

**MINUTES OF A 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
TUESDAY, NOVEMBER 7, 2017, AT 7:30 A.M.**

Voting Members Present: Neil Wiggins
Dale Balzano
Dr. S.S. Dara
Bob Lynch
Jill Torres

Absent: None

Also Present: Mike Hernandez Deputy City Administrator
Wendy Hammett Finance Director
Sandy Gonzalez Accountant
Robert Defer Chamber of Commerce
Lisa Boeke Chamber of Commerce
Jim Renfrow Carlsbad Area Art Association
Pam Therrell

00:00:05 1. CALL TO ORDER
Chairman Neil Wiggins called the meeting to order.

00:00:14 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, Dr. S.S. Dara, Bob Lynch, Jill Torres, Absent: None

00:00:28 3. APPROVAL OF AGENDA
The motion was made by Bob Lynch and seconded by Dr. S.S. Dara to approve the November 7, 2017 Meeting Agenda.
The Vote was as follows:
Yes: Wiggins, Balzano, Dara, Lynch, and Torres
No: None
Absent: None

00:00:45 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGERS TAX ADVISORY BOARD MEETING HELD OCTOBER 3, 2017
The motion was made by Dr. S.S. Dara and seconded by Dale Balzano to approve the October 3, 2017 Meeting Minutes.
The Vote was as follows:
Yes: Wiggins, Balzano, Dara, Lynch, and Torres
No: None
Absent: None

00:01:04 5. PRESENTATION OF FY 2017-2018 1ST QUARTER FINANCIAL REPORT FOR THE NON-PROMOTIONAL AND PROMOTIONAL FUND

Sandy Gonzalez presented the 1st Quarter Financial Statement for both the Non-Promotional and Promotional Lodgers Tax Fund for the Fiscal Year 2017 – 2018.

- A) Non-Promotional Fund
 - > Total Revenues to Date: \$435,301.25
 - > Total Expenditures to Date: \$218,627
 - > Excess Revenue to Date: \$216,674.66
 - > Ending Cash Balance: \$978,499.77
- B) Promotional Fund
 - > Total Revenues to Date: \$290,200.84
 - > Total Expenditures to Date: \$49,562.82
 - > Excess Revenue to Date: \$240,638.02
 - > Ending Cash Balance: \$1,769,430.82

Chairman Wiggins requested that Staff explain the State Statute concerning expenditures that are supported by the Lodgers Tax Funds, but are not brought before the Lodgers Tax Advisory Board. Ms. Hammett confirmed that the statute would be included in the agenda for the next meeting. In addition, Chairman Wiggins requested an aging schedule of Promotional Funds to determine what amount could potentially be forfeited to the State. Mrs. Gonzalez confirmed that the aging schedule would be included in the agenda for the next meeting.

The Vote was as follows:

Yes: Wiggins, Balzano, Dara, Lynch, and Torres

No: None

Absent: None

00:13:04 6. CONSIDER APPROVAL OF REQUEST FOR PROMOTIONAL FUNDING FROM CARLSBAD AREA ART ASSOCIATION

Jim Renfrow presented the request for \$5,000 for the Carlsbad Area Art Association. This request is due-to an increase in advertising costs.

The Vote was as follows:

Yes: Wiggins, Balzano, Dara, Lynch, and Torres

No: None

Absent: None

00:15:02 7. CONSIDER APPROVAL OF REQUEST FOR PROMOTIONAL FUNDING FROM CARLSBAD CHAMBER OF COMMERCE – CHRISTMAS ON THE PECOS 26TH SEASON

Lisa Boeke from the Chamber of Commerce presented the request for \$30,000 for the 26th Season of Christmas on the Pecos. In addition to routine advertising, the Chamber of Commerce will increase regional promotions that target a wider range of potential visitors. In addition, newly designed directional maps will be provided to area hotels in order to better assist visitors in finding the PRVCC.

The Vote was as follows:

Yes: Wiggins, Balzano, Dara, Lynch, and Torres

No: None

Absent: None

00:18:54 8. ADJOURN

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

The Vote was as follows:

Yes: Wiggins, Balzano, Dara, Lynch, and Torres

No: None

Absent: None

Chairman