's Memorial Park Vice President: Overnight and how they heard about us, okay, cool I will add that in as of tomorrow, I'll make it up tonight.

Vice Chairman Kelley: Thank you Windy.

Member MacKenzie made a motion to approve a total of $4,273.84 to the Veterans Memorial Park and Museum. Member DeMarino seconded the motion.

Motion carried unanimously.

b. Discussion/Action: MainStreet "Redefine" Marketing Campaign Application.

Becca Eza, Executive Director of MainStreet T or C: We are requesting some additional funding for our redefine campaign to complete, produce, and broadcast a commercial for T or C, and do a one-day additional photoshoot to get a few more images to round out our relocation guide and other marketing.

Chairman Foerstner: This 37 is just for the production of it, or is this also for the ad?

Becca Eza, Executive Director of MainStreet T or C: No, the advertising. Three stations: Phoenix, El Paso, and Albuquerque. And that will be broadcasting on TV, digital, and streaming the commercial.

Chairman Foerstner: Didn't you guys already start this?

Member DeMArino: No, we didn't.

Chairman Foerstner: Okay I thought you got some footage or expense for it, was that not postponed?

Becca Eza, Executive Director of MainStreet T or C: We have. We need a bit more of the footage. Most of it that we've done already was print ads, and then digital billboards, and the website.

Chairman Foerstner: Most of this is the actual ads not the production?

Becca Eza, Executive Director of MainStreet T or C: Right, yeah. The majority of it.

Chairman Foerstner: Who's doing the video?

Becca Eza, Executive Director of MainStreet T or C: A company out of Las Cruces or El Paso that we've been working with to finish producing the commercial.

Member DeMarino: He was doing all the video for Spaceport America for a while.

Chairman Foerstner: What's the breakdown between Phoenix, El Paso, and Albuquerque?

Vice Chairman Kelley: 10 each.

Chairman Foerstner: 10 each?

Vice Chairman Kelley: So far, I told them. I'm sorry, Becca.

Becca Eza, Executive Director of MainStreet T or C: Please go ahead.

Vice Chairman Kelley: Because I'm the one working on that segment, I told them that it needs to be a mix of, I'd like to get some more evening news in there, they had a little bit more in there in the daytime than I wanted, so I'm working on the final details but at least I have a budget.

Chairman Foerstner: How long are the spots you're going to run, 30 seconds, 15?

Vice Chairman Kelley: 30 seconds.

Chairman Foerstner: Well, I'm excited. Do you guys have any questions for Becca?

Member DeMarino: What's the amount that we have for this year for the lodger's tax board? Because we basically went from thinking we had $700,000 and the way that the city manager has changed it, we have less. What's that amount?

Vice Chairman Kelley: The amount, as when I met with Gary back in May, after the allocations that we did in May for fiscal year 2025, those were $600 for Geronimo trails website, MainStreet had a couple in there for Fall Fiesta, the Desert Ultra, and the Arts Council had a couple in there for their studio tour and their marketing plan, so after that we had $117,000 left. Then in June, we did the Rock and Gem Show for $6,800 so we are down now to $110,000 that we can distribute.

Member MacKenzie: From the $700,000?

Vice Chairman Kelley: Well, because Gary, our city manager, has changed the allocations. He's doing other projects.

Chairman Foerstner: Can we summarize what that is, like I don't understand. How did he change it because isn't it a 60-40 rule?

Vice Chairman Kelley: It is still 60-40, but he did all the math, I sent you the whole thing a couple months ago. I have that right here. Okay, he based it on revenues of $600,000 estimated for FY 26, which I think is optimistic, taking $150,000 from the carryover for FY 25, for a total of $750,000, then he backed out the admin fee, the money for public arts, money for the convention center taxes, because he did it all as one lump sum, left $350,000 for marketing, then out of that, the money for the co-op, the Sunny505 campaign, SCRTAB, the percentage of MainStreet that is marketing, and the percentage of Geronimo trails that he split out for marketing, which was $151,000 right there, so that's almost half of that. Then we backed out what we appropriated in May, and that's where the $117,000 comes from. But he's using some of our lodger's tax that we have in the city's portion for a concert series, which I thought was supposed to be this summer, but I don't know if that is going to happen.

Becca Eza, Executive Director of MainStreet T or C: Tentatively August and September.

Vice Chairman Kelley: Okay, that's good to know. And then also, he's working on a shuttle service funded by lodger's tax. Those are legal because transportation's allowable. That's all I know.

Member DeMarino: I have to say that this feels very reminiscent of years ago when lodger's tax had $80,000 to fund everything, it really ties us down to be able to, I mean, I'm a little worried about, as we go throughout the year. I'm looking at the applications that we have now and it would take over half, just the applications that we have, it would wipe out over half of that amount.

Vice Chairman Kelley: I know.

Member DeMarino: This is kind of concerning.

Vice Chairman Kelley: It means we're going to have to be really strict about what gets funded, and I think we're going to have to not be funding infrastructure stuff anymore, and just concentrate on marketing, which is really what we should be doing. You know, we had money to fund infrastructure stuff, like tents and tables and barriers and things like that, because we had all that money, when we had $700,000 but that's not there anymore.

Becca Eza, Executive Director of MainStreet T or C: There is already money allocated toward Fiesta.

Vice Chairman Kelley: Well, for the Fall Fiesta.

Becca Eza, Executive Director of MainStreet T or C: No, I believe as part of what Gary is giving to MainStreet, as we're overseeing Fiesta, he's got some for Fiesta.

Vice Chairman Kelley: That's your percentage of marketing that you talked about to me? Of your total award?

Becca Eza, Executive Director of MainStreet T or C: It's within our MainStreet contract. So that's what we usually come to you guys for, so that part, at least part of what we'll need for next spring's Fiesta is already set aside. That is a huge chunk that normally MainStreet or Fiesta committee asks for.

Vice Chairman Kelley: Right, okay good to know.

Member DeMarino: With that, I'm a little worried about allocating this entire amount, it's $37,780 and I just don't think it would be right of us to allocate the entire amount. Maybe we should pick 2 of the places? We're looking at Phoenix or El Paso.

Vice Chairman Kelley: We're looking at winter?

Member DeMarino: Yep.

Vice Chairman Kelley: I'd say Albuquerque and El Paso.

Member MacKenzie: Aren't those kind of saturated? We do so much advertising there, wouldn't it be nice to advertise somewhere that has never heard of us?

Vice Chairman Kelley: So, do Phoenix instead?

Chairman Foerstner: That seems kind of far, with the problem of such a big market. It's kind of far so it's a little bit more of a gamble. I agree, but it's, you know, it's a further drive market.

Vice Chairman Kelley: Remember when you do Albuquerque you're hitting the whole state.

Member DeMarino: The other part is that people are travelling less now, and they're travelling cheaper.

Chairman Foerstner: Getting your closer drive markets easier.

Vice Chairman Kelley: The other thing we could do is postpone until we have a better handle on things. But we want to get that commercial produced.

Member DeMarino: I say we drop down one of them.

Vice Chairman Kelley: Okay, you guys pick.

Member DeMarino: I think the Albuquerque one is kind of a no-brainer if it's going to hit the whole state. Then it comes down to Phoenix and El Paso.

Chairman Foerstner: We know El Paso performs well.

Member DeMarino: What does that mean?

Chairman Foerstner: How much do you guys want to drop off? I say we drop it off for Phoenix. How much are you wanting?

Vice Chairman Kelley: I had budgeted $10,000 for each. So, $10,000.

Becca Eza, Executive Director of MainStreet T or C: I added a slight amount for sales tax.

Member DeMarino: Take out like $10,700 and we'll be close.

Vice Chairman Kelley: So, we're only going to do $27,000?

Member DeMarino: $27,080?

Member MacKenzie: I think last year it was so I high. This doesn't seem like half of it.

Vice Chairman Kelley: Fiesta's got a chunk, but they're not going to need it

Chairman Foerstner: So that's actually, Gina, this is all we have until the end of this fiscal year, next fiscal year.

Vice Chairman Kelley: Yeah, well I sent it to Gary and Angela and neither one told me I was wrong.

City Clerk Torres: They're doing the final budget meeting on Wednesday. I can get with Gary tomorrow to see if there's anything that we can do, and I'll let him know what your concerns are, because I really don't know exactly how he's doing it. When I was looking at the budget, I know that he has marketing, I think there was like $300,000 or something for marketing, and then yours. I don't know his idea of how he's wanting to split that up, so I will talk to him today or tomorrow and then maybe he can change his mind before the final budget is approved.

Vice Chairman Kelley: The other thing to bring up is summer's pretty much over. So, maybe the shuttle service is something that isn't going to be in this year's budget.

City Clerk Torres: Okay I'll let him know that as well.

Member DeMarino: Then the other part is, Joanie said there may be an extra $50,000 for her. We think that would be better utilized for lodger's tax board. Otherwise, we are going to get to the end of the year, and people will be like, "Hey we have this really awesome thing." And we're going to be out of money.

City Clerk Torres: Okay.

Vice Chairman Kelley: Good point.

Member MacKenzie: I don't feel good about spending half our money today, we've got $50,000 in requests in front of us.

Chairman Foerstner: I'd like to just get all that verified and make sure it's correct.

Vice Chairman Kelley: We'll have to wait until after the budget then.

Chairman Foerstner: I'm sorry for asking this, but the 60-40 how is that split? Which direction?

Vice Chairman Kelley: 40% is for infrastructure. 60% is for marketing.

Chairman Foerstner: Okay, so that's just overall 60-40 infrastructure and marketing, so is he splitting that up and then taking all of the marketing projects that the city wants to do outside of our board out of that 60?

Vice Chairman Kelley: Yes. Because the other 40 is for infrastructure, so that's your parks, and things like that.

Vice Chairman Kelley: Unfortunately, we've been funding a lot of infrastructure stuff out of our marketing side for events that we should not have. But we did it because people needed it. Like the Rock and Gem Show, and Fiesta, and all these people needed stuff, and the city didn't have it for them to rent, so what we were finding is we were paying to rent the stuff every single year. We just said buy it, keep it, and then that way they don't have to rent it every year. But now we don't have the money to do that anymore.

Chairman Foerstner: There's no law or rule in the code saying that the Lodger's tax board has to have a certain percentage at all, it's simply a 60-40 and then the City Manager can take any amount he wants and we can get nothing?

Vice Chairman Kelley: Yeah, essentially that is the way it works in some places.

Member DeMarino: The Lodger's tax board used to have $80,000 and that had to go for everything from MainStreet, the museum, the Arts Council, the Chamber of Commerce, Fiesta, any other events all had to come out of that.

Chairman Foerstner: My understanding is that the board had to have a certain amount. I didn't know it was 60-40 but then, the City Manager can just take it all and leave us nothing, that's insane.

Vice Chairman Kelley: But, you know, by law, if you collect Lodger's tax, you have to have a Lodger's Tax Advisory Board. But there are some cities that, great you have $5,000. We're spending the rest. But yes, they give us an amount to work with.

City Clerk Torres: He might be able to move things around if he knows what your concerns are and he thinks that you guys won't have enough money to get you through the rest of the fiscal year. He might be able to move things around.

Chairman Foerstner: I just hate to cut $10,000 off something that's actually going to produce heads on beds.

Vice Chairman Kelley: We can go back and do it later.

Chairman Foerstner: And we've spent so much already on these events that we already knew about. Because we thought we had a ton of money. So, what it's going to cause us to do is basically just say no to all the events from here on forward, is what I'm seeing, so I'd like to see us figure this out so we're not getting choked off.

City Clerk Torres: When is your deadline? Because the next meeting isn't until September.

Vice Chairman Kelley: We don't have a deadline.

Becca Eza, Executive Director of MainStreet T or C: Yeah, it's whenever. If we can at least finish producing the commercial, then we have that, and then…

Chairman Foerstner: So, us cutting $10,000 isn't going to hurt you from production, it's just, we can add that back later. I'd just like to hear from Gary, an official number, what do we have to spend? That makes me nervous about giving that all out.

Member MacKenzie: We can approve it to get production going.

Vice Chairman Kelley: We can do that.

Chairman Foerstner: Yeah, when were you guys wanting to run the ad?

Vice Chairman Kelley: Winter.

Chairman Foerstner: Okay, so we have time.

Becca Eza, Executive Director of MainStreet T or C: We can come back in September if you know more about funding.

Chairman Foerstner: Let's just do that. You guys just want to approve the production portion?

Member MacKenzie made a motion to approve a total of $5,257 to MainStreet. Member DeMarino seconded the motion.

Motion carried unanimously.

c. Discussion/Action: SCRAGS Rock and Gem Show. Megan Holden Show Committee Chair

Megan Holden, SCRAGS Show Committee Chair: That's a little discouraging about the decrease in budget. There are certainly places that I can cut if I need to on the request. Do you have any questions? I can go through it line by line.

Member DeMarino: You got $6,800 already?

Megan Holden, SCRAGS Show Committee Chair: Yes.

Member DeMarino: And what was that for again?

Megan Holden, SCRAGS Show Committee Chair: That was for graphic design, the website, printing postcards, postage, and Rock and Gem websites, advertising the show.

Member DeMarino: Okay I just want to say something really quick. You can look at it as being discouraging, you guys, all these people who have come over in the last 2 or 3 years have really just been in the hay day. We were in the habit of running events for $3,000 in lodger's tax. So just keep that in mind.

Megan Holden, SCRAGS Show Committee Chair: Okay, understood. We appreciate all the money that you've given us, every penny. I think that the advertising is definitely the main reason we've been so successful. I don't have the numbers in front of me, but we had about 2,500 attendees over the 2 days, and the number of heads in beds was actually quite impressive. I'm sorry, I don't have it in front of me, it was in the report, but it was something like 450 that were written down on our door slips, it might have been more than that, I'm sorry I don't remember. But I thought the numbers were quite good. And that, of course, was only about half of our attendees who filled out the door slips. I did increase each of the publication numbers for padding in case the numbers went up, they haven't increased their ad fees

in a couple years so with the cost of living I was assuming that they would. I can go through that if you'd like.

