

**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, SEPTEMBER 6, 2016, AT 7:30 A.M.**

**Voting Members Present:** Neil Wiggins  
Jill Torres  
Dale Balzano

**Absent:** Dr. Dara  
Bob Lynch

**Also Present:**

Stephanie Shumsky	Deputy City Administrator
Wendy Hammett	Finance Director
Sandy Gonzalez	Budget Manager
Dave Morgan	Museum Director
Robert Defer	Chamber of Commerce
Lisa Boeke	Chamber of Commerce
Karla Hamel	Carlsbad MainStreet
Pam Therrell	Pecos Valley Broadcasting

**00:00:01 1. CALL TO ORDER**  
Chairman Neil Wiggins called the meeting to order.

**00:00:02 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, Jill Torres and Dale Balzano  
Absent: Bob Lynch, Dr. S.S. Dara

**00:00:24 3. APPROVAL OF AGENDA**  
The motion was made by Dale Balzano and seconded by Jill Torres to approve the September 6, 2016 Meeting Agenda.  
**The Vote was as follows: Yes: Wiggins, Balzano, and Torres**  
**No: None Absent: Lynch, Dr. Dara**

**00:00:34 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGERS TAX ADVISORY BOARD MEETING HELD AUGUST 2, 2016**  
The motion was made by Dale Balzano and seconded by Jill Torres to approve the August 2, 2016 Meeting Minutes.  
**The Vote was as follows: Yes: Wiggins, Balzano, and Torres**  
**No: None Absent: Lynch, Dr. Dara**

**00:00:57 5. PRESENTATION OF FY 15-16 LODGERS' TAX AUDIT OF EL REY MOTEL & STEVENS INN**  
Sandy Gonzalez presented the FY 15-16 Lodgers Tax Audits of the El Rey Motel and Stevens Inn. She explained that both entities were randomly selected as part of the annual audit process and both entities had a clean audit without any exceptions noted.  
**No Action Necessary**

**00:01:58 6. PRESENTATION OF FY 15-16 4<sup>TH</sup> QUARTER FINANCIAL STATEMENT**

Ms. Gonzalez presented the FY 15-16 4<sup>th</sup> Quarter Financial Statement. She explained that the 4<sup>th</sup> Quarter revenues collected for Lodgers' Tax were \$433,972.28 and the Year-to-Date revenue amount ending at \$1,918,736.00. The expenditures for FY 15-16 totaled \$1,976,745.19.

Dale Balzano asked how that compared to FY 14-15 Year-to-Date collections and Ms. Gonzalez explained that last years ending revenue collection was approximately \$2,200,000.00

No Action Necessary

**00:04:05 7. PRESENTATION OF FY 16-17 FINAL BUDGET APPROVED BY DFA**

Ms. Gonzalez presented the FY 16-17 Final Budget approved by DFA. She indicated that there was a change to the amount of money carried over and the addition of the Dirt Dobbers request to the promotional fund.

No Action Necessary

**00:05:37 8. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CITY OF CARLSBAD MUSEUM**

Dave Morgan presented the request for funding from the City of Carlsbad Museum in the amount of \$30,000 for advertising. Mr. Morgan plans to advertise through New Mexico Magazine, Albuquerque Journal's Museum & Monuments Guide, Your Host travel publication, Travel Host and SouthEast New Mexico/Texas Publications. Dale Balzano asked Mr. Morgan how long he anticipates the requested amount to carry him through. Mr. Morgan expects for the advertising money to last through the end of the year, potentially through February or March 2017. Mr. Balzano asked what events are upcoming that will be advertised. Mr. Morgan explained that the Winter Exhibit will be installed in November and will change around February.

Mr. Balzano requested a count of visitors that the advertising is bringing in from out of town. Mr. Morgan said that in 2015 total visitors were 11,125; 1,502 signed in from out-of-town.

The motion was made by Jill Torres and seconded by Dale Balzano to approve the request for funding from the City of Carlsbad Museum.

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

No: None Absent: Lynch, Dr. Dara

**00:11:27 9. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD ARTS & CULTURE**

Stephanie Shumsky presented the request on behalf of the Arts & Culture Department for funding in the amount of \$10,000. The request is for additional lighting, ornaments and installation of the holiday decorations for holiday lighting in the Halagueno Arts Park for a Grand Illumination Ceremony that will coincide with the Light Parade and "Christmas on the Pecos."

The motion was made by Dale Balzano and seconded by Jill Torres to approve the request for funding from the Carlsbad Arts & Culture Department.

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

No: None Absent: Lynch, Dr. Dara

**00:14:45 10. ADJOURN**

The motion was made by Dale Balzano and seconded by Jill Torres to Adjourn.

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

No: None Absent: Lynch, Dr. Dara

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Chairman