

**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, MARCH 6, 2018, AT 7:30 A.M.**

Voting Members Present: Neil Wiggins
Dale Balzano
Dr. S.S. Dara (*arrived at 8:40*)
Jill Torres

Absent: Bob Lynch

Also Present:

Mike Hernandez	Deputy City Administrator
Wendy Hammett	Finance Director
Sandy Gonzalez	Accountant
Robert Defer	Chamber of Commerce
Lisa Boeke	Chamber of Commerce
Karla Hamel	Carlsbad MainStreet
Carol Belski	Friends of the Living Desert
Susan Crockett	Department of Development
Shannon Carr	Department of Development
John Lowe	Community Development Director
Ken Britt	Entertainment & Promotions Manager
Dave Morgan	Museum Director
Sandra Cosand	Friends of the Living Desert
Ellen Harbaugh	Friends of the Living Desert
Joy Springer	CARS Club
Richard Pagano	Carlsbad ACBL Unit 37

(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, Dale Balzano, and Jill Torres

Absent: Bob Lynch and Dr. S.S. Dara

00:00:00 3. APPROVAL OF AGENDA

The motion was made by Dale Balzano and seconded by Jill Torres to approve the March 6, 2018 Meeting Agenda.

The Vote was as follows:

Yes: Wiggins, Balzano, Torres

No: None

Absent: Lynch and Dara

00:00:00 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGERS TAX ADVISORY BOARD MEETING HELD DECEMBER 5, 2017

The motion was made by Dale Balzano and seconded by Jill Torres to approve the December 5, 2017 Meeting Minutes.

The Vote was as follows:

Yes: Wiggins, Balzano, Torres

No: None

Absent: Lynch and Dara

00:00:00 5. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD DEPARTMENT OF DEVELOPMENT

Shannon Carr presented the request for funding from the Carlsbad Department of Development. The CDOD plans to use the funds the redesign and redevelop the organizations website. The improved website will prove as a better marketing tool to attract visitors to the area.

The motion was made by Dale Balzano and seconded by Jill Torres to approve the funds requested by the Carlsbad Department of Development.

The Vote was as follows:

Yes: Wiggins, Balzano, Torres

No: None

Absent: Lynch and Dara

00:00:00 6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM LIVING DESERT

Ellen Harbaugh, Sandra Cosand, and Carol Belski presented the request for funding from the Friends of the Living Desert. The goal is to devote the funds to enhance and increase the forms of advertising in which the Living Desert uses to draw in business.

The motion was made by Dale Balzano and seconded by Jill Torres to approve the funds requested by the Friends of the Living Desert.

The vote was as follows:

Yes: Wiggins, Balzano, Torres, Dara

No: None

Absent: Lynch

00:00:00 7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM HIGH PLAINS JUNIOR RODEO

There were no representatives present from the High Plains Junior Rodeo to present the request for funding.

The motion was made by Dale Balzano and seconded by Jill Torres to approve the funds requested by the High Plains Junior Rodeo.

The vote was as follows:

Yes: Wiggins, Balzano, Torres, Dara

No: None

Absent: Lynch

00:00:00 8. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM NM HIGH SCHOOL & JUNIOR HIGH RODEO ASSOCIATION

There were no representatives present from the New Mexico High School & Junior High Rodeo Association to present the request for funding.

The motion was made by Dale Balzano and seconded by Jill Torres to approve the funds requested by the NM High School & Junior High Rodeo Association.

