

**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, MARCH 1, 2016, AT 7:30 A.M.**

**Voting Members Present:** Neil Wiggins  
Jill Fowler  
Bob Lynch

**Absent:** Dale Balzano  
Dr. Dara

**Also Present:**

Steven McCutcheon	City Administrator
Stephanie Shumsky	Deputy City Administrator
Jason Shirley	City Councilor
LaVelta Jenkins	City Treasurer
Sandy Gonzalez	Budget Manager
Ed Fierro	Fierro & Fierro, P.A.
Patsy Jackson-Christopher	Director of Arts & Culture
Cheyenne Methola	Executive Assistant
Robert Defer	Chamber of Commerce
Karla Hamel	Carlsbad MainStreet
Kyle Marksteiner	Eddy Communications & Consulting
Susan Crockett	County Commissioner
Larry Mitchell	
Christina Beasley	
Oran Means	

**00:00:01      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 were: Neil Wiggins, Jill Fowler, and Bob Lynch

Absent: Dale Balzano, Dr. S.S. Dara

**00:00:34      3.      APPROVAL OF AGENDA**

The motion was made by Bob Lynch and seconded by Jill Fowler to approve the March 1, 2016 Meeting Agenda.

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

No: None Absent: Balzano, Dr. Dara

**00:00:47      4.      CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGERS TAX ADVISORY  
BOARD MEETING HELD FEBRUARY 2, 2016**

The motion was made by Bob Lynch and seconded by Jill Fowler to approve the February 2, 2016 Meeting Minutes.

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

No: None Absent: Balzano, Dr. Dara

**00:01:04 5. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CITY OF CARLSBAD  
MAYOR'S OFFICE-2016 SE NEW MEXICO OIL & GAS SUMMIT**

Kyle Marksteiner and Oran Means presented the request for funding for the 2016 SE New Mexico Oil & Gas Summit. The request is in the amount of \$30,000. Mr. Marksteiner indicated that \$15,000 would be used towards print advertising, \$7,500 toward television advertising in the Albuquerque and Santa Fe areas. The remaining \$7,500 would be used towards the speaker fee for Antione Halff.

The Motion was made by Bob Lynch and seconded by Jill Fowler to approve the Request for Funding for the 2016 SE New Mexico Oil & Gas Summit.

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

No: None Absent: Balzano, Dr. Dara

**00:08:31 6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD  
MAINSTREET-MAIN STREET CAVERNFEEST**

Karla Hamel, Carlsbad MainStreet Director, presented the request for funding for the Main Street Cavernfest. Carlsbad MainStreet is requesting \$25,000 for a street fest to coincide with the ongoing Carlsbad Downtown Farmers' Market on June 11, 2016. Ms. Hamel indicated her total budget included \$25,000 for the main band, \$6,000 for the opening band, \$15,000 for advertising and \$7,525 for lights and sound. Ms. Hamel is requesting an eligible portion of her proposed total budget to be funded by Lodgers' Tax.

The Motion was made by Bob Lynch and seconded by Jill Fowler to approve the request for funding from Carlsbad Mainstreet-Main Street Cavernfest.

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

No: None Absent: Balzano, Dr. Dara

**00:13:20 7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CITY OF CARLSBAD  
ARTS & CULTURE DEPARTMENT**

Patsy Jackson-Christopher presented the request from the City of Carlsbad Arts & Culture department. The Arts & Culture department is requesting \$30,000 for general print & digital advertising.

The Motion was made by Jill Fowler and seconded by Bob Lynch to approve the Request for Funding from the City of Carlsbad Arts & Culture Department.

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

No: None Absent: Balzano, Dr. Dara

**00:18:18 8. PRESENTATION BY CARLSBAD CHAMBER OF COMMERCE-GUADALUPE  
ESCARPMENT TRAIL**

Robert Defer from the Carlsbad Chamber of Commerce introduced a proposed trail that would connect Carlsbad Caverns National Park, Lincoln National Forrest, Guadalupe National Park and BLM Land through the existing trail system. The Guadalupe Escarpment Trail (GET) would be over 100 miles of proposed trail open for hiking, camping, horse-back riding, and four-wheeling. Mr. Defer believes the trail will be open at the end of October.

No Vote Required

**00:29:16 9. ADJOURN**

The Motion was made by Bob Lynch and seconded by Jill Fowler to Adjourn.

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

No: None Absent: Balzano, Dr. Dara



Chairman