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**Special Meeting
Taos Town Council
Town Council Chambers
120 Civic Plaza Drive
Taos, New Mexico
April 10, 2008
10:00 a.m.**

MINUTES

1. CALL TO ORDER: The Special Meeting of the Taos Town Council was called to order by the **Honorable Mayor Pro Tem Rudy Abeyta** at **10:07 a.m.**

2. ROLL CALL: Ms. **Tammie Romero**, Executive Assistant, called roll and a quorum was present.

Those present were, Mayor Pro Tem Rudy Abeyta Councilmembers Eugene Sanchez and Amy Quintana. Also present were Interim Town Manager Abigail Adame and Town Attorney Renee Barela Gutierrez. Those absent were: Mayor Bobby Duran due to attendance at the DWI Grant Council Meeting in Albuquerque and Councilmember Darren Cordova due to attendance at a funeral in Las Vegas (although he was briefed the prior day by Griffin & Associates).

3. PLEDGE OF ALLEGIANCE: Councilmember Sanchez led the audience in the pledge of allegiance.

4. APPROVAL OF AGENDA: Councilmember Sanchez made a motion to approve the Agenda as presented. Councilmember Quintana seconded the motion. The motion carried unanimously.

5. MATTERS FROM STAFF

Briefing by Griffin & Associates regarding marketing Taos

Cathy Connelly, Public Relations Coordinator gave a brief overview of how Griffin & Associates was selected. Last July there was a request for proposals to market Taos. Griffin & Associates was selected, however there were some legal issues that had to be taken care of before they were awarded the contract. They started in October. The Visitor Center was taken over by the Town of Taos during this period as well. They would like to have an advisory group by next June. Webb design is still involved. They are not competing, but working together.

Jeanne Kitzman, Sales and Marketing Coordinator, stated that the print media is complete. Association Business is the best way to get info out. They are in the

1 Wedding Guide, Vacation Guide, New Mexico Magazine, and they will be in the
2 June 2nd edition of Forbes Magazine. They also do e-mailings.

3
4 Joanie Griffin, Griffin & Associates, stated that the contract started on October 3rd,
5 2007, They are marketing Taos nationally. The Town of Taos committed to Burrel's
6 Luce, where national hits are happening. This information goes on the website.

7
8 They also contracted with Jan Mellor, who is a liaison for Griffin & Associates, and
9 Town of Taos, which keeps them up to date on what's going on in Taos.

10
11 She feels they have made major headway, and they are all working well together.

12
13 Ms. Griffin then went over some figures in the book she gave.

14
15 Councilmember Quintana stated it is impressive.

16
17 Councilmember Sanchez stated he is glad they are aboard. He would like to see more
18 athletic events to bring more people to Taos.

19
20 There was a discussion of what events could and should happen in Taos to bring
21 people in.

22
23 Mayor Pro Tem Abeyta thanked Griffin & Associates. He is very pleased with where
24 everything is going. He directed the Interim Town Manager to look at the current
25 budget and see if there is any extra money.

26
27 **6. ADJOURNMENT:** A motion was made by **Councilmember Quintana** and
28 seconded by **Councilmember Sanchez** to adjourn the meeting. The motion carried
29 unanimously and the meeting adjourned at **12:03 p.m.**

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33 **APPROVED:**

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35 _____
36 **Bobby F. Duran Mayor**

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38
39 **ATTEST:**

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41 _____
42 **Renee Lucero, Town Clerk**