Member MacKenzie: Okay so I think we should scratch the tables, we already bought tables. Let's start with what we need to take off, guys, so that we can get our budget a little closer.

Member DeMarino: I'm a little curious, you have very round numbers here, these just look like estimates to me.

Megan Holden, SCRAGS Show Committee Chair: Yes, I based it on what we spent last year and then added the padding in case the ad fees go up. I can get you more specific information. The thing is that most publications don't increase their rates until January 1st, and that's when we're starting to advertise with most of them, so I don't have accurate dollar amounts. One additional thing that we added this year is the billboards, if we need to scratch that, I understand, and that was a complete guess because Dan has had a hard time reaching the owners.

Member DeMarino: Yeah, just the vinyl's for billboards is. How much is it?

Windy Barnes, Veteran's Memorial Park Vice President: The sign work or the actual billboards?

Member DeMarino: The billboard.

Windy Barnes, Veteran's Memorial Park Vice President: $4,000

Vice Chairman Kelley: But that's a contracted.

Windy Barnes, Veteran's Memorial Park Vice President: $2,000

Member DeMarino: These were for smaller billboards, the more local ones, not the Lamar.

Vice Chairman Kelley: The vinyl's still expensive.

Member DeMarino: Yeah, that's probably a scratch.

Chairman Foerstner: What's the Chris Krieg Murals?

Megan Holden, SCRAGS Show Committee Chair: That's for the local one, above the pizza.

Chairman Foerstner: That's the total cost?

Megan Holden, SCRAGS Show Committee Chair: Actually, he donates the supplies, that's just for rent.

Member MacKenzie: How long is it up for?

Megan Holden, SCRAGS Show Committee Chair: About a month, maybe.

Member DeMarino: About a month?

Member DeMarino: I just don't know if anybody's going to see the sign if it's not already here.

Chairman Foerstner: No, exactly. Scratch that. I think if we're going to be restricted, we need to put heads in beds we need to do outside marketing. Focus on marketing opposed to.

Member MacKenzie: Anything in town, yeah.

Member DeMarino: Like the banners? The banners would be in town.

Vice Chairman Kelley: Those aren't on here anyway.

Member DeMarino: At the bottom Wildfire Graphic.

Vice-Chairman Kelley: Aren't those the signs, though, that you have, aren't those the banners that you put up for the event?

Megan Holden, SCRAGS Show Committee Chair: Yes, those are actually the banners that we put up, thanking our advertisers, our sponsors.

Vice Chairman Kelley: Use their money for that.

Megan Holden, SCRAGS Show Committee Chair: Understood.

Chairman Foerstner: Is there like a publication specifically for rockhounds that you guys used to advertise with?

Megan Holden, SCRAGS Show Committee Chair: Yes, we did it the first year, I didn't think the clicks merited doing it again.

Chairman Foerstner: So that didn't produce very well, so now you're going with this New Mexico Magazine, all these other Publications?

Megan Holden, SCRAGS Show Committee Chair: Yeah, New Mexico Magazine I think is one of the most important, because it goes state-wide. I realize it's quite expensive. I did increase that by $400 for cushion. The last year we spent just under $4,300. If you want to take $400 of.

Vice Chairman Kelley: I'm not worried about that one. It's the other little things I don't know that.

Megan Holden, SCRAGS Show Committee Chair: Security, I can decrease to $1,000. I was going to increase the hourly wage from 25 to 30.

Member DeMarino: I have a question on the port-a-potties. Last year was funded because they didn't have bathrooms in there, and I know they've been doing renovations. Are there not going to be bathrooms?

Megan Holden, SCRAGS Show Committee Chair: There will, but with the number of people we needed the port-a-potties. We also have an ADA potty.

Member DeMarino: Are you going to be renting both of the buildings?

Megan Holden, SCRAGS Show Committee Chair: We use the other building for our potluck.

Member DeMarino: So, are both buildings open?

Megan Holden, SCRAGS Show Committee Chair: Not for the public, no. Not during the show. We are going to be renting Albert Lyons on Saturday and Sunday. The first year with 2,700 people, we definitely needed the potties. I don't know if the size of the bathrooms is going to be increased. This past year was definitely an anomaly, and that cost us about $2,000 for that luxury trailer, but the potties were well-used the first year.

Chairman Foerstner: Let's talk about what we're doing. Home Depot, Billboards, and Chris Krieg. Start cutting.

Megan Holden, SCRAGS Show Committee Chair: You cut the bottom four.

Member DeMarino: And the security sheets, that can be $1,000.

Vice Chairman Kelley: Now I think port-a-potties are important, because I'm an old lady.

Member DeMarino: But there's bathrooms. Would you go to a port-a-potty or a bathroom?

Vice Chairman Kelley: Bathroom.

Member MacKenzie: I'd wait in line for a regular bathroom before I'd use a port-a-potty any day of the year.

Dan Lorimer, SCRAGS Secretary: I've been dealing with our friends at the county about the Fair barns. They're not even sure if it's going to be done next March, but they have guaranteed us blackout dates where there won't be any construction happening and we can use the facility, very much like last year.

Member MacKenzie: I see what you're saying.

Dan Lorimer, SCRAGS Secretary: Same impact on the need for bathrooms. That reality is right there, also. Maybe the bathrooms will be done but they don't know.

Vice Chairman Kelley: Thank you for letting us know that.

Dan Lorimer, SCRAGS Secretary: Also, one thought, I'm not a big proponent personally of signage along the highway, but I live down by Las Palomas and I drive by this sign for Spa Azul, a business that has been closed for months, the sign is about 25 feet by 10 feet. We're not talking about Lamar here, we're talking about if I can reach the owners of the sign, we're talking only a few hundred dollars is what we would be interested in, and not maybe more than $1,000 or something for the vinyl sign cover. And I'm not saying we wish you would do this, I'm totally consenting to these things, but other people than I, because as I drive from Las Palomas to Williamsburg, which I do maybe twice a day, I notice that there's colored card and they're not from Sierra County on that road. When you say you're putting a sign by Las Palomas, you're only advertising to Sierra County, well that's true but there's more to it than that. It's true, I drive by it every day, but it's also true that, as I say, I notice other drivers.

Member MacKenzie: For sure, but when you have to prioritize advertising, it might not be a frontage road.

Dan Lorimer, SCRAGS Secretary: Again, I don't think we're making bad decisions to put the signage out? But I just don't think that a sign on highway 25 is a local advertisement.

Vice Chairman Kelley: No, no we're not saying that. I think that those billboards, aren't those owned by the Gustin's?

Chairman Foerstner: You haven't reached out to the Spa Azul to see how much it is? That's just it?

Vice Chairman Kelley: They're gone.

Chairman Foerstner: No, I mean whoever owns that one, the one that says Spa Azul.

Dan Lorimer, SCRAGS Secretary: Probably a good price then. Again, this is just my comments, not about the decisions you're making about the signs. It's just that it's a little bit bigger package than "This is local and that's not."

Member DeMarino: I don't think anybody said "This is local." Like we said the banners are going to be for the thing, nobody said it was local.

Chairman Foerstner: No, Chris Krieg.

Member DeMarino: Oh, that one's local, yeah.

Megan Holden, SCRAGS Show Committee Chair: With the four bottom items subtracted and the $200 for the security, we are down to $17,000 even, as the request.

Member MacKenzie: Anybody else have questions about where she's doing her advertising?

Megan Holden, SCRAGS Show Committee Chair: I did have one request, if I can make an amendment to the LocaliQ line item, to add LocaliQ and El Paso neighbors. LocaliQ is very difficult to work with, and they have had papers in El Paso and Las Cruces. If I could use some of that money for neighbors and they were easier to work with.

Vice Chairman Kelley: Can't you just give it all to neighbors?

Megan Holden, SCRAGS Show Committee Chair: That wouldn't advertise in Las Cruces.

Vice Chairman Kelley: I just don't know that LocaliQ has value.

Megan Holden, SCRAGS Show Committee Chair: They are the USA today owned papers, and the largest papers distributed in those two markets.

Vice Chairman Kelley: LocaliQ?

Megan Holden, SCRAGS Show Committee Chair: Yeah, they own the El Paso Times and the Las Cruces Sun.

Vice Chairman Kelley: Oh, it's the same thing, in the papers? Got it.

Member DeMarino: It seems like a lot of little small papers to me, it's almost like, would it be better to go into larger publications that are going to hit more people or try to hit everybody by hitting every little niche?

Megan Holden, SCRAGS Show Committee Chair: We added the Ruidoso News and the Silver City Daily Press this year, because we think those markets have some money to spend on the hot springs, but we haven't done those in the past.

Member MacKenzie: I like the Silver City one, if you're getting college students to come down for the day, go to a rock and gem show.

Member DeMarino: Yeah, but are they staying overnight?

Chairman Foerstner: How do you target demographics with the Facebook and Instagram ads?

Megan Holden, SCRAGS Show Committee Chair: We can cut down the Facebook, we did spend less than that last year. I rely on Mo Chonic to handle Facebook, so I'm sorry I can't really speak to the demographics.

Chairman Foerstner: I was going to say you can target more people wherever you want because it's digital.

Megan Holden, SCRAGS Show Committee Chair: He does do a great job with it. We have a lot of clicks, and people tell us that they saw it on Facebook.

Vice Chairman Kelley: It's probably more effective than a lot of the other marketing outlets? But not everybody's on Facebook.

Megan Holden, SCRAGS Show Committee Chair: Right.

Member DeMarino: In your little questionnaire last year, you asked where people heard about it?

Megan Holden, SCRAGS Show Committee Chair: We didn't this past year, we did that the first year and I didn't think it was accurate at all.

Vice Chairman Kelley: It usually isn't, I can tell you from events that I've done that. I mean, people were writing down things that we didn't even advertise on.

Megan Holden, SCRAGS Show Committee Chair: We've tried to make the questionnaire as short as possible because people just don't want to fill it out. What I mean is that they don't fill it out after the first couple questions, that's a better way to look at it.

Vice Chairman Kelley: I mean you can ask, but its not always accurate.

Member DeMarino: So then how do we know that New Mexico Magazine is a good investment for this then?

Chairman Foerstner: The best way would be a unique URL, so SCRAGS.com/nmm or something like that, where they have to go to that URL

Member DeMarino: Gem Show.

Chairman Foerstner: Yeah, so you track it.

Megan Holden, SCRAGS Show Committee Chair: We do have metrics for those, again, I don't have them with me, but they were submitted in the report. But I can ask Ruanna about doing the unique URL. I just think that's one of the best as far as the whole state.

Member DeMarino: So here's what I'm looking at, I think that there were over 500 people that said they stayed. A good portion of those are going to be multiple people in a party. Probably 2, we'll say 2. So, if you look at that, just say that's 2 people per room, that's 250 rooms, it was mostly Saturday/Sunday. So, 250 rooms, multiply it out, just say $100 a room, we're looking at $25,000. If we're going to say they already got $6,800 and we're going to give them another $17,000, are we paying $1 to $1 for return on investment? That's a consideration.

Chairman Foerstner: That's been an issue with a lot of the events on my mind, because we thought we had so much money that we ended up spending money on events that haven't even been the dollar for dollar. We have events that don't even make back what we gave them.

Member MacKenzie: Fiesta didn't.

Member DeMarino: Well and Fiesta was different because it was the 75th and they were doing a lot of different things and there was a big push. So, they got more money this past year than they'll probably get again. But I think it's a consideration, one for one is not great.

Megan Holden, SCRAGS Show Committee Chair: I found the numbers. Let's see, 67 said they stayed 1 night, 100 for 2 nights, and 85 for more than 2 nights. IF I count the more than 2 nights as 3 nights, that adds up to 564 nights, but I'll remind you that only half of our attendees filled out the slips.

Member DeMarino: So, if we have to go with the information we have.

Member MacKenzie: Or we could apply percentages across the board. That's 1,200 or 1,100 nights, right? Is that what you're saying? 564 total?

Member DeMarino: Okay so it's a 1:2, still not great.

Vice Chairman Kelley: It's better than.

Member DeMarino: Well, it's better than 1:1 for sure, it's twice as good.

Member MacKenzie: Maybe, I guess I would defer to Gina, is this a standard advertising package for New Mexico Magazine or is that on the higher end? Could we shave that down a little bit?

Vice Chairman Kelley: Yeah, you could, that looks like a full page.

Megan Holden, SCRAGS Show Committee Chair: We have done two quarter-page ads in the January/February issue and March issue, and then two newsletter ads and two Facebook ads. Last year we spent about $4,300 so we could take off $400 assuming that their ad rates don't go up.

Vice Chairman Kelley: They didn't, well they don't this year. So, who knows next year.

Member DeMarino: The problem with advertising in March is your event is well when does the magazine come out?

Megan Holden, SCRAGS Show Committee Chair: They come out two weeks earlier. I double checked.

Vice Chairman Kelley: Yeah, it always comes out early.

Member DeMarino: The February one comes out in January?

Vice Chairman Kelley: Yes.

Megan Holden, SCRAGS Show Committee Chair: Yes, approximately two weeks.

Member DeMarino: The question really is, do we need to advertise all the way back into December? That's a question.

Megan Holden, SCRAGS Show Committee Chair: January/February is the joint issue.

Vice Chairman Kelley: That's right, January and February is a joint issue. One issue.

Megan Holden, SCRAGS Show Committee Chair: And I think people look at that one a lot because it's a photo issue.

Vice Chairman Kelley: And it's not just distributed in New Mexico.

Megan Holden, SCRAGS Show Committee Chair: We actually had somebody coming from Oklahoma or something like that, they had seen it in the magazine, and they would definitely stay more than one night.

