

## Taos Milagro Rotary Club March 7, 2018

**Blessing:** Kathy Herman.

**Guests:** John Abeln and our speaker, Karina Armijo.

**Mail received:** President Bruce reported that he received:

- An invitation from the Dream Tree Project to join them at a celebration and benefit at the Trading Post Restaurant between 6 and 8 pm on Thursday, March 22<sup>nd</sup>. All attendees will be given a copy of the new book by Agnes Martin, *Religion of Love*. To obtain tickets, contact Irene Loy at Dream Tree, 5875-425-0239.
- A thank you from Not Forgotten Outreach for the recent donation of our Good News Fund for the last quarter.

### **Presentation:**

For the last 2-1/2 years, Karina Armijo has been the Director of Marketing and Tourism for the Town of Taos. A longtime Taoseña, her prior experience included running her own graphic design and web design firm, Studio Karina, during which time she did work for dozens of small local businesses.

The Marketing and Tourism Department is paid out of the lodgers' tax fund, which generated about \$400,000 last year. This now

includes taxes received from Air BnB and homeowners who offer short term rentals. During her



time on the job, Karina has shifted the emphasis from print to digital exposure, although some print is still used. She also emphasizes “pride in the town.” We have a living, thriving art community. Also, she considers her mandate to be “go local” wherever possible, rather than outsourcing services to Denver and Albuquerque, as had been done in the past. For example, the approximately 100 banners to promote local arts and galleries that will be hung between April 1 and October 31 were created by local artists.

The Town is hiring a firm from San Francisco to survey all of the area’s short term rentals, after which consideration of policies will take place. Karina is also tasked to work with other agencies, such as the County, the Ski Valley, Red River,

and Angel Fire, to market the area to younger people. She says that big shows, such as Michael Hearne's Barn Dance, Mumford and Sons and Alabama Shakes drive tourism for the days around the events.

**Announcements:**

- The membership committee met immediately following this morning's meeting.
- The Club Board will meet Tuesday, 13 March at 5:30 PM. All are welcome. Our meeting on 14 March will be a club assembly.
- Lucille, Darryl, George Jaramillo and Yale reported their impressions of the Presidents-elect Training Seminar in Ruidoso last weekend.
- Lucille reminded us that the Big Brothers Big Sisters Bowl For Kids' Sake event will take place at Gutters on April 8<sup>th</sup>. See her or Bruce if you want to join our club's team.
- Kathy announced that Lunafest, an event featuring nine short films by women and benefitting HEART will be March 8<sup>th</sup> at 5:15PM at the TCA.
- Dolly reminded us of the several members whose birthdays are in March. Singing ensued.

**Good News:** Many members had good news. Regrettably, your reporter's attention was distracted, with the result that it cannot all be listed. This won't happen again in March.