

MINUTES OF A REGULAR MEETING OF THE LODGERS' TAX ADVISORY BOARD OF THE CITY OF CARLSBAD, NEW MEXICO, HELD IN THE CITY COUNCIL CHAMBERS AT THE MUNICIPAL BUILDING, 101 N. HALAGUENO, CARLSBAD, NM ON TUESDAY, NOVEMBER 1, 2016, AT 7:30 A.M.

Voting Members Present: Neil Wiggins
Dale Balzano
Bob Lynch

Absent: Dr. Dara
Jill Torres

Also Present:

Stephanie Shumsky	Deputy City Administrator
Wendy Hammett	Finance Director
Patsy Jackson-Christopher	Director Arts & Culture
Sandy Gonzalez	Budget Manager
Robert Defer	Chamber of Commerce
Lisa Boeke	Chamber of Commerce
Karla Hamel	Carlsbad MainStreet
Miles Caddell	CARS

00:00:02 1. CALL TO ORDER

Chairman Neil Wiggins called the meeting to order.

00:00:12 2. ROLL CALL OF VOTING MEMBERS AND DETERMINATION OF QUORUM

Chairman Wiggins called Roll and it was determined that there was a Quorum of the Voting Members.

Present: Neil Wiggins, Dale Balzano, and Bob Lynch

Absent: Dr. S.S. Dara and Jill Torres

00:00:32 3. APPROVAL OF AGENDA

The motion was made by Dale Balzano and seconded by Bob Lynch to approve the November 1, 2016 Meeting Agenda.

The Vote was as follows: Yes: Wiggins, Balzano and Lynch

No: None Absent: Dr. Dara and Torres

00:00:44 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGERS TAX ADVISORY BOARD MEETING HELD OCTOBER 4, 2016

The motion was made by Bob Lynch and seconded by Dale Balzano to approve the October 4, 2016 Meeting Minutes.

The Vote was as follows: Yes: Wiggins, Balzano and Lynch

No: None Absent: Dr. Dara and Torres

00:01:00 5. PRESENTATION OF FY 2016-2017 1ST QUARTER FINANCIAL REPORT

Sandy Gonzalez presented the FY 2016-2017 1st Quarter Financial Report for the Lodgers' Tax Non-Promotional Fund. The Revenues for the Non-Promotional Fund in the 1st Quarter were \$284,117.34. Total Expenditures for the 1st Quarter were \$125,314.74.

Ms. Gonzalez also presented the FY 2016-2017 1st Quarter Financial Report for the Lodgers' Tax Promotional Fund. The Revenues for the Promotional Fund in the 1st Quarter were \$189,411.57. Total Expenditures for the 1st Quarter were \$75,577.96. A transfer from the Promotional Fund to the Non-Promotional fund in the amount of \$119,689 was made to separate the funds from the promotional fund to the non-promotional fund.

No Action Necessary

**00:02:51 6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD
AUTOMOTIVE RESTORATION SOCIETY (CARS) CAR-A-FAIR CAR SHOW**

Miles Caddell presented the request for funding on behalf of the Carlsbad Automotive Restoration Society in the amount of \$9,900 for advertising. The annual Car-A-Fair show will take place in June.

Mr. Balzano commended Mr. Caddell on a great show last year and he thinks it's a great show for the community.

The motion was made by Bob Lynch and seconded by Dale Balzano to approve the request for funding from Carlsbad Automotive Restoration Society (CARS) Car-A-Fair Car Show.

The Vote was as follows: Yes: Wiggins, Balzano and Lynch

No: None Absent: Dr. Dara and Torres

**00:04:45 7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD
MAINSTREET-MAINSTREET BANNERS**

Karla Hamel presented the request for funding from Carlsbad MainStreet for banners in the amount of \$10,000. Ms. Hamel explained that banners would be placed on the existing poles on the East and West side of Canal Street and the State Highway 285 between Green Street and Shaw Street. The amount requested for banners is \$6,000.

Ms. Hamel requested \$4,000 for window banners to be placed in the windows and doors of empty buildings to entice potential entrepreneurs.

Mr. Balzano asked about the banners that are already along the downtown area. Ms. Hamel would like to purchase banners every year as maintenance.

Sandy Gonzalez stated that the window banners to advertise to merchants may not be Lodgers' Tax because the banners do not target tourists.

Bob Lynch recommended approval of the qualifying requested amount, with further clarification whether the window banners qualify as eligible Lodgers' Tax.

The motion was made by Bob Lynch and seconded by Dale Balzano to approve the request for funding from Carlsbad MainStreet-MainStreet Banners for the amount eligible through Lodgers' Tax.

The Vote was as follows: Yes: Wiggins, Balzano and Lynch

No: None Absent: Dr. Dara and Torres

00:12:26 8. ADJOURN

The motion was made by Dale Balzano and seconded by Bob Lynch to Adjourn.

The Vote was as follows: Yes: Wiggins, Balzano and Lynch

No: None Absent: Dr. Dara and Torres


Chairman