Member DeMarino: A vendor?

Megan Holden, SCRAGS Show Committee Chair: No, a customer.

Member MacKenzie: Gina, do you have any suggestions or thoughts on the advertising list?

Vice Chairman Kelley: I just don't know about all the little things like the ink and the spotlights and things like that.

Member MacKenzie: Maybe we cut those. How is the El Paso Spotlight different from the El Paso Neighbors? Is it the same market?

Megan Holden, SCRAGS Show Committee Chair: No actually that's the military publication and I've been told that military men sometimes have money to burn.

Member MacKenzie: Oh okay.

Vice Chairman Kelley: I don't know that they get their information from the Spotlight.

Megan Holden, SCRAGS Show Committee Chair: It's online as well as print.

Member DeMarino: Where do you think they get it?

Member MacKenzie: So, there's an actual military Facebook?

Vice Chairman Kelley: MWR and Fort Bliss, FSS at Holloman.

Megan Holden, SCRAGS Show Committee Chair: I honestly think that the Ink and Desert Exposure are important because they are free publications and they are distributed widely across Southern New Mexico.

Vice Chairman Kelley: And they're pretty cheap.

Megan Holden, SCRAGS Show Committee Chair: If I had to cut a couple things, I would cut the Ruidoso and Silver City, as we haven't done those before so I can't prove that they are good.

Vice Chairman Kelley: Well, March in Ruidoso.

Megan Holden, SCRAGS Show Committee Chair: They also had the flooding unfortunately, we have to take that into account as far as money.

Vice Chairman Kelley: They come down here to soak in the spring. It's a market.

Member DeMarino: Will they come down here for this?

Vice Chairman Kelley: I don't know. There's no rock shows any closer to them, there's nothing close to them.

Member MacKenzie: If we asked you to cut $1,000 out of your advertising budget, or more. Member DeMarino says $2,000, where would you cut it from.

Megan Holden, SCRAGS Show Committee Chair: That might take me a couple minuets. Do you have other people speaking? No? Okay. I would cut Silver City, that's $500, and then I would decrease New Mexico Magazine and Santa Fe Reporter, the first one by $400 and the second one by $300, that's assuming that they don't increase their rates. So that's a total of $1,200 decreased. I would decrease security, we did okay with one overnight security guard, I'm sorry I need to scratch that, if there's the chance that we are going to be in the Lyons Center again instead of the Fair barns we definitely need two overnight guards, so I need to scratch that.

Vice Chairman Kelley: Yeah, I would cut that**.**

Megan Holden, SCRAGS Show Committee Chair: I won't cut it. Let's cut Facebook by $300.

Member DeMarino: Can I ask a question?

Megan Hoby $SCRAGS Show Committee Chair: Sure.

Member DeMarino: How much of your guys' money do you spend to put on this event?

Megan Holden, SCRAGS Show Committee Chair: A lot.

Member DeMarino: What's a number?

Megan Holden, SCRAGS Show Committee Chair: After subtracting the money that you've reimbursed, about $5,000 I think. It might be less than that, I'm sorry, I don't have the numbers in front of me. We did not make a profit or even break even the first two years. Let's take $500 off of Albuquerque Journal.

Member MacKenzie: So that brings her down to $15,000. I feel like that's a good ask. Anyone else have thoughts?

Member DeMarino: We have $100,000.

Vice Chairman Kelley: It's still a growing event I think.

Member DeMarino: Okay I just want to make sure we're putting it into context.

Vice Chairman Kelley: Sorry to rake you over the coals, but it's a new reality.

Megan Holden, SCRAGS Show Committee Chair: I understand. Could I just verify, because I'm going to be confused when I get home, so that was $4,300 for New Mexico Magazine, subtracting $400. We've got $1,500 for Santa Fe Reporter, LocaliQ and El Paso Neighbors is staying at $2,000, Albuquerque Journal is going down $1,500, Desert Exposure, the Ink, El Paso Spotlight, El Defensor Chieftain are staying the same, as is Ruidoso News, Silver City is going out, Facebook is going to be $700, Talon Septic is staying the same, security is $1,000, and the last 4 are scratched.

Member MacKenzie made a motion to approve a total of $15,000 to SCRAGS Rock and Gem Show. Vice-Chairman Kelley seconded the motion.

Motion carried unanimously.

6. COMMENTS FROM THE BOARD:

Vice-Chaiman Kelley: In light of recent comments from a business person regarding the value of marketing downtown, and that being shared by our local media saying that this board or the city gives "too much money" to the arts council and MainStreet and the Chamber. I added it up, it's not that much money. In fact, the Chamber hasn't asked for any money in three years. So, you know, nothing there. The Arts Council I actually went through it for the last five years, $33,000. $15,000 of that was for the studio tour, $10,000 last year, $5,000 so far for this year. I think that's what it was right? So roughly half of that is for the tour, but the tour did bring in 292 visitors who signed in and participated in studios, 204 were from Sierra County, but 48 were from the next of New Mexico, 27 from out of state and people from Canada. It's a growing event, it's a first-year event, and I don't think that was a bad investment. Especially since it's in our shoulder season. I don't understand this "We're giving too much money to promote the arts in downtown" when we're really not because the marketing money that we've been allocating for Main Street doesn't just promote art it promotes everything. I just wanted to push back on that a little, because I think that those numbers, not only that, but he's also pulling numbers from we don't know where, because I look at the GRT reports for the State of New Mexico and he and I don't see things the same way. I just want to say that I don't think we're out of whack on what we distribute.

Chairman Foerstener: We're always going to have to be more strict this year.

Vice-Chaiman Kelley: Yeah, we are but I also think that it's not out of whack. That we don't give too much money to promote art.

Member MacKenzie: I think those statistics are skewed though, and I can say this, the "Canada" was my aunt, and I know because I went with her to and she was obviously not here for that specifically, she was here to visit.

Vice-Chaiman Kelley: That's good to know.

Member MacKenzie: Nobody came from Canada to go watch the Sierra County Art Tour.

Member DeMarino: Not yet.

Vice-Chaiman Kelley: Not yet, yeah. But you know, we did have a number from Albuquerque and Santa Fe, I looked at their stats and to me, that's not unreasonable for a first-time event, and they're starting their marketing earlier this year so I think that'll up it. But my point is that I don't think we're funding stuff that's, I mean, that's not where we're putting all our eggs in the basket, you know.

Chairman Foerstener: Well, we fund what comes to us and only non-profits can come to us. Yes, some of them are their pet projects, but we do rake them through the coals even when we thought we had almost $1 million, making sure they spend it wisely towards marketing. Now, we don't. It sounds like we could be reduced to whatever. I think what we need to do is make sure we spend our money wisely on marketing primarily, and when events come to us, we're going to have to be more scrupulous with them, and make sure they put heads on beds and there's a good ROI on them. I would encourage non-profits to come to us with marketing proposals because that's what I would like to put more money into, as opposed to events. I'm not saying events are bad, but you get more ROI from actual marketing, actual ad campaigns to get people to come to Truth or Consequences as a whole, not just for one week or a one-day event.

Member MacKenzie: It's harder to track, though.

Chairman Foerstener: No, not at all. If you do a marketing campaign with a print ad, you have a specific URL, and that's very easy to track. I mean, all of those are actually easier to track than events, those are the harder ones because it's people, you're having to get them to answer stuff. But I'm just saying we have less money now so I'm just putting it out there for the non-profits that that's what I would like to see more, is marketing. I'm seeing restaurants going out of business, that's a good sign of it not doing too well, I'd like to see it improve. I know, those are unrelated sometimes.

7. COMMENTS FROM STAFF

There were no comments from the staff at this time.

8. ADJOURNMENT

There being no further business, Chairman Foerstner adjourned the meeting.

PASSED AND APPROVED this 22th day of September 2025.

_____

Jake Foerstner, Chairman

APPROVED
lh 5/28/25
PO 81765
Close PO

LODGERS' TAX
REIMBURSEMENT REQUEST

A. Grantee: Sierra County Sheriff's Posse
B. Contact: Karen Chavez
Address: 601 Rodeo Arena Road, TorC, NM 87901
Phone #: 575-635-2095 Cell #

Remit to: City of Truth or Consequences
Attn: Angela Torres
505 Sims Street
Truth or Consequences, NM 87901

C. Project Name Annual TorC Fiesta Amount Awarded: **$4,000** 24/25

	Catetory/Company/Vendor	Amount Approved	Expense Amount	Does invoiced amount match reimbursement amount? If no, explain.	Reimbursement Amount Requested
	Scope of Work				
1	Promotional Flyers	$200.00	$200.00	Yes	$200.00
2	Promotional Posters	$100.00	$100.00	Yes	$100.00
3	Window Stickers	$100.00	$100.00	Yes	$100.00
4	Sierra County Swentinel	$100.00	$100.00	Yes	$100.00
5	El Paso Times	$400.00	$400.00	Yes	$400.00
6	Arizona Daily Star	$700.00	$700.00	Yes	$700.00
7	Albuquerque Journal	$400.00	$400.00	Yes	$400.00
8	Talon Septic	$2,000.00	$2,000.00	Yes	$2,000.00
	Copies of Invoice/Quote & Payment Confirmation Included?			Yes	
				Total Reimbursement Requested	$ 4,000.00

$ 4,000.00 Amount awarded minus $ 4,000.00 Total Reimbursement Requested equals $ - Remaining Balance

If you have remaining funds, do you wish to revert them back to Lodgers' Tax Advisory Board for redistribution? Yes X No

You must attach invoices, receipts, images/scripts, and if available analytics.

Under penalty of law, I certify that all the above expenditures are true and correct and are for appropriate purposes in accordance with the terms and conditions of the pertinent Grant and that payment has not been received.

Signature of Applicant	Typed or Printed Name	Date
	Karen Chavez	05/23/25

Rev. 4/2021

CITIZENS BANK

Account: SMALL BS 0001
Date: 5/20/2025

1112

SIERRA COUNTY SHERIFF'S POSSE
601 RODEO RD
T OR C, NM 87901

DATE 4-21-2025 95-128/1122

PAY TO THE ORDER OF Xacta Printing $ 400.00

Four hundred and 00/100 DOLLARS

CITIZENS BANK
Member FDIC
P.O. BOX 3400 / TRUTH OR CONSEQUENCES, NM 87901

FOR invoice # 115178 ledgerstax

Sherry Tarr
Karen Chavez

[redacted]

-ItemNum=006348112430-TlrID=1803-TranDt=04/23/25

-Inst=INST-RtNum=>091406833<
Br=18-TlrID=1803
-BusDt=04/23/25-StartTm=10:56:17 AM
-ItemNum=006348112430

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DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
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4/21/2025

Xacta Printing

For All Your Printing Needs

PAID 04/25/2025

P.O. Box 1921, Elephant Butte, NM 87935

Sierra County Sheriffs Posse

Invoice

115178

P.O. No.

Balance Due	$400.00

	Description	Amount
200	Flyers printed one side color on white	200.00
50	Posters	100.00
400	Window Stickers	100.00
	Sales Tax	0.00

SIERRA COUNTY SHERIFF'S POSSE & NMRA

present

THE 75TH ANNUAL FIESTA RODEO

DAILY ADMISSION
$15 (11 & UP)
$5 (10 & UNDER)

FOOD & FUN!
CASH BAR BY
CABALLO TAVERN



Daniel Castro
National Charro
Trick Roping Champion
(Becenti Photography)

TRUTH OR CONSEQUENCES, NM formerly HOT SPRINGS
1950 75 years 2025
ANNUAL FIESTA
MAY 2-4, 2025

NEW MEXICO RODEO ASSOCIATION

W/A RODEO'S Est. 1967

torcfiesta.com

RODEO INFO / SHERRY FARR: 575.740.1572

FRIDAY, MAY 2, 2025

5 p.m. Gates Open
7 p.m. Rodeo!
FEATURED PERFORMANCE:
Daniel Castro,
National Charro
Trick Roping Champion

Buckles & Belles
Drill Team

SATURDAY, MAY 3, 2025

Noon: Gates Open
2 p.m. Rodeo!
FEATURED PERFORMANCE:
Buckles & Belles Drill Team
4 p.m. After Party
7 p.m. Dance, with Music by
Tudy Romero & The Silver
Bullet Band

SIERRA COUNTY SHERIFF'S POSSE ARENA

601 Rodeo Arena Rd., Truth or Consequences, NM

TRUTH OR CONSEQUENCES NEW MEXICO
Classic 98.7 ROCK
KGRT Your Country 103.9
SIERRA COUNTY SENTINEL
GALACTIC
Main Street Truth or Consequences

Sierra County Sentinel
1400 AM · KCRS · 101.9 FM
217 E. 3rd St., T-or-C, NM 87901
575-894-3088 • 575-894-2400
gpkmedia.com

RECEIPT DATE 5/15/25 No. 6118724

FROM SC Sheriff's Posse $100 —

DOLLARS

☐ FOR RENT
☐ FOR Fiesta Ad

ACCOUNT		☐ CASH	
PAYMENT		☐ CHECK	FROM Sentinel TO
BAL DUE		☐ MONEY ORDER	
		☐ CREDIT CARD	BY

CITIZENS BANK

Account: SMALL BS 0001
Date: 5/27/2025

1130

SIERRA COUNTY SHERIFF'S POSSE
601 RODEO RD
T OR C, NM 87901

DATE 5-12-2025 95-128/1122

PAY TO THE ORDER OF The Sentinel $ 100.00

One hundred and no/100 DOLLARS

CITIZENS BANK
Member FDIC
P.O. BOX 3400 / TRUTH OR CONSEQUENCES, NM 87901

FOR Fiesta Rodeo Ad

Karen Chang
Sherry Farr

Security Features Details on back

05222025 007720
000008110 112206297
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SIERRA COUNTY SENTINEL

a subsidiary of GPK Media LLC
217 East Third Street, Truth or Consequences, NM 87901
575-894-3088 ~ 575-894-2400 ~ Fax: 575-894-3998
gpkmedia.com

