

**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, AUGUST 1, 2017, AT 7:30 A.M.**

**Voting Members Present:** Neil Wiggins  
Dr. Dara  
Jill Torres

**Absent:** Dale Balzano  
Bob Lynch

**Also Present:**

|                  |                           |
|------------------|---------------------------|
| Steve McCutcheon | City Administrator        |
| Mike Hernandez   | Deputy City Administrator |
| Wendy Hammett    | Finance Director          |
| Sandy Gonzalez   | Budget Manager            |
| Robert Defer     | Chamber of Commerce       |
| Lisa Boeke       | Chamber of Commerce       |
| Ronnie Kilgore   | Dirt Dobbers Car Club     |
| Johnny Mendez    | Dirt Dobbers Car Club     |
| Kyle Marksteiner | Carlsbad Current Argus    |
| Trysha Carrasco  | Executive Secretary       |

*(Recording Failed)*

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

Chairman Neil Wiggins called the meeting to order.

**00:00:00 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, Dr. Dara, and Jill Torres

Absent: Dale Balzano, Bob Lynch

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

The motion was made by Dr. Dara and seconded by Jill Torres to approve the August 1, 2017 Meeting Agenda.

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

No: None

Absent: Balzano, Lynch

**00:00:00 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGERS TAX ADVISORY BOARD SPECIAL MEETING HELD MAY 23, 2017**

The motion was made by Dr. Dara and seconded by Jill Torres to approve the May 23, 2017 Special Meeting Minutes.

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

No: None

Absent: Balzano, Lynch

**00:00:00 5. PRESENTATION OF FY 2016-2017 4<sup>TH</sup> QUARTER FINANCIAL REPORT**

Sandy Gonzalez presented the FY 2016-2017 4<sup>th</sup> Quarter Financial Report for the Lodgers Tax Non-Promotional Fund. Ms. Gonzalez explained that the collected revenues for the 4<sup>th</sup> Quarter totaled \$358,811.05, for a year-end total of \$1,243,898.01. The expenditures in the 4<sup>th</sup> Quarter totaled \$147,527.39, for a year-end total of \$482,639.62. The ending cash balance in the Lodgers Tax Non-Promotional Fund is \$762,013.38.

Sandy Gonzalez presented the FY 2016-2017 4<sup>th</sup> Quarter Financial Report for the Lodgers Tax Promotional Fund. Ms. Gonzalez explained that the collected revenues for the 4<sup>th</sup> Quarter totaled \$227,761.25, for a year-end total of \$735,159.91. The expenditures in the 4<sup>th</sup> Quarter totaled \$200,906.19, for a year-end total of \$583,777.39. The ending cash balance in the Lodgers Tax Non-Promotional Fund is \$1,528.792.70.

No Action Required

**00:00:00 6. PRESENTATION OF FY 2015-2016 LODGERS' TAX AUDIT OF LA FONDA MOTEL & HOLIDAY INN EXPRESS**

Wendy Hammett presented the FY 2015-2016 Lodgers Tax Audit of La Fonda Motel & Holiday Inn Express. Ms. Hammett explained Hinkle & Landers completed the audit on two entities chosen at random by the City. In the report provided by Hinkle & Landers, the auditors outlined the procedures by which they follow when conducting the audit. The auditors did report one exception while comparing the Lodgers' Tax to the CRS-1 reports. In that instance, the bank deposits were lower than the amounts reported in the entities financial reports. The entities accountants explained that some collections of room sales are not deposited in the bank but are kept by the owners as an owner's draw. The auditors did not consider this exception an issue of non-compliance.

No Action Required

**00:00:00 7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM DIRT DOBBERS CAR CLUB**

Johnny Mendez presented the request for funding from the Dirt Dobbers Car Club for advertising in the amount of \$10,000. The Car Club will be honoring Dick Harrell's induction into the Carlsbad Hall-of-Fame in conjunction with Veteran's Day activities. Mr. Mendez explained that funding will be used for print, radio, television and Facebook advertising in the Midland/Odessa, El Paso, Albuquerque and Las Cruces areas.

Dr. Dara expressed concerns regarding using Facebook as an advertising tool. City Administrator, Steve McCutcheon, explained that the City now uses Facebook for advertising & to communicate general information, and it has been quite successful. Kyle Marksteiner, from the Carlsbad Current Argus, described how Facebook advertising allows for the user to set parameters and target demographic areas, locations, ages, etc. Jill Torres mentioned that Facebook has been a successful marketing tool for her business, as well.

The motion was made by Jill Torres and seconded by Dr. Dara to approve request for funding from Dirt Dobbers Car Club

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

No: None

Absent: Balzano, Lynch

**00:00:00 8. REQUEST FOR FUNDING FROM CARLSBAD CHAMBER OF COMMERCE- BILLBOARDS**

Lisa Boeke and Robert Defer from the Carlsbad Chamber of Commerce presented the request for funding for the entry billboards. The request, in the amount of \$30,862, will place advertisements on the billboards located on the Artesia Highway, the Hobbs Highway, the Loving Highway and the North Y location. The billboards current advertisement will be changed in October to begin promoting Christmas on the Pecos; with another change in January to begin promoting the Carlsbad Water Park as well as the Pecos River recreation area.

The motion was made by Dr. Dara and seconded by Jill Torres to approve request for funding from the Carlsbad Chamber of Commerce.

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

No: None

Absent: Balzano, Lynch

**00:00:00 9. ADJOURN**

The motion was made by Jill Torres and seconded by Dr. Dara to adjourn.

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

No: None

Absent: Balzano, Lynch



Chairman