

**MINUTES OF A SPECIAL 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, MAY 23, 2017, AT 7:30 A.M.**

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

**Absent:** None

**Also Present:**

Mike Hernandez	Deputy City Administrator
Wendy Hammett	Finance Director
Sandy Gonzalez	Budget Manager
Jason Shirley	City Councilor
Lisa Boeke	Chamber of Commerce
Karla Hamel	Carlsbad MainStreet
Alberto Ornelas	Cavern City Bangers

**00:00:06 1. CALL TO ORDER**

Chairman Neil Wiggins called the meeting to order.

**00:00:16 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 and Jill Torres

Absent: None

**00:00:33 3. APPROVAL OF AGENDA**

The motion was made by Bob Lynch and seconded by Dr. Dara to approve the May 23, 2017 Special Meeting Agenda.

The Vote was as follows: Yes: Wiggins, Balzano, Dr. Dara, Lynch and Torres

No: None

Absent: None

**00:00:48 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGERS TAX ADVISORY BOARD MEETING HELD APRIL 4, 2017**

The motion was made by Dale Balzano and seconded by Dr. Dara to approve the April 4, 2017 Meeting Minutes.

The Vote was as follows: Yes: Wiggins, Balzano, Dr. Dara, Lynch and Torres

No: None

Absent: None

**00:01:09 5. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD MAINSTREET-CAVERN FEST**

Karla Hamel presented the request from Carlsbad MainStreet in the amount of \$31,000. Ms. Hamel explained that one of the performers will bring a camera crew to film a music video; raw footage will be made available for the promotion of Carlsbad for tourism advertisement and next CavernFest. The amount requested for the video promotion is \$25,000 and an additional \$6,000 for promotional items.

Jason Shirley explained that the raw footage will be turned over to MainStreet for the production of a commercial. The video will be shown across social media; Facebook, YouTube, etc. for the promotion of CavernFest as well as Carlsbad.

The motion was made by Jill Torres and seconded by Bob Lynch to approve request for funding from Carlsbad MainStreet-CavernFest.

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

No: Balzano, Dr. Dara

Absent: None

**00:32:33      6.      CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CAVERN CITY  
BANGERS-DISC GOLF**

Jason Shirley presented the request from the Cavern City Bangers for a Disc Golf Tournament to take place on June 17<sup>th</sup> in Carlsbad. The request was made in the amount of \$5,000 for advertising banners, flyers, ads and promotional discs. This is the 7<sup>th</sup> annual Cavern City Open but the first sanctioned by the Professional Dis Golf Association. Mr. Ornelas is expecting approximately 80-100 players, some coming from Albuquerque, Amarillo, Santa Fe, Arizona and Texas.

The motion was made by Dale Balzano and seconded by Bob Lynch to approve request for funding from Cavern City Bangers-Disc Golf.

The Vote was as follows: Yes: Wiggins, Balzano, Dr. Dara, Lynch and Torres

No: None

Absent: None

Dale Balzano addressed the board concerning the Gross Receipt Tax increase proposed by the County. Mr. Balzano stated that he has spoken with several hotel owners that are concerned the increase that will impact the room rates. The new rate will push the tax rate over 13% on hotel rooms, a substantial increase. Mr. Balzano said as a hotel owner and representing other hotel owners, they feel very strongly that the tax is out of line.

**00:44:15      7.      ADJOURN**

Neil Wiggins adjourned the meeting.



Chairman