Invoice

4

Invoice No.
3807
Date
04/17/25
P.O. Number

Bill To
Sherry Farr, President Karen Chavez, Secretary Sierra County Sheriff's Posse 601 Rodeo Arena Rd. Truth or Consequences, NM 87901

Terms	Due Date
Net 15	05/02/25

Item	Description	Quantity	Rate	Amount
Print Ad	4/17: Fiesta Rodeo Ad, 3x7.75	23.25	6.25	145.31T
Discount	Donation	1	-57.48	-57.48

	Subtotal	$87.83
	Sales Tax (8.375%)	$12.17
	Total	$100.00


SIERRA COUNTY SHERIFF'S POSSE & NMRA
present
DAILY ADMISSION
$15 (11 & UP)
$5 (10 & UNDER)
THE 75TH ANNUAL FIESTA RODEO
FOOD & FUN!
CASH BAR BY
CABALLO TAVERN
Daniel Castro
National Charro
Trick Roping Champion
(Bocanti Photography)
TRUTH OR CONSEQUENCES, NM
HOT SPRINGS
75 years
ANNUAL FIESTA
MAY 2-4, 2025
NEW MEXICO RODEO ASSOCIATION
W/A RODEO'S
torcfiesta.com
RODEO INFO / SHERRY FARR: 575.740.1572
FRIDAY, MAY 2
5 p.m. Gates Open
7 p.m. Rodeo!
FEATURED PERFORMANCE:
Daniel Castro,
National Charro
Trick Roping Champion
Buckles & Belles
Drill Team
SATURDAY, MAY 3
Noon: Gates Open
2 p.m. Rodeo!
FEATURED PERFORMANCE:
Buckles & Belles Drill Team
4 p.m. After Party
7 p.m. Dance, with Music by
Tudy Romero & The Silver
Bullet Band
SIERRA COUNTY SHERIFF'S POSSE ARENA
601 Rodeo Arena Rd., Truth or Consequences, NM
TRUTH OR CONSEQUENCES
NEW MEXICO
98.7
KGRT
103.9
SENTINEL
GALACTIC

CITIZENS BANK

5

Account: SMALL BS 0001
Date: 5/20/2025

1123

SIERRA COUNTY SHERIFF'S POSSE
601 RODEO RD
T OR C, NM 87901

DATE 05-12-2025 95-128/1122

PAY TO THE ORDER OF Tor C Fiesta $ 400.00

Four hundred and NO/100 DOLLARS

CITIZENS BANK
Member FDIC
P.O. BOX 3400 / TRUTH OR CONSEQUENCES, NM 87901

FOR El Paso Times Ads

Karen Chavez
Sherry Farr

Security Features Details on back

BANK OF SW

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2209047

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AT NAME OF FINANCIAL INSTITUTION DATE

RECEIVED FOR FINANCIAL INSTITUTION

LocaliQ
Texas/New Mexico
GANNETT

ACCOUNT NAME		ACCOUNT #	INV DATE
Truth Or Consequences Fiesta		1528577	05/01/2025
INVOICE #	**INVOICE PERIOD**	**CURRENT INVOICE TOTAL**	
0007053467	Apr 1- Apr 30, 2025	$504.50	
PREPAY (Memo Info)	**UNAPPLIED (included in amt due)**	**TOTAL CASH AMT DUE***	
$0.00	$0.00	**$504.50**	

BILLING ACCOUNT NAME AND ADDRESS

Truth Or Consequences Fiesta
523 N Broadway ST
Truth Or Consequences, NM 87901-2728

PAYMENT DUE DATE: MAY 31, 2025

Legal Entity: Gannett Media Corp.
Terms and Conditions: Past due accounts are subject to interest at the rate of 18% per annum or the maximum legal rate (whichever is less). Advertiser claims for a credit related to rates incorrectly invoiced or paid must be submitted in writing to Publisher within 30 days of the invoice date or the claim will be waived. Any credit towards future advertising must be used within 30 days of issuance or the credit will be forfeited.
All funds payable in US dollars.

BILLING INQUIRIES/ADDRESS CHANGES 1-877-736-7612 or smb@ccc.gannett.com

FEDERAL ID 47-2390983

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Date	Description	Amount
4/1/25	Balance Forward	$0.00

Digital Advertising:

Invoice Period	Product/Placement Targeting	Description	PO Number	Campaign Dates	Impressions	Gross Amount	Net Amount
APR	Directory and Listings	Truth or Consequences Fiesta - Print		4/28/25-4/30/25	FIXED		$12.80
APR	Targeted Display Geofencing	Truth or Consequences Fiesta - Print		4/28/25-5/3/25	14,100		$98.70

Print Advertising:

Start-End Date	Product	Description	PO Number	Run Dates	Ad Size	Rate	Gross Amount	Net Amount
4/28/25-4/30/25	ELP El Paso Times	Truth or Consequences Fiesta - Print		4/28, 4/30	1/4 Page	Fixed Price		$368.00

Miscellaneous:

Start-End Date	Product	Description	Net Amount
4/30/25	Ad Processing Fee	Creative Processing Fee	$25.00

LocaliQ
Texas/New Mexico
GANNETT

ACCOUNT NAME	ACCOUNT NUMBER	INVOICE PERIOD	INV DATE
Truth Or Consequences Fiesta	1528577	Apr 1- Apr 30, 2025	05/01/2025

As an incentive for customers, we provide a discount off the total invoice cost equal to the 3.99% service fee if you pay with Cash/Check/ACH. Pay by Cash/Check/ACH and Save!

Total Cash Amount Due	$504.50
Service Fee 3.99%	$20.13
*Cash/Check/ACH Discount	-$20.13
*Payment Amount by Cash/Check/ACH	$504.50
Payment Amount by Credit Card	$524.63

PLEASE DETACH AND RETURN THIS PORTION WITH YOUR PAYMENT

ACCOUNT NAME		ACCOUNT NUMBER		INVOICE NUMBER		AMOUNT PAID
Truth Or Consequences Fiesta		1528577		0007053467		
CURRENT DUE	**30 DAYS PAST DUE**	**60 DAYS PAST DUE**	**90 DAYS PAST DUE**	**120+ DAYS PAST DUE**	**UNAPPLIED PAYMENTS**	**TOTAL CASH AMT DUE***
$504.50	$0.00	$0.00	$0.00	$0.00	$0.00	**$504.50**

REMITTANCE ADDRESS (Include Account# & Invoice# on check)	TO PAY BY PHONE PLEASE CALL:	TOTAL CREDIT CARD AMT DUE
Gannett Texas/New Mexico LocaliQ PO Box 631667 Cincinnati, OH 45263-1667	1-877-736-7612	$524.63
	To sign up for E-mailed invoices and online payments please contact abgspecial@gannett.com	

0001528577000000000000070534670005045090047

Mexico to send more water to U.S. to address debt under 1944 treaty

Boranice Garcia
Texas Tribune



The Rio Grande winds through the Chihuahuan Desert in far west Texas. Diversions for agriculture and cities have reduced the flow by at least 70 percent compared to historical flow levels. OMAR ORNELAS / EL PASO TIMES

MISSION — Mexico has agreed to deliver more water to the U.S. in an effort to pay off its increasing water debt, however, the water deliveries would still fall short of the total amount owed under a 1944 treaty.

Mexico will send up to 420,000 acre feet of water to the Rio Grande Valley by October, a deadline set in the original treaty. The U.S. State Department first announced the agreement Monday.

U.S. Rep. Monica De La Cruz, a Republican from Edinburg, laid out additional details of the agreement at a news conference Tuesday.

"Today we have made a big, big step in the right direction," De La Cruz said, praising President Donald Trump and his administration for pressuring Mexico on water. "This is just the first step, it is not the last. This fight affects every South Texas family because every one of us needs water."

This week's announcement is the latest development in a years-long push by Texas farmers and elected leaders to force Mexico to deliver water to their parched land. Producers all over the region have had to scale back dramatically. And in some instances, entire industries have collapsed. Meanwhile, Mexican officials cited their own issues with water scarcity for their inability to meet their treaty obligations.

As part of the 1944 water treaty, Mexico must deliver 1,750,000 acre-feet of water to the U.S. from six tributaries every five years. That averages to 350,000 acre-feet every year. With more than four years into the current cycle, which ends in October, Mexico has delivered less than 600,000 acre-feet.

If Mexico is able to deliver the proposed maximum of 420,000 acre-feet under the new agreement, its total deliveries for the current five-year cycle would reach 950,000 acre-feet.

To address the more than 800,000 acre-feet that would still be owed, Mexico agreed to an immediate transfer of 56,750 acre-feet of water at the Amistad Reservoir, which is jointly managed by the U.S. and Mexico. They also agreed to make monthly transfers at both Amistad and the Falcon reservoirs.

Mexico also agreed to increase the share of water that the U.S. gets from the six tributaries managed by the treaty. As part of the 1944 treaty, the U.S. gets a third of water from six tributaries, but in this agreement, Mexico will allow the U.S. to receive half of that water.

Additionally, Mexico will deliver more water from the Rio San Juan, a flow not managed by the treaty and which cannot be stored at the reservoirs, when it can be beneficial for the U.S.

The two countries plan to meet in July to assess the hydrology conditions and evaluate the actions taken thus far. They also intend to hold ongoing meetings to formulate a plan for Mexico to make dependable deliveries during the next five-year cycle.

In November, the federal agency tasked with overseeing the treaty, reached an agreement with Mexico to amend the treaty. Similarly to the new agreement, the treaty amendment allows Mexico to transfer water stored at the two reservoirs to the U.S. and allows Mexico to deliver water it doesn't need from the San Juan and Alamo rivers, both of which were not included in the original treaty as acceptable sources of water deliveries.

De La Cruz said the new agreement, unlike the amendment, will come with consequences and that the next step will be to make it part of the United States-Mexico-Canada Agreement, a trade agreement signed by Trump in 2020.

U.S. Sen. John Cornyn, who has also led efforts to pressure Mexico to make more water deliveries, thanked the Trump administration for obtaining a commitment from Mexico and accused the Biden administration of "sitting on its hands and letting Texans suffer."

"South Texas has been devastated by Mexico's repeated refusal to deliver the water it has owed the United States for far too long, and I commend the Trump administration for securing this critical deal for Mexico to finally send water to the region," Cornyn said in a news release.

Last year, Cornyn led a letter to Senate and House appropriations committees asking them to withhold funds from Mexico until they agreed to provide more water.

"I will continue working alongside President Trump and his administration to push Mexico for consistent, annual deliveries to live up to its obligations under the 1944 Water Treaty and ensure our South Texas agriculture community has the resources needed to thrive," Cornyn added.

U.S. Rep. Vicente Gonzalez, a Democrat from McAllen joined Cornyn's letter, welcomed the new agreement but insisted that any water from Mexico must be met with increased federal funding to improve the local infrastructure.

"We lose 40% of the Mexican water payments to evaporation and seepage," Gonzalez said. "If we don't get our infrastructure in order, we will never be out of the woods."

Aiming to invest in other solutions for water, De La Cruz formed the South Texas Water Working Group in August which focuses on developing water infrastructure to enable the region to be self-sustaining when it comes to water.

Hidalgo County Judge Richard F. Cortez noted the agreement would only provide short-term stability and lamented the irreversible losses experienced by the region due to a shortage of water.

Last year, Rio Grande Valley Sugar Growers, the last sugar mill in the state, announced their closure after 51 years in operation due to the lack of water. As drought conditions persisted, limiting the amount of water that could be used to irrigate crops, the agriculture community grew concerned that the citrus industry could be next.

The Texas Farm Bureau expressed appreciation for the deal and for the critical relief it will bring to farmers over the next six months.

"The recovery of Rio Grande Valley agriculture will take time after years of hardship," said Russell Boening, president of the Texas Farm Bureau. "Mexico must make good on its new promise to deliver water."

To provide some financial relief to the farmers who have been unable to plant their crops, De La Cruz, along with the Texas' congressional delegation, secured $280 million in disaster assistance.

"I've been working on this problem for over 25 years," said Dale Murden, president of Texas Citrus Mutual. "We have never had this taken to a level this high where we've finally seen some action."

"This is going to help citrus get through the summer and it's going to help produce have a fall."

Reporting in the Rio Grande Valley is supported in part by the Methodist Healthcare Ministries of South Texas, Inc.

