

**MINUTES OF A REGULAR MEETING OF THE LODGERS' TAX ADVISORY BOARD
OF THE CITY OF CARLSBAD, NEW MEXICO, HELD IN THE PLANNING ROOM AT
THE MUNICIPAL BUILDING, 101 N. HALAGUENO, CARLSBAD, NM ON
WEDNESDAY, AUGUST 21, 2013 AT 4:00 PM**

Voting Members Present: Neil Wiggins Chairman
 Bob Lynch Member
 Dale Balzano Member
 Dr. Dara Member (4:12 p.m.)

Voting Members Absent: Ken Britt Member

Ex-Officio Members Present: Monica Harris Finance Director
 Steve McCutcheon City Administrator
 (Mayor's Designee) Dick Doss Mayor Pro-Tem

LTAB Secretary: Annette Barrick Asst. to City Admin/City Clerk

Ex-Officio Members Absent: Mayor Janway

Also Present: Patsy Jackson Christopher Culture & Rec Director
 Dave Morgan Museum Director
 Robert Defer Chamber of Commerce
 Shaun Althouse Assistant Museum Director
 Michelle Robertson MainStreet

0:00:02 1. CALL TO ORDER (4:05 p.m.)
 Chairman Neil Wiggins called the meeting to order.

0:00:12 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, Bob Lynch, and Dale Balzano; Absent: Ken Britt and Dr. S.S. Dara.

0:00:23 3. APPROVAL OF AGENDA
 The motion was made by Dale Balzano and seconded by Bob Lynch to approve the August 21, 2013 Agenda. The Vote was as follows: Yes: Wiggins, Lynch, and Balzano, No: None. Absent: Britt and Dara. The Motion passed.

**0:00:25 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGERS TAX
ADVISORY BOARD REGULAR MEETING HELD APRIL 17, 2013**
 The motion was made by Bob Lynch and seconded by Dale Balzano to approve the April 17, 2013 Meeting Minutes. The Vote was as follows: Yes: Wiggins, Lynch, and Balzano, No: None. Absent: Britt and Dara. The Motion passed.

0:01:02 **5. DISCUSS ORDINANCE NO. 2013-17, REPEALING SECTION 48-89 OF THE CODE OF ORDINANCES REGARDING THE ADMINISTRATION OF LODGERS TAX MONIES AND REPLACING IT WITH THE LODGERS TAX ADVISORY BOARD**

Chairman Wiggins said there are items to discuss regarding the Ordinance. He asked if the Ordinance was already in effect. Steve McCutcheon said it has been adopted by the City Council and it would be appropriate to elect Officers as stated in the Ordinance.

The motion was made by Dale Balzano and seconded by Bob Lynch to nominate Neil Wiggins as Chairman.

Mr. McCutcheon explained that the previous Ordinance did not meet the State's standards for a Lodgers Tax Board, it was an older version. He said this Ordinance requires that one member of the Board is someone who lives within the Municipality and two members are owners or operators of industries located within the Municipality and two members are owners or operators of Lodging located within the Municipality. He said another change is for the Board to meet monthly rather than quarterly. The main reason for that change is that people are having requests for events but the Board doesn't meet in the time frame and the opportunity for the event is missed. It was a push from several people to have meetings more often. Mr. Wiggins said in the past, a Special Meeting was called for instances like that. Mr. Wiggins asked if there was a requirement to meet if there weren't any requests. It was confirmed that the Ordinance states "Shall meet once per month"

0:06:36 **6. DISCUSS AND CONSIDER ESTABLISHING A MONTHLY MEETING DATE, TIME AND PLACE**

Mr. Wiggins said the Wednesday at 4:00 p.m. meeting time is the worst time for him to meet. Mr. Balzano agreed. Mr. Lynch said a morning meeting time would be best for his schedule. Mr. McCutcheon asked if the Board would want to meet at 8:00 a.m. Mr. McCutcheon said Staff could be available at 7:30 a.m. Dale Balzano suggested Tuesday mornings. It was decided that the Board would meet the first Tuesday of each month at 7:30 a.m. in the Planning Room..

There was discussion that the next meeting will be in two weeks and there will most likely not be any business. The Board agreed to begin the monthly meetings on Tuesday, October 1, 2013 at 7:30 a.m.

Election of Vice Chairman: Neil Wiggins nominated Bob Lynch. Mr. Lynch accepted the nomination. Dale Balzano agreed.

0:13:38 Dr. Dara arrives at 4:12 p.m.

0:13:56 **7. CONSIDER APPROVAL OF FINANCIAL REPORT**

0:17:07 Monica Harris said everything is very positive. She said the Lodgers Tax Quarterly Report is required by the State. She said the new report is the same as the other report with some minor changes in the breakdowns. She explained that it is the 4th Quarter Report. She said we budgeted one million dollars and we received almost \$1.6 million. She explained the expenditures and transfers. She said excess of the revenues are \$436,000. was added into the cash balance, with a total ending cash balance of about \$1.4 million at the end of the year. Mr. McCutcheon added that at the last meeting, there were adjustments to the policy regarding the percentage match in the promotional portion of the Lodgers Tax procedures. Raising it from 50 percent to 100 percent in an effort to utilize those funds in the time we have allotted. Ms. Harris said it is not typically a problem for the City to allocate the funds. She said the Chamber of Commerce is a large part of the funding. She said 40percent of the monies collected are designated Promotional. Mr. Balzano asked about the remaining 60 percent. Ms. Harris explained it can be spent on acquiring, maintaining, and operating tourist facilities and other recreational facilities. Mr. Balzano suggested more money be used in advertising the Christmas on the Pecos event. Ms. Harris said the money has to be spent for advertising. Mr. Doss asked if the City could sponsor an area for the event and buy all the decorations. Ms. Harris said it is a risk to get too creative with spending the funds. She said she has created a new reimbursement form. Mr. McCutcheon said the form will make it easier to get the reimbursements to the applicants. Mr. Doss asked if the City had to reimburse or could it be paid directly to the vendors. Ms. Harris said it would not be appropriate to pay before the event occurs.

