

**MINUTES OF A REGULAR MEETING OF THE LODGERS' TAX  
ADVISORY BOARD OF THE CITY OF CARLSBAD, NEW  
MEXICO, HELD IN THE CITY PLANNING ROOM AT THE  
MUNICIPAL BUILDING, 101 N. HALAGUENO, CARLSBAD, NM  
ON JANUARY 16, 2013 AT 4:00 P.M.**

<b>Voting Members Present:</b>	Neil Wiggins Ken Britt Bob Lynch	Chairman – LTAB Committee Member Committee Member
<b>Voting Members Absent:</b>	Dr. Dara	Committee Member
<b>Others Present:</b>	Jon Tully Steve McCutcheon Monica Harris Annette Barrick Lisa Boeke Amy Barnhart Larry Henderson Wayne Roberts Truth LaClair Damian Capello Julia Heaton  Patsy Jackson-Christopher	City Administrator Deputy City Administrator City Finance Director Exec. Assistant/City Clerk Chamber of Commerce Carlsbad MainStreet CCCA CCCA CCCA CCCA Fine Arts Acquisition and Vetting Committee Culture & Recreation, and

**0:00:05** Neil Wiggins called the meeting to order.

**0:00:17      1.      APPROVAL OF AGENDA**

The motion was made by Ken Britt and seconded by Bob Lynch to approve the January 16, 2013, Agenda. All members present voted "yes". Motion passed.

**0:00:26**      ROLL CALL

**0:00:57      2.      MINUTES OF REGULAR MEETING HELD OCTOBER 17, 2012**

The motion was made by Bob Lynch and seconded by Ken Britt to approve the Minutes of the July 25, 2012, Meeting. All members present voted "yes." The motion passed.

**0:01:09      3.      FINANCIAL REPORT**

Monica Harris summarized the financial statement for the second quarter. Ms Harris said \$820,552.24 has been collected in Lodgers Tax bring us to 82% of the budget. The fund is doing very well. The Operational Expenses are \$313,468.38.

The motion was made by Ken Britt and seconded by Bob Lynch to approve the Financial Report. All members present voted "yes." The motion passed.

**0:2:55      4.      Consider approval of MainStreet Quarterly Report**

Amy Barnhart presented the MainStreet Advertising and Marketing Report. She said advertising was done on Carlsbad Radio and with Pecos Valley Broadcasting for the entire month of November. They also used Facebook to promote holiday shopping. She explained the Winter Fun Guide. She said she is working with the Chamber on the Visit, Relocate and Retire Guide. She said they are planning to go with a new provider for the MainStreet website.

The motion was made by Bob Lynch and seconded by Ken Britt to approve the request from the MainStreet Quarterly Report. All members present voted "yes." The motion passed.

**0:06:43      5.      Consider approval of Carlsbad Chamber of Commerce Quarterly Report**

Lisa Boeke reported on the Pecos River Village Conference Center Rentals, Christmas on the Pecos, and Tourism. She explained the Social Media Campaign, and the use of Twitter and Facebook. She said the Chamber is working with HK Advertising to develop a tourism website. She also explained the Visit, Relocate, Retire 2013 guide.

The motion was made by Ken Britt and seconded by Bob Lynch to approve the request from the Chamber of Commerce Quarterly Report. All members present voted "yes." The motion passed.

**0:12:31      6.      Consider approval of application of Lodgers Tax Grant Proposal by the Fine Arts Acquisition and Vetting Committee**

Julia Heaton, Chairman of the Fine Arts Acquisition and Vetting Committee explained that several years ago a small subcommittee was formed from the Museum Board. The FAA & V Committee has worked to create the Halagueno Arts Park; a cultural and historic site in the middle of downtown to draw tourists to downtown. She said they are working with MainStreet to obtain a historic designation. Ms. Heaton explained that a small grant was received from the Legislature and the funds were used for landscape and architecture plans. The project is a multiphase project and each phase is a stand alone project, which is designed to look complete after each phase. She said a fountain feature for the Library entrance is planned from the Lodgers Tax funds. Those funds will be used to supplement the capital funding to complete the water features designed in Phase I.

Ms. Heaton said donations of private citizens, MainStreet, Xcel Energy, and the Carlsbad Foundation allowed the purchase of four bronze sculptures. The Committee is now ready to begin Phase II. She said Amy Barnhart with MainStreet assisted them in getting a MainStreet grant. Ms. Heaton said the funds will be used for infrastructure such as irrigation and lighting.

Ms. Heaton said the project will become a destination for visitors to enjoy a time of respite in a beautiful outdoor setting as well as a backdrop for Carlsbad events and festivals. Ms. Heaton thanked the Board for their consideration.

The motion was made by Ken Britt and seconded by Bob Lynch to approve the request of \$130,000 from the Fine Arts Acquisition and Vetting Committee. All members present voted "yes." The motion passed.

**0:33:47      8. ADJOURNMENT**

The meeting adjourned at 4:35 p.m.

  
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Chairman