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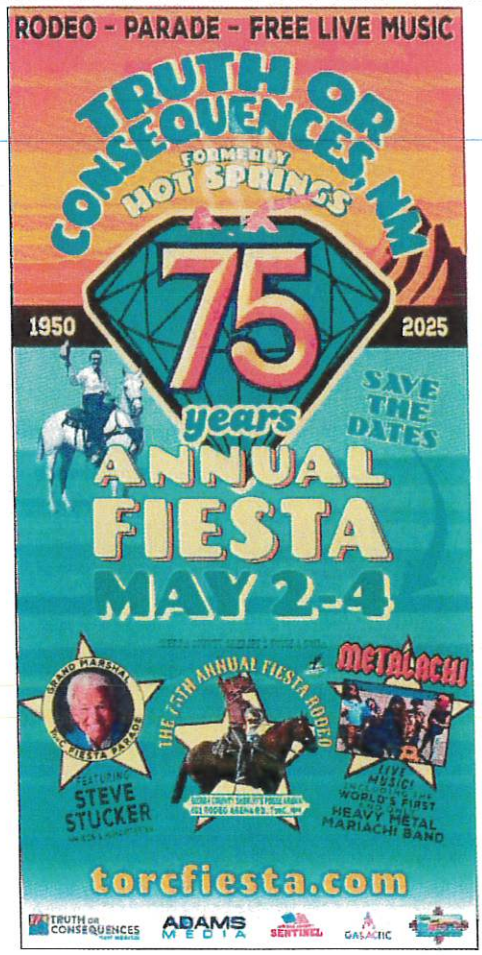


LocaliQ

Display Activity Report : Truth Or Consequences Fiesta

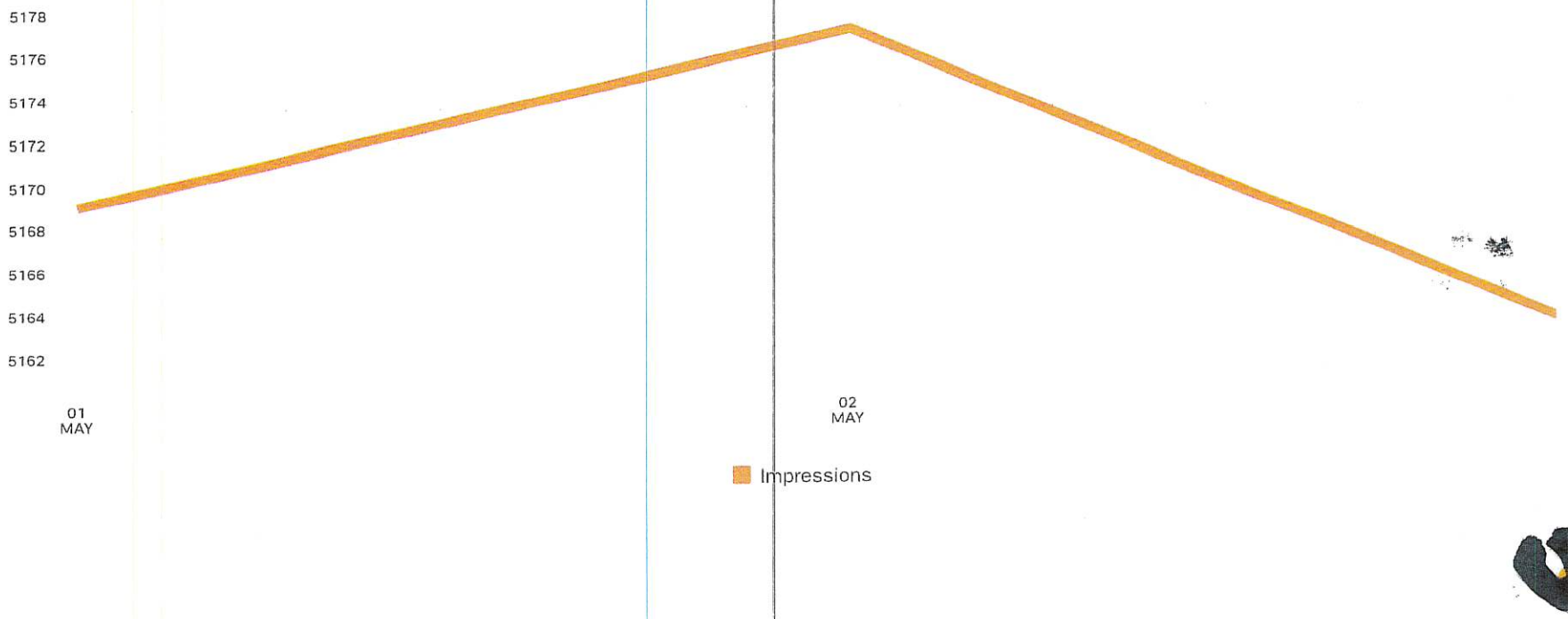
Your Filters:

Campaign Status: All

Campaigns: All

Custom: Apr 28 to May 3, 2025

Impressions 15,508



Date ▼	Impressions	Clicks	CTR
Total	15,508	26	0.17%
May 03, 2025	**5,162**	**7**	**0.14%**
55494237_ELP Geo_300x250 & 300x600 & 970x250 & 728x90 & 160x600 & 320x50	5,162	7	0.14%
May 02, 2025	**5,177**	**10**	**0.19%**
55494237_ELP Geo_300x250 & 300x600 & 970x250 & 728x90 & 160x600 & 320x50	5,177	10	0.19%
May 01, 2025	**5,169**	**9**	**0.17%**
55494237_ELP Geo_300x250 & 300x600 & 970x250 & 728x90 & 160x600 & 320x50	5,169	9	0.17%

CITIZENS BANK

6

Account: SMALL BS 0001
Date: 5/20/2025

HOLD TO LIGHT TO VIEW TRUE WATERMARK IN PAPER. NEAT SINGLE TIE LOCK STRAPPING WITH HEATER

1124

SIERRA COUNTY SHERIFF'S POSSE
601 RODEO RD
T OR C, NM 87901

DATE 5-12-2025 95-128/1122

PAY TO THE ORDER OF Tor C Fiesta $ 700.00

Seven hundred and 00/100 DOLLARS

CITIZENS BANK
Member FDIC
P.O. BOX 3400 / TRUTH OR CONSEQUENCES, NM 87901

FOR Arizona Daily Star Ads

Karin Chang
Sherry Farr

Details on back

Security Features

BANK OF SW

For Deposit Only 2209047

CHECK HERE FOR MOBILE OR REMOTE DEPOSIT ONLY

AT NAME OF FINANCIAL INSTITUTION DATE

Arizona Daily Star
tucson.com

MEMO BILL

ACCOUNT NAME		ACCOUNT #	PAGE #
Truth And Consequence Fiesta		1527329	1 of 1
ORDER #	BILLING PERIOD	PAYMENT DUE DATE	
11243679	April 1 - April 30, 2025	May 20, 2025	
PREPAY	UNAPPLIED	TOTAL AMOUNT DUE	
(Memo Info)	(included in amt due)		
$0.00	$0.00	**$1,365.00**	

BILLING ACCOUNT NAME AND ADDRESS	BILLING INQUIRIES/ADDRESS CHANGES	FEDERAL ID
Truth And Consequence Fiesta Dean Lamanna 207 S Foch St Truth Or Consequences, NM 87901-3327	520-573-4271 or credit@tucson.com	86-0621785
	Terms and Conditions: Past due accounts are subject to interest at the rate of 12% per annum or the maximum legal rate (whichever is less). Advertiser claims for a credit related to rates incorrectly invoiced or paid must be submitted in writing to Publisher within 30 days of the invoice date or the claim will be waived. Any credit towards future advertising must be used within 30 days of issuance or the credit will be forfeited. All funds payable in US dollars.	

NOTE: Please contact 1-520-573-4271 or credit@tucson.com with billing questions. Your account number is 1527329 and should be used for all future correspondence.

Date	Description	Amount
4/1/25	Balance Forward	$0.00

Digital Advertising:

Campaign Dates Billing Date	Product/Placement Targeting	Description	PO Number	Impressions	Gross Amount	Net Amount
4/21/25-4/30/25	Digital Advertising tucson.com	This Is Tucson Pre-Roll		38,000		$765.00
4/21/25-4/30/25	Digital Advertising Social Ads/Co-Sponsored Social	This Is Tucson Social		FIXED		$300.00
4/21/25-4/30/25	Digital Advertising Social Ads/Co Sponsored Social	Tucson.com Social		FIXED		$300.00

Print Advertising:

Start-End Date	Product	Description	PO Number	Run Dates	Ad Size	Rate	Gross Amount	Net Amount
4/24/2025	TUC AZ Daily Star	Caliente (value added)		4/24	3 x 4.9 in	$0.00		$0.00

As an incentive for customers, we provided a discount off the total invoice cost equal to the 3.99% service fee if you pay by Cash/Check/ACH. Pay by Cash/Check/ACH and Save!

Total Cash Amount Due	$1,365.00
Service Fee 3.99%	$54.46
*Cash/Check/ACH Discount	-$54.46
*Payment Amount by Cash/Check/ACH	$1,365.00
Payment Amount by Credit Card	$1,419.46

PLEASE DETACH AND RETURN THIS PORTION WITH YOUR PAYMENT

Arizona Daily Star
tucson.com

ACCOUNT NAME	PAYMENT DUE DATE	AMOUNT PAID
Truth And Consequence Fiesta	May 20, 2025	
ACCOUNT #	ORDER #	
1527329	11243679	

BALANCE FORWARD	CURRENT DUE	APPLIED PAYMENT	TOTAL CASH AMOUNT DUE*	TOTAL CREDIT CARD AMOUNT DUE*
$0.00	$1,365.00	$0.00	**$1,365.00**	**$1,419.46**

REMITTANCE ADDRESS (include Account# & Invoice# on check)

Arizona Daily Star
PO Box 677365
Dallas, TX 75267-7365

TO PAY WITH CREDIT CARD PLEASE FILL OUT BELOW:

___ VISA ___ MASTERCARD ___ DISCOVER ___ AMEX

Card Number _____

Exp Date ____/____/____ CVV Code _____

Signature _____ Date _____

Working on getting you the ALBUQUERQUE JOURNAL materials next.

Dean

14 attachments



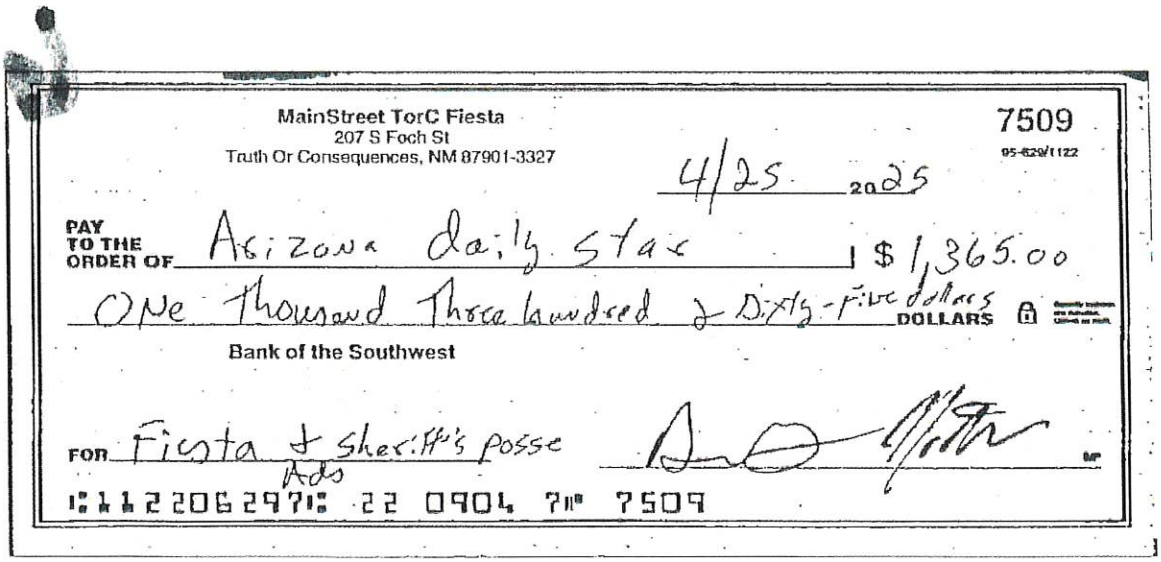
Digital Tear Sheet 1 (AZ DAILY STAR - Tucson.com).JPG
66K



Digital Tear Sheet 8 (AZ DAILY STAR - Tucson.com).JPG
59K



Digital Tear Sheet 9 (AZ DAILY STAR - Tucson.com).JPG
57K



MainStreet TorC Fiesta
207 S Foch St
Truth Or Consequences, NM 87901-3327

7509
95-629/1122

4/25 2025

PAY TO THE ORDER OF Arizona daily Star $1,365.00

One Thousand Three hundred & Sixty-five dollars DOLLARS

Bank of the Southwest

FOR Fiesta & Sheriff's posse Ads

⑆112206297⑆ 22 0904 7⑈ 7509

6

CITIZENS BANK

7

Account: SMALL BS 0001
Date: 5/20/2025

05122025 007271
000130690 112206297
BANK OF SW

For Deposit only
22090 47

CHECK HERE FOR MOBILE OR REMOTE DEPOSIT ONLY
AT _____ NAME OF FINANCIAL INSTITUTION _____ DATE _____
RESERVED FOR FINANCIAL INSTITUTION USE

1125

SIERRA COUNTY SHERIFF'S POSSE
601 RODEO RD
T OR C, NM 87901

DATE 5-12-2025 95-128/1122

PAY TO THE ORDER OF Tor C Fiesta $400.00

Four hundred and 00/100 DOLLARS

CITIZENS BANK
Member FDIC
PO BOX 3400 / TRUTH OR CONSEQUENCES, NM 87901

FOR Albq. journal Ads

Kevin Chavez
Sherry Foth

[redacted]

Date: 04/17/2025



ALBUQUERQUE JOURNAL

El Defensor Chieftain RIO RANCHO OBSERVER New Mexico Bulletin

Albuquerque Publishing Company 7777 Jefferson St. NE Albuquerque NM 87109

17

ADVERTISING INVOICE

DEAN LAMANNA
MAINSTREET TRUTH OR CONSEQUENCES
PO BOX 1602
TRUTH OR CONSEQUENCES, NM 87901

ACCOUNT NUMBER: 1113060
INVOICE NUMBER: 216860
RUN DATES: 04/22/25 - 04/22/25
PO NUMBER:

PUB DATE	DESCRIPTION	AMOUNT
04/22/25	Albuquerque Journal 72,500 Impressions 4/22-5/2 1.00 x 72.00	278.00
	SUBTOTAL	$278.00
	TAX	21.20
	TECH FEE	8.34
	PAYMENT	0.00
	TOTAL DUE	**$307.54**
A discount of **8.34** can be taken if you are paying by cash, check or ACH.		