The motion was made by Bob Lynch and seconded by Dale Balzano to approve the Financial Report. The Vote was as follows: Yes: Wiggins, Lynch, Balzano, and Dara. No: None. Absent: Britt . The Motion passed.

0:31:26.0 8. ACCEPTANCE OF THE LODGERS TAX AUDIT REPORT BY FIERRO & FIERRO

Ms. Harris said the City is required by State Statue to have two entities audited each year. She said this year the discrepancies are very minor. Ms. Harris said it was one of the best reports we have ever seen.

The motion was made by Dale Balzano and seconded by Bob Lynch to approve the Lodgers Tax Audit Report. The Vote was as follows: Yes: Wiggins, Lynch, Balzano, and Dara. No: None. Absent: Britt. The Motion passed.

0:32:50 9. CONSIDER APPROVAL OF MAINSTREET QUARTERLY REPORT

Bob Lynch asked who is going to be the Director of MainStreet. Michelle Robertson told the Board that she is the Assistant Director of Carlsbad MainStreet, the new Director will join them on Monday, August 26, 2013. Her name is Amanda Melvin . Dr. Dara asked why the Christmas lights were being used on Canal Street. Ms. Robertson said that part of the new construction on Canal Street was replacement of the light poles and the brackets no longer fit with the decorations. She said she is not certain of the details but she thinks when the construction is completed the issue will be addressed. Ms. Robertson said there were 13 Market Days this year and it is going to come to an end soon. She said it has been a rough season for the growers.

The motion was made by Dale Balzano and seconded by Bob Lynch to approve the MainStreet Report. The Vote was as follows: Yes: Wiggins, Lynch, Balzano, and Dara. No: None. Absent: Britt The Motion passed.

0:38:55:0 10. CONSIDER APPROVAL OF THE CARLSBAD CHAMBER OF COMMERCE QUARTERLY REPORT

Robert Defer said the Chamber has been very busy. He said there are a lot of different projects, all of which are seasonal. He said the Chamber has hired a Marketing Firm to coordinate their marketing. He said they are coordinating with the State of New Mexico, Tourism Marketing which is "New Mexico True." He said the Chamber is involved in many partnerships. He said the slogan is "Above and Below." He said they send out a bi-monthly newsletter. He said they are advertising through Social Media. He said there website is stronger than ever. Mr. Defer said there have been discussions with the Christmas on the Pecos Committee about getting sponsors for specific areas. He said the season will be about one week shorter this year. He said there are concerns about where large groups will be staying because of motel room shortages. Mr. Defer said the Chamber will provide their annual Audit Report in September. Mr. Defer asked if the Board will want Monthly Reports to accommodate the new meeting schedule. He said the contract states that they will provide Quarterly Reports. Mr. McCutcheon said the Staff will work with the Chamber.

The motion was made by Dale Balzano and seconded by Bob Lynch to approve the Chamber of Commerce Report. The Vote was as follows: Yes: Wiggins, Lynch, Balzano, and Dara. No: None. Absent: Britt. The Motion passed.

0:49:34.0 11. CONSIDER APPROVAL OF REQUEST FROM DAVE MORGAN, CARLSBAD MUSEUM DIRECTOR:

- A. Promotional Funding
- B. Change the date and name of previously approved Exhibit

Ms. Patsy Jackson Christopher introduced Dave Morgan, Museum Director. Mr. Morgan explained the request is for \$30,000 for three exhibits. Monica Harris explained the funding for the Microbes Exhibit. She said there was some miscommunication between Executive and the Museum. They wanted the Exhibit in the summer but the money was not available at that time so the Museum was unable to get the Exhibit. She said they are asking for the same amount of funding to use on different Exhibits.

The motion was made by Bob Lynch and seconded by Dale Balzano to approve the Carlsbad Museum Request. The Vote was as follows: Yes: Wiggins, Lynch, Balzano, and Dara. No: None. Absent: Britt. The Motion passed.

0:53:06 12. CONSIDER APPROVAL OF REQUEST FORM PATSY JACKSON CHRISTOPHER, DEPARTMENT OF CULTRE AND RECREATION FOR FUNDING TO RESTORE THE PECOS REIVER VILLAGE BUMPER CAR PAVILION

Ms. Christopher explained that Bumper Car Pavilion has fallen into disrepair. She said the Chamber of Commerce Board would like to use it for programming. She said the request is to restore the Pavilion with lights and utilize it for outdoor programs. She said the Chamber would like to restore it and use it as soon as possible and promote it as an amenity at the Pecos River Village. Mr. Defer said it will be a wonderful venue for outdoor weddings. He said it will take a great deal of work because of the condition. Mr. McCutcheon said the City Inspectors found the roof is damaged and the structure will have to be rehabilitated. He said there are so many City Projects on schedule that it would be difficult to get the repairs done by spring. He said once the repairs are made, the Chamber will manage the schedule and the building maintenance. Mr. Wiggins said the request is for \$135,000 non-promotional, which there is currently \$800,000 in the Lodgers Tax Budget. Mr. Balzano said he feels that it is a good project.

The motion was made by Dr. Dara and seconded by Bob Lynch to approve the Pecos River Village Bumper Car Pavilion Renovation Request. The Vote was as follows: Yes: Wiggins, Lynch, Balzano, and Dara. No: None. Absent: Britt The Motion passed.

0:59:48 13. ADJOURN (4:59:11 P.M.)

/s/ Neil Wiggins
Chairman