

**MINUTES OF A REGULAR MEETING OF THE LODGERS' TAX ADVISORY BOARD  
OF THE CITY OF CARLSBAD, NEW MEXICO, HELD IN THE COUNCIL CHAMBERS  
AT THE MUNICIPAL BUILDING, 101 N. HALAGUENO, CARLSBAD, NM ON  
TUESDAY, NOVEMBER 5, 2013 AT 7:30 A.M.**

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

**Voting Members Absent:** Dr. Dara, and Dale Balzano

**Also Present:**

Steve McCutcheon	City Administrator
Annette Barrick	City Clerk/Exec Assist.
Monica Harris	Finance Director
Robert Defer	Chamber of Commerce
Lisa Boeke	Chamber of Commerce

**0:00:08 1. CALL TO ORDER**

Chairman Neil Wiggins called the meeting to order.

**0:00:09 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: Dr. Dara, and Dale Balzano.

**0:00:41 3. APPROVAL OF AGENDA**

The motion was made by Bob Lynch and seconded by Jill Fowler to approve the November 5, 2013, Agenda. The Vote was as follows: Yes: Wiggins, Fowler, and Lynch, No: None. Absent: Dr. Dara and Balzano. The Motion passed.

**0:00:50 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGERS TAX  
ADVISORY BOARD SPECIAL MEETING HELD OCTOBER 15, 2013**

The motion was made by Bob Lynch and seconded by Jill Fowler to approve the October 15, 2013, Meeting Minutes. The Vote was as follows: Yes: Wiggins, Fowler, and Lynch, No: None. Absent: Dr. Dara and Balzano. The Motion passed.

**0:00:53 5. CONSIDER APPROVAL OF REQUEST FROM ANTHONY ALONZO FOR  
PROMOTIONAL FUNDING FOR A DANCER ENTERTAINER EVENT**

Chairman Wiggins said there is a request for funding from Anthony Alonzo. Mr. Alonzo introduced himself and said he is the LULAC President and he serves on the Riverwalk Recreation Center Board and the Anti-Gang and Drug Coalition. He said he brought this Entertainer into Carlsbad for the Cino De Mayo Celebration. He said it was a great success. He said Mayor Janway requested that he bring the act back to Carlsbad. He said the entertainer; Popping John is becoming more popular and will soon be difficult to bring in to Carlsbad. He said Popping John can be seen on You Tube. Mr. Alonzo said he wants to bring him in to teach kids to dance that can't afford regular dance lessons.

Chairman Wiggins asked if it would qualify for Lodgers Tax Funding. Mr. McCutcheon said if it has a regional element it could qualify, if it is strictly promoted in our community it would not qualify for Lodgers Tax. Mr. Alonzo said he plans to advertise in El Paso, Texas, Las Cruces, NM and in California, as well as Carlsbad Current Argus. He said he wanted to pay for the entertainers travel expenses. Monica Harris said the only reimbursable expenses are the Advertising; the funds are for promotional. Mr. Alonzo said he thinks it will cost \$500. to advertise in the Current Argus. He said admission will be free for the event but he hopes to host a bigger event next year at the Civic Center.

The motion was made by Bob Lynch and seconded by Jill Fowler to approve funding in the amount of \$500. for advertising. The Vote was as follows: Yes: Wiggins, Fowler, and Lynch, No: None. Absent: Dr. Dara and Balzano. The Motion passed.

**0:02:32 CARLSBAD CHAMBER OF COMMERCE UPDATE**

Robert Defer said he will be presenting quarterly reports but today he does not have an official report, only an update. Mr. Defer gave a report on the following:

- Preparation for the Christmas on the Pecos
- Beer Festival in May

**0:03:09 CARLSBAD MAINSTREET UPDATE**

Amanda Melvin said she wanted to give an update on the MainStreet events. She reported the Farmers Market total income was \$28,466.

- Arts & Culture District Proposal in Santa Fe, NM
- Electric Light Parade
- Holiday Decorating of downtown

**0:14:30 9. ADJOURN (7:52 A.M.)**



Chairman