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MAKE ALL CHECKS PAYABLE TO:
Albuquerque Publishing Company
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Phoenix, AZ 85038-9650

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Date: 04/17/2025

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El Defensor Chieftain Rio Rancho Observer

Albuquerque Publishing Company 7777 Jefferson St. NE Albuquerque NM 87109

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MAINSTREET TRUTH OR CONSEQUENCES
PO BOX 1602
TRUTH OR CONSEQUENCES, NM 87901

ACCOUNT NUMBER: 1113060
INVOICE NUMBER: 216820
RUN DATES: 04/25/25 - 04/25/25
PO NUMBER:

PUB DATE	DESCRIPTION	AMOUNT
04/25/25	Venue Plus Fiesta 3.00 x 5.00	445.00
	SUBTOTAL	$445.00
	TAX	33.93
	TECH FEE	13.35
	PAYMENT	0.00
	TOTAL DUE	**$492.28**

A discount of **13.35** can be taken if you are paying by cash, check or ACH.

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MAINSTREET TRUTH OR CONSEQUENCES
PO BOX 1602
TRUTH OR CONSEQUENCES, NM 87901

ACCOUNT NUMBER: 1113060
INVOICE NUMBER: 216830
RUN DATES: 05/02/25 - 05/02/25
PO NUMBER:

PUB DATE	DESCRIPTION	AMOUNT
05/02/25	Venue Plus Fiesta 3.00 x 5.00	0.00
	SUBTOTAL	$0.00
	TAX	0.00
	TECH FEE	0.00
	PAYMENT	0.00
	TOTAL DUE	**$0.00**

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THANK YOU FOR YOUR BUSINESS!

Advertising Proposal for the Truth or Consequences Event
Presented by the Albuquerque Journal

Overview

The Albuquerque Journal is New Mexico's largest newspaper and most trusted source for news, entertainment, and statewide coverage. We deliver daily to a highly engaged audience across both print and digital platforms.

- **Daily Print Subscribers:** 41,000
- **Sunday Print Subscribers:** 58,000
- **Digital-Only Subscribers:** 11,000
- **Daily Website Visitors:** 25,000+

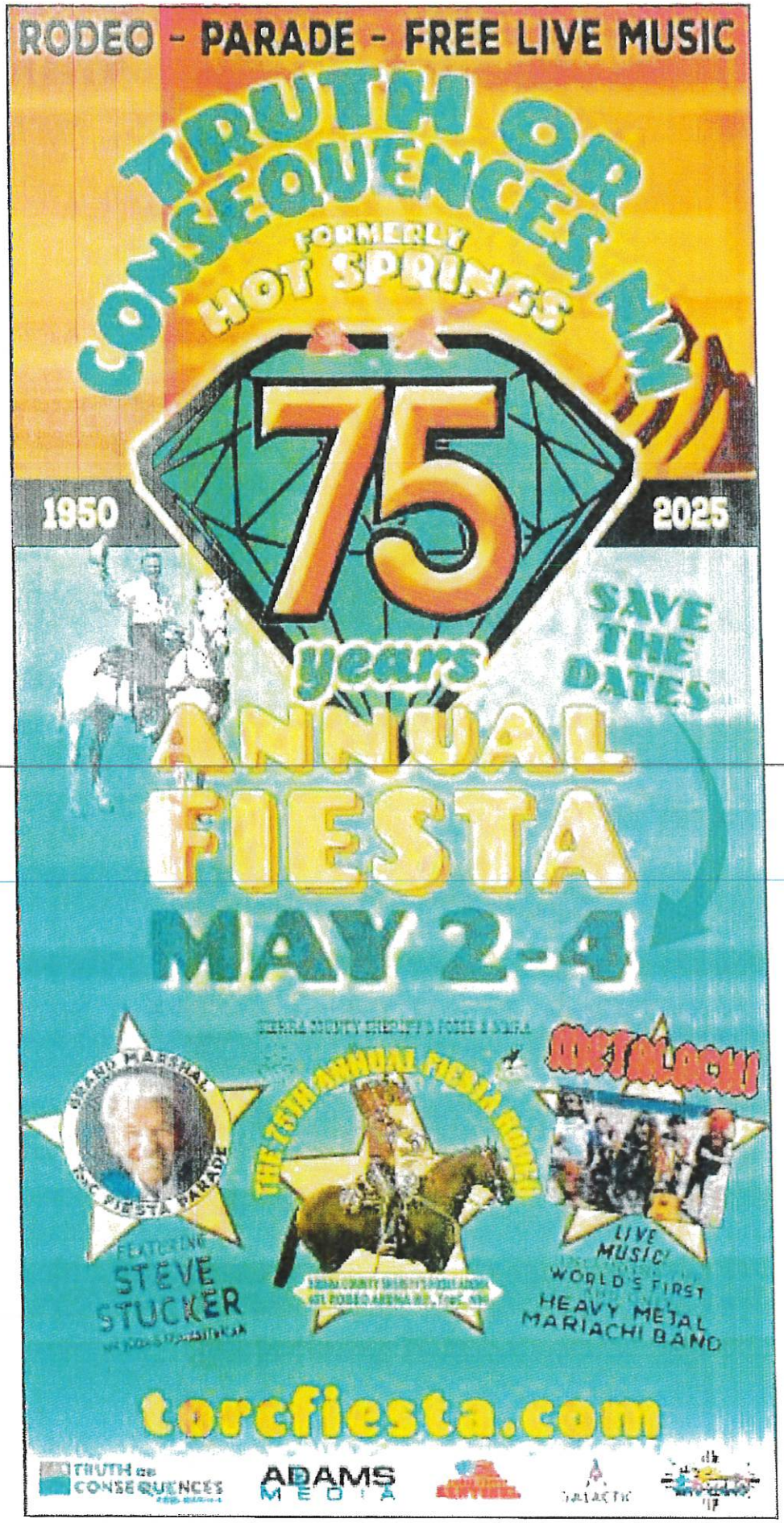
Our multimedia platform allows for targeted outreach through both traditional and digital channels. For the upcoming Truth or Consequences event, we've outlined three campaign options to help reach a broad and relevant audience within your budget.

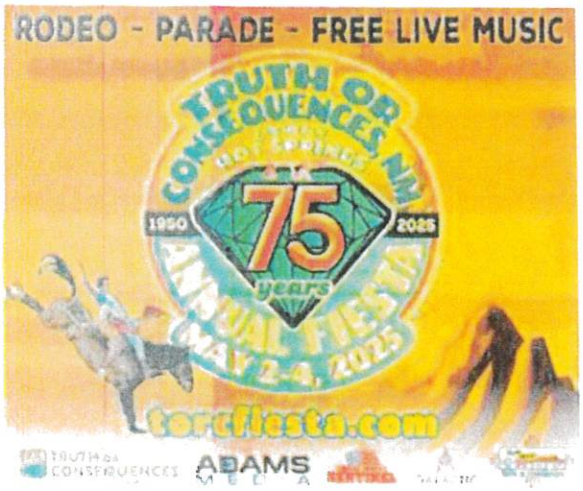
Option 1: Print Campaign – Venue Plus

Venue Plus is our weekly entertainment tabloid, published every Friday, showcasing events and things to do around Albuquerque and New Mexico.

- **Ad Size:** 4.945" x 5"
- **Run Dates:** Friday, April 25 and Friday, May 2
- **Deadline for Materials:** Thursday, April 18
- **Special Rate for 501(c)(3) Organizations:** Buy One, Get One Free
- **Total Cost: $450**

This is a great option for promoting events to readers who are actively seeking fun and leisure activities in their community.


RODEO - PARADE - FREE LIVE MUSIC
TRUTH OR CONSEQUENCES NM
FORMERLY HOT SPRINGS
1950
75
2025
years
SAVE THE DATES
ANNUAL FIESTA
MAY 2-4
GRAND MARSHAL
STEVE STUCKER
THE 75TH ANNUAL FIESTA RODEO
LIVE MUSIC!
WORLD'S FIRST HEAVY METAL MARIACHI BAND
torcfiesta.com
TRUTH or CONSEQUENCES
ADAMS MEDIA


RODEO - PARADE - FREE LIVE MUSIC
TRUTH OR CONSEQUENCES, NM
HOT SPRINGS
1950
75
years
2025
ANNUAL FIESTA
MAY 2-4, 2025
torcfiesta.com
TRUTH or CONSEQUENCES
ADAMS
MEDIA

7.

RECEIPT DATE 5/12/25 No. 993286

RECEIVED FROM Sierra Co. Sheriff Posse $2,000.00

601 Rodeo Arena Rd. 2025 Fiesta Rodeo DOLLARS

X FOR RENT
X FOR Porta Pots

ACCOUNT	
PAYMENT	2,000.00
BAL. DUE	

X CASH
X CHECK
MONEY ORDER
CREDIT CARD

CK#:1126

FROM _____ TO _____ 8

BY CA

3-11

CITIZENS BANK

8

Account: SMALL BS 0001
Date: 5/20/2025

1126

SIERRA COUNTY SHERIFF'S POSSE
601 RODEO RD
T OR C, NM 87901

DATE 5-12-2025 95-128/1122

PAY TO THE ORDER OF Talon Septic $ 2000.00

Two thousand and 00/100 DOLLARS

CITIZENS BANK
Member FDIC
P.O. BOX 3400 / TRUTH OR CONSEQUENCES, NM 87901

FOR 2025 Fiesta Rodeo
Lodgers $

Karen Chavez
Sherry Tafoya

[redacted]

05162025 001329
001120260 112206297
BANK OF SW

Talon Septic
Bank of The Southwest
For Deposit Only
2190354

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AT _____ DATE _____
NAME OF FINANCIAL INSTITUTION

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8

Talon Septic LLC
P.O. Box 772 Elephant Butte ,NM 87935
talonseptic@gmail.com 575-740-4026
License # 404224

Date 4/24/25

Sheriff Posse
Multiple locations
Downtown/ Arena
Truth or Consequences

Due Date 5/30/25

Invoice

4 Event Porta Pots
Service 05/02/25
Service 05/03/25

Total $2,000.00

Please make checks payable to Talon Septic
PO Box 772
Elephant Butte, NM 87935

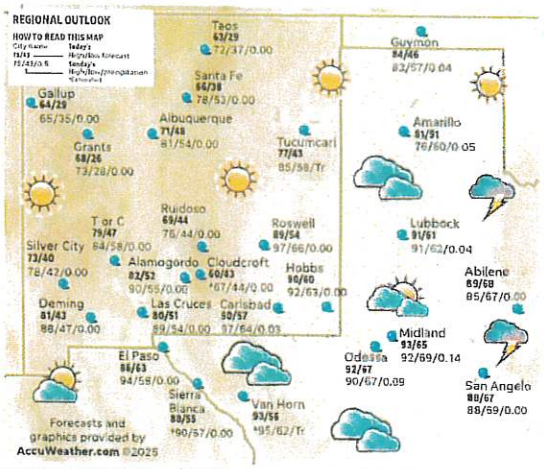
Any questions please contact Timber 575-740-4026

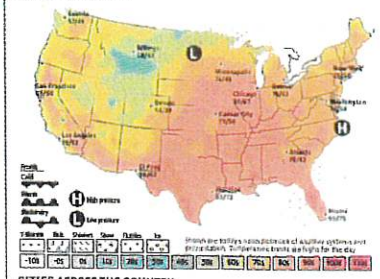
WEATHER

FIVE-DAY FORECAST FOR EL PASO

AccuWeather Visit AccuWeather.com

TODAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
86° 63°	84° 59°	84° 59°	89° 62°	89° 60°
Increasingly windy with some sun	Sunny; breezy in the afternoon	Breezy with sun, some clouds	Sunny and warm	Warm with plenty of sun





DUST & DANDER FORECAST

0 1 2 3 4 5 6 7 8 9 10+

Beneficial | Neutral | At Risk | High Risk | Extreme

The AccuWeather.com Dust & Dander Forecast will help you determine how beneficial or harmful the combination of dust and debris in the air and on the surfaces inside your home.

AIR QUALITY FORECAST

City	Today's air quality
Alamogordo	Moderate
Carlsbad	Moderate
Las Cruces	Good
Taos	Moderate
Midland	Good

What it means: 0-50 Good. 51-100 Moderate. 101-150 Unhealthy for sensitive people. 151+ Unhealthy for all. Source: EPA and TCEQ.

TODAY'S UV INDEX

11 — 11+ Extreme; 8-10 Very high; 6-7 High; 3-5 Moderate; 0-2 Low

The higher the number, the faster the harmful rays will affect you.

SUN SETTINGS, MOON PHASES

Sunrise	6:21 a.m.	Moonrise	6:45 a.m.
Sunset	7:45 p.m.	Moonset	5:59 p.m.

Hours of twilight: 13 hr. 23 min.

May 4 | May 12 | May 23 | May 26

WINDS

Carlsbad	S/W 12-25 mph
El Paso	WSW 10-20 mph
Dalhart	WSW 12-25 mph
Cruces City	SW 8-16 mph
Truth or Consequences	S 8-16 mph

24-HOUR PRECIPITATION

El Paso	
24 hours through 3 p.m. Sunday	0.00
Month to date	0.39
Normal month to date	0.76
Year to date	6.50
Normal year to date	1.16
Las Cruces	
24 hours through 3 p.m. Sunday	0.00
Month to date	0.05
Normal month to date	0.26
Year to date	0.12
Normal year to date	1.54

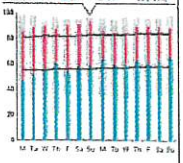
SUNDAY'S EXTREMES

National extremes are for the 48 contiguous states

Hi	96 at Fredonia
Lo	37 at Hanksville
Precip	4.66 at Cadillac
Hi/Lo Records	72 in 1910/19
Record High	98 at Flagstaff, TX
Record Low	21 at Stanislaus, CA

14-DAY TREND

	Actual	Normal	Record
Sunday's high	83	85	97 (1963)
Sunday's low	53	55	35 (1958)



REGIONAL CITIES

City	Today Hi/Lo/W	Tuesday Hi/Lo/W
Aruba	88/71/t	88/72/t
Brownsville	86/62/pc	90/72/s
Chihuahua	91/59/pc	89/54/pc
Ciudad Juarez	89/74/t	86/61/pc
Dallas	83/67/pc	85/63/t
Mexicali	86/72/s	88/73/pc
Las Alamos	92/42/s	61/41/t
San Antonio	89/71/t	88/72/pc

CITIES ACROSS THE COUNTRY

City	Today Hi/Lo/W	Tuesday Hi/Lo/W
Anchorage	49/39/sh	47/36/r
Atlanta	79/62/t	75/60/pc
Baltimore	78/63/s	85/63/t
Billings	60/42/r	55/33/pc
Bismarck	65/27/r	62/42/r
Boise	72/47/s	55/42/pc
Boston	72/54/s	75/61/pc
Buffalo	72/51/s	73/55/s
Charlotte	78/58/s	80/62/s
Chicago	60/47/pc	73/57/t
Cincinnati	78/62/t	74/58/t
Cleveland	71/47/s	67/53/t
Dallas	83/67/pc	85/63/t
Denver	64/33/r	53/29/pc
Des Moines	51/43/r	68/50/pc
Duluth	50/43/r	49/33/r
El Paso	86/63/s	92/67/pc
Honolulu	84/72/pc	84/73/s
Houston	84/70/pc	84/71/t
Indianapolis	78/67/t	79/54/t
Kansas City	75/58/t	81/59/t
Las Vegas	78/62/s	85/66/s

City	Today Hi/Lo/W	Tuesday Hi/Lo/W
Los Angeles	75/62/s	73/57/s
Louisville	84/68/s	83/61/s
Miami	85/76/s	85/72/pc
Milwaukee	73/57/pc	68/45/t
Minneapolis	70/45/s	61/42/r
Nashville	84/66/pc	83/64/s
New Orleans	82/70/s	85/72/pc
New York City	75/55/s	63/53/s
Oklahoma City	74/55/t	85/60/s
Omaha	65/42/r	68/42/pc
Orlando	92/69/t	86/68/pc
Philadelphia	76/58/s	82/62/s
Phoenix	93/70/s	88/67/s
Pittsburgh	72/53/pc	70/51/t
Portland, ME	72/43/s	70/53/r
Portland, OR	64/52/s	54/50/sh
St. Louis	68/56/pc	72/60/t
Salt Lake City	69/48/sh	58/46/pc
San Diego	67/59/s	69/57/s
San Francisco	65/52/s	58/51/sh
Seattle	57/48/sh	51/45/r
Washington, DC	76/54/s	84/67/s

INTERNATIONAL CITIES

North and South America		
Bogota	67/46/pc	69/51/pc
Buenos Aires	80/59/s	70/57/s
Caracas	89/76/t	88/74/t
Mexico City	70/48/s	72/50/t
Rio de Janeiro	83/72/sh	77/69/pc
Toronto	66/48/pc	71/59/pc
Vancouver	52/48/sh	54/47/r

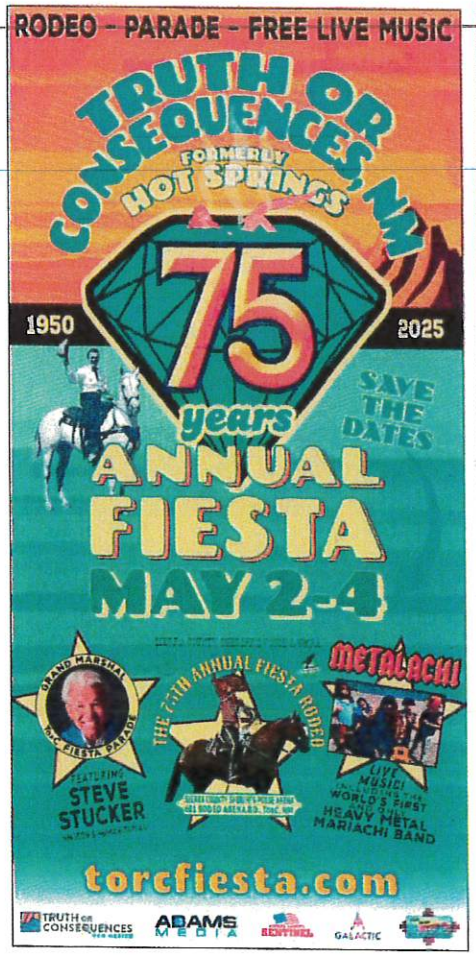
Asia		
Beijing	61/52/sh	62/54/c
Bangkok	104/86/s	102/84/s
Delhi	107/82/s	106/82/pc
Dublin	51/45/c	56/44/pc
London	62/48/s	59/43/sh
Madrid	75/47/s	73/47/s
Moscow	51/40/pc	50/42/c
Paris	59/51/s	56/43/pc
Rome	71/52/pc	72/53/pc
Seoul	66/53/pc	60/42/sh

Europe		
Athens	82/63/s	80/62/c
Belgrade	72/48/s	72/49/s
Berlin	70/48/s	72/52/pc
Dublin	51/45/c	56/44/pc
London	62/48/s	59/43/sh
Madrid	75/47/s	73/47/s
Moscow	51/40/pc	50/42/c
Paris	59/51/s	56/43/pc
Rome	71/52/pc	72/53/pc
Seoul	66/53/pc	60/42/sh

Oceania		
Auckland	68/57/r	66/54/pc
Melbourne	73/57/s	71/55/pc
Sydney	78/64/s	77/62/pc

Africa		
Cairo	92/63/pc	90/72/pc
Casablanca	80/53/s	73/51/pc
Johannesburg	73/53/pc	72/48/s
Nairobi	88/64/t	86/63/t
Lagos	93/72/t	95/73/t
Tunis	63/52/pc	62/52/r
Dakar	72/61/pc	74/63/pc

Weather(W): sunny, generally cloudy, partly cloudy, showers, periodic showers, rain, showers, flurries, snow







U.S. Rep. Veronica Escobar, D-El Paso, holds a press conference to discuss community project funding at the Blue Flame Building on July 18, 2024.
OMAR ORNELAS/EL PASO TIMES

Wage

Continued from Page 1A

minimum wage, the bill would also do the following:

- Index future increases in the federal minimum wage to median wage growth to ensure the value of minimum wage does not erode again over time.
- Guarantee tipped workers are paid at least the full federal minimum wage by phasing out the subminimum wage for tipped workers, which will ensure decent, consistent pay without eliminating tips.
- Guarantee teen workers are paid at least the full federal minimum wage by phasing out the rarely used subminimum wage for youth workers.
- End subminimum wage certificates for workers with disabilities to provide opportunities for workers with disabilities to be competitively employed and participate more fully in their communities.

While the bill represents a much-needed raise for 22 million minimum wage workers, a study from the Center for Economic and Policy Research found that the minimum wage would need to be almost $21.50 an hour to keep up with production growth.

Adam Powell covers government and politics for the El Paso Times and can be reached via email at apowell@elpasotimes.com.

Bill to ban 'deepfake' porn passes Congress

Savannah Kuchar
USA TODAY

A bill to criminalize AI-generated explicit images, or "deepfakes," is headed to President Donald Trump's desk after sailing through both chambers of Congress with near-unanimous approval.

The Senate passed the Take It Down Act in February unanimously. The House followed suit on April 28, approving it 409-2.

Trump is expected to sign the bill into law.

The Take It Down Act has enjoyed uncommon bipartisan support, along with a key endorsement from the first lady.

"It's heartbreaking to witness young teens, especially girls, grappling with the overwhelming challenges posed by malicious online content, like deepfakes," Melania Trump said during a rare public appearance on Capitol Hill March 3 to lobby for the legislation.

Deepfakes are photos, videos or audio altered or created by artificial intelligence to appear real, often without the subject's consent. Many of the images are manipulated to put people into compromising situations, showing them appearing inappropriately or putting them in places that could spark controversy or embarrassment. The images have become a major cause for concern with the explosion of AI technology.

The newly passed bill will require technology platforms to remove reported "non-consensual, sexually exploitative images" within 48 hours of receiving a valid request.

Faked explicit images of pop star Taylor Swift circulated on social media in January 2024, prompting backlash from fans and widespread calls for increased regulation.

At the time, USA TODAY was able to identify 10 states outlawing deepfake pornography, like the depictions of Swift. There was then no federal equivalent. Sens. Ted Cruz, R-Texas, and Amy Klobuchar, D-Minnesota, introduced the Take It Down bill in August.

Global celebrities are not the only targets of AI-generated attacks: 1 in 8 teens say they personally know someone victimized by explicit deepfakes, according to a report in March by Thorn, a nonprofit advocating for online child safety.



First lady Melania Trump and deepfake victim Elliston Berry attend President Donald Trump's address to Congress at the U.S. Capitol March 4.
KAYLA BARTKOWSKI/GETTY IMAGES

One of the victims, high schooler Elliston Berry, has been a vocal advocate of the Take It Down Act alongside the first lady.

Berry was 14 when a classmate used AI to copy her face onto a naked body and shared the false digital images on social media. The teenager from Aledo, Texas, joined Melania Trump as a special White House guest for the president's annual joint address to Congress March 3, as well as the day before for the first lady's Capitol Hill remarks.

"Fear, shock and disgust were just some of the many emotions I felt," Berry, then 15, said at the March 3 event. "I felt responsible and began to blame myself and was ashamed to tell my parents, despite doing nothing wrong."

"Today's bipartisan passage of the Take It Down Act is a powerful statement that we stand united in protecting the dignity, privacy, and safety of our children," the first lady said in a statement April 28.

Contributing: Swapna Venugopal Ramaswamy, Kayla Jimenez, Elizabeth Weise and Jeanine Santucci, USA TODAY

Consumer confidence at lowest since May 2020

REUTERS

WASHINGTON – U.S. consumer confidence slumped to a nearly five-year low in April as growing concerns over tariffs weighed on the economic outlook.

The Conference Board said on April 29 its consumer confidence index dropped 7.9 points to 86.0 for the month, the lowest reading since May 2020. Economists polled by Reuters had forecast the index sliding to 87.5.

The Present Situation Index, based on consumers' assessment of current business and labor market conditions, fell 0.9 points to 133.5. The Expectations Index, based on consumers' short-term outlook for income, business and labor market conditions, slid 12.5 points to 54.4 – the lowest level since October 2011 and well below the threshold of 80 that usually signals a recession ahead.

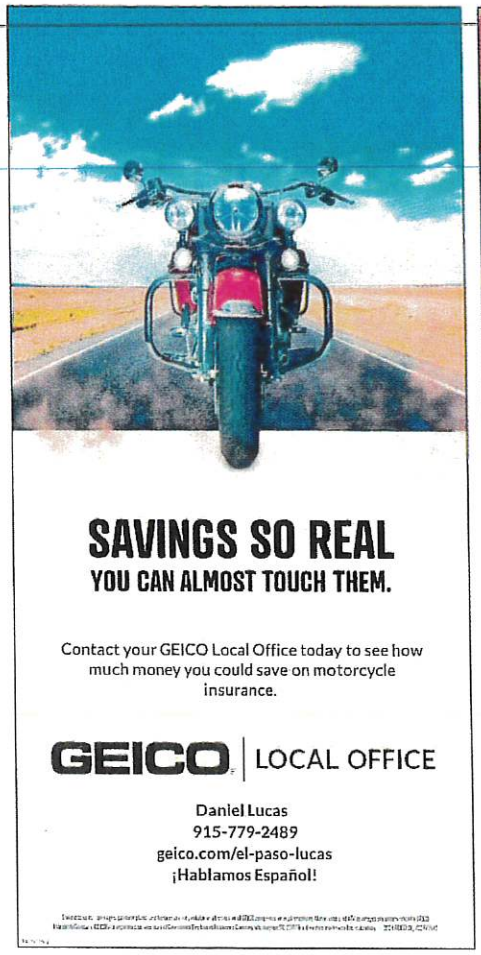
"Consumer confidence declined for a fifth consecutive month in April, falling to levels not seen since the onset of the COVID pandemic," said Stephanie Guichard, senior economist, global indicators at the Conference Board.

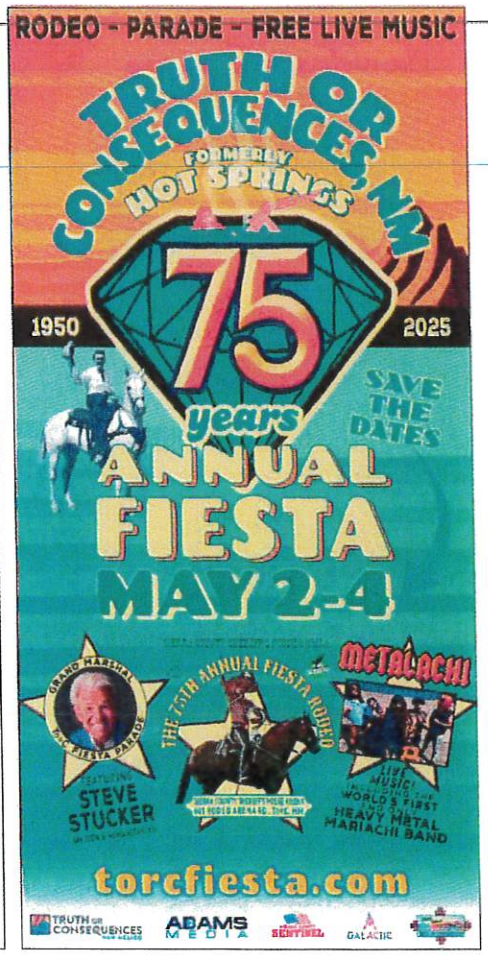
The government is expected to report on April 30 that economic growth braked sharply in the first quarter, amid a surge in imports as businesses raced to bring in goods to avoid higher costs from duties.

Consumer spending also likely slowed down considerably, hampered by still-high inflation as well as worries about the impact of tariffs on the economy, which prompted some households to cut back on consumption to preserve savings.

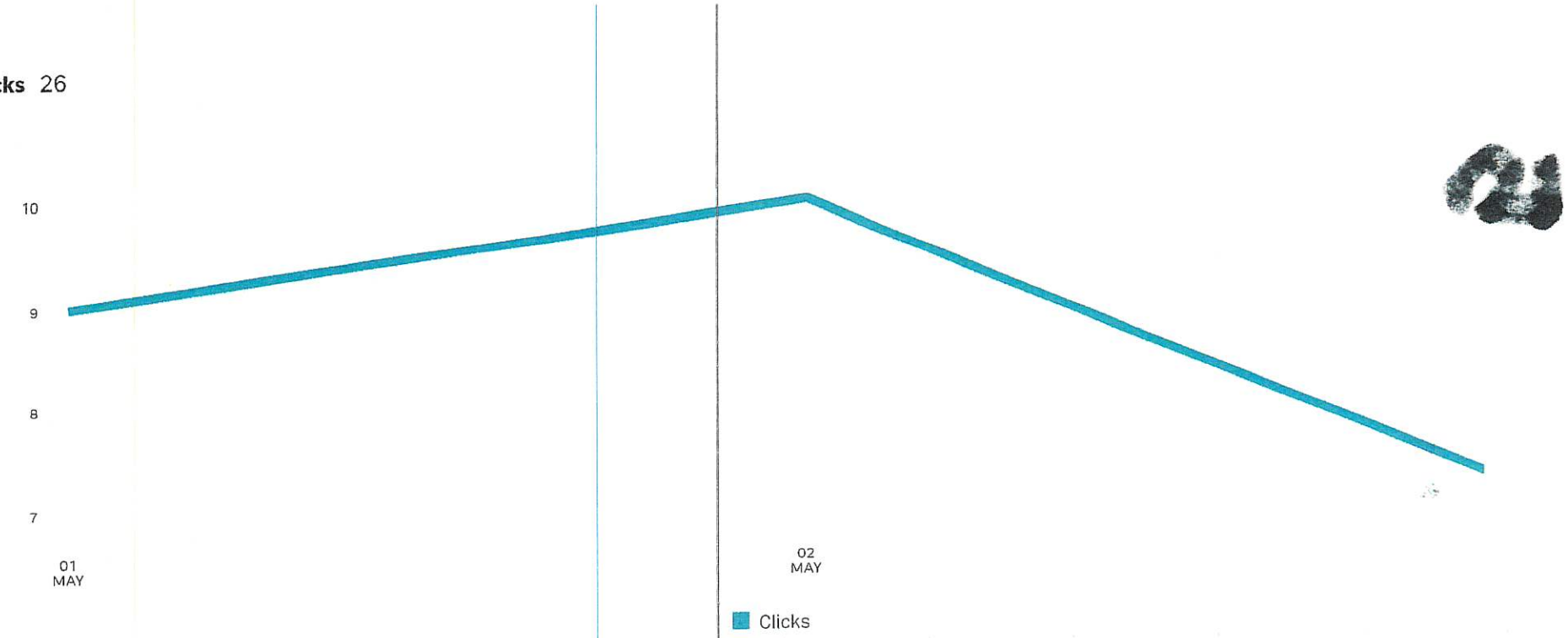
Gross domestic product likely increased at a 0.3% annualized rate in the January-March quarter, which would be the weakest since the second quarter of 2022, a Reuters survey showed.

Risks are tilted to the downside. The Atlanta Federal Reserve is forecasting GDP declining at a 0.4% rate after adjusting for imports and exports of gold. The economy grew at a 2.4% pace in the fourth quarter.





Clicks 26



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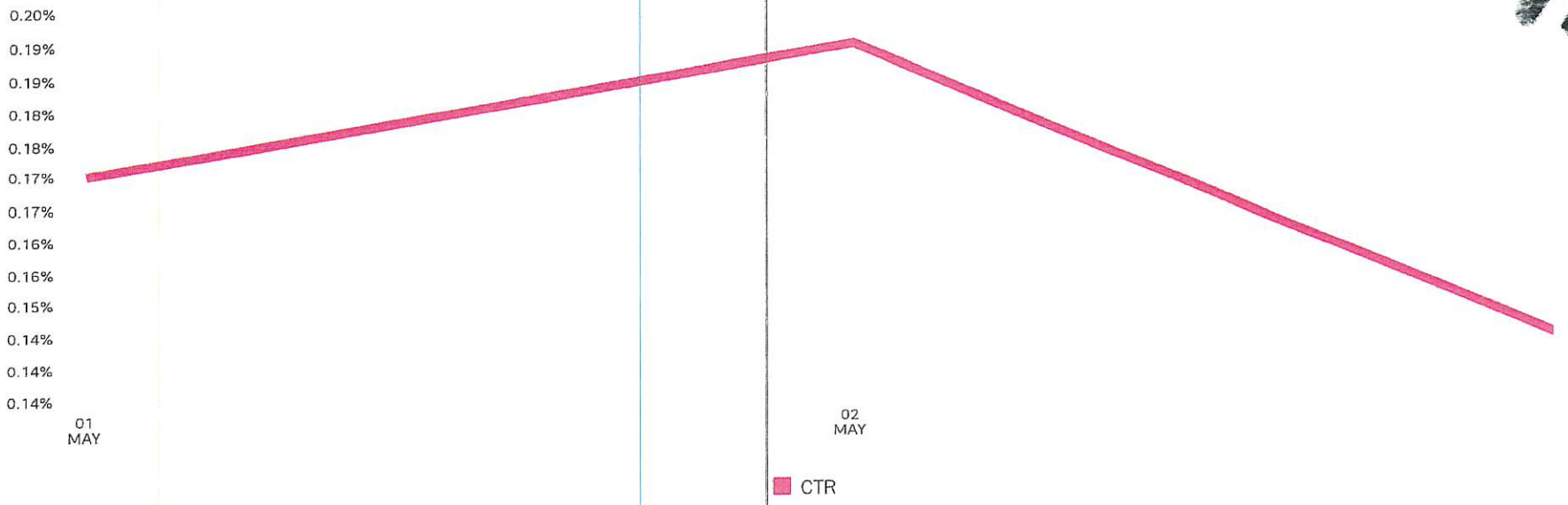
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01
MAY
02
MAY
CTR

Gmail TorC Chamber <torcchamber@gmail.com>

Fw: ARIZONA DAILY STAR / Tucson.com ad buy bill to be paid, plus Lodgers' Tax support documents

destiny m <destinydawn14@hotmail.com> Wed, Apr 23, 2025 at 11:53 AM

To: "torcchamber@gmail.com" <torcchamber@gmail.com>

From: Dean Lamanna <deanplamanna@gmail.com>
Sent: Wednesday, April 23, 2025 11:50 AM
To: Destiny Mitchell <destinydawn14@hotmail.com>
Subject: ARIZONA DAILY STAR / Tucson.com ad buy bill to be paid, plus Lodgers' Tax support documents

Good mornin'!



Digital Tear Sheet 4 (AZ DAILY STAR - Tucson.com).JPG
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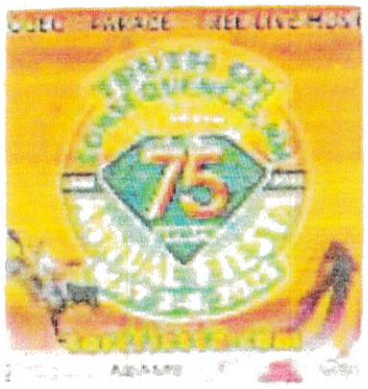

Digital Tear Sheet 5 (AZ DAILY STAR - Tucson.com).JPG
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RODEO - PARADE - FREE LIVE MUSIC

TRUTH OR CONSEQUENCES, NM

FORMERLY HOT SPRINGS

1950 75 2025

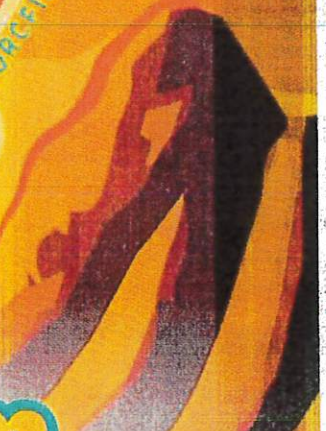
75 years

ANNUAL FIESTA

MAY 2-4, 2025

TORCFIESTA.COM





torcfiesta.com

TRUTH OR CONSEQUENCES NEW MEXICO

ADAMS MEDIA

GALACTIC

SIERRA COUNTY SENTINEL

Main Street TRUTH OR CONSEQUENCES

ALBUQUERQUE JOURNAL

Dept 880697
PO Box 29650
Phoenix, AZ 85038-9650
Phone: (505)823-3220

04/18/2025

Account:	1113060	Date:	04/18/2025
		Ad Date:	04/25/2025
Name:	Dean Lamanna	Class:	
Company:	MainStreet Truth or Consequences	Ad ID:	216820
Address:	PO Box 1602 Truth or Consequences, NM 87901	Ad Taker:	Jaime Munoz
		Sales Person:	Jaime Munoz
		Words:	0
		Lines:	0
		Agate Lines:	0
Telephone:	(310)795-2734	Depth:	5.00
		Inserts:	1
Description:	Fiesta	Blind Box:	

Base Cost:	445.00
Technology Fee:	13.35
Sub Total:	458.35
Tax:	33.93
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Credit Card MC 8102 :	-492.28
Total Due:	0.00

Publication	Start	Stop	Inserts	Cost
Venue Plus	04/25/2025	04/25/2025	1	458.35

Ad Note:

We Appreciate Your Business!
Thank You Dean Lamanna!

ALBUQUERQUE JOURNAL

04/18/2025

7

Dept 880697
PO Box 29650
Phoenix, AZ 85038-9650
Phone: (505)823-3220

Account:	1113060	Date:	04/18/2025
		Ad Date:	04/22/2025
Name:	Dean Lamanna	Class:	
Company:	MainStreet Truth or Consequences	Ad ID:	216860
Address:	PO Box 1602 Truth or Consequences, NM 87901	Ad Taker:	Jaime Munoz
		Sales Person:	Jaime Munoz
		Words:	0
		Lines:	0
Telephone:	(310)795-2734	Agate Lines:	0
		Depth:	72.00
Description:	72,500 Impressions 4/22-5/2	Inserts:	1
		Blind Box:	

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Technology Fee:	8.34
Sub Total:	286.34
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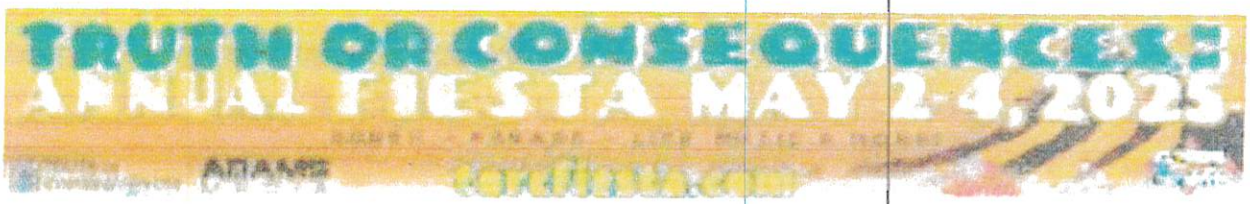
Credit Card MC 8102 :	-307.54
Total Due:	0.00

Publication	Start	Stop	Inserts	Cost
Albuquerque Journal	04/22/2025	04/22/2025	1	286.34

Ad Note:

We Appreciate Your Business!
Thank You Dean Lamanna!


TRUTH OR CONSEQUENCES
ANNUAL FIESTA MAY 2-4, 2025

FY 2024-2025 LODGERS' TAX GRANT REPORT

Organization Name	**Sierra County Sherriff's Posse**
Project/Event Name	Fiesta Rodeo
Event Date(s) and Location (if applicable)	May 2 – 3, 2025

1. Describe your project/event indicators of success and how you gathered the information. (e.g. increased hotel stays, increased attendance, first time attendees):

We surveyed everyone who came to the Rodeo for both events as to whether they were local or from out of town and where they were staying while in town. The survey also told us how many people attended and if this was the first time attending.

We were able to distribute posters, flyers and window stickers to Albuquerque, Las Cruces, El Paso and locally.

Talon Septic was able to successfully take care of all our septic needs for Fiesta Rodeo.

We paired with The Fiesta Board to advertise with El Paso Times, The Arizona Daily Star and The Albuquerque Journal. We also advertised with The Sierra County Sentinel.

2. Did you sell advertising for this project? If so, how much?

Sponsors can purchase an annual banner that is displayed around the arena during Fiesta and all of our events.

3. Upon reflection, was there anything you would have done differently in the marketing or would like to do differently in the future? _Yes, we need to get the posters, flyers and window

stickers sooner so we can get more of them distributed to public areas. We would also like to advertise more with The Sentinel.

4. If you utilized Lodgers' Tax for digital marketing, attach a copy of the analytics.

Advertising/Promotion Company/Provider	**Type of Ad/Promotion**	**Cost**
TOTAL AMOUNT SUBMITTED FOR REIMBURSEMENT:		

PART 6: ASSURANCES AND CERTIFICATIONS

I certify that I am authorized to act on behalf of the organization making this report and that the statements herein are complete and accurate to the best of my knowledge. We kept a clear and accurate accounting of how the funds were used. We evaluated the use of funds as required and approved by the City of Truth or Consequences and delivered this report to the City no more than (90) days after the event or project completion or on or before May 31st, 2022, whichever comes first).

Print your name and title:
Karen Chavez

Signature: Karen Chavez

Date: 09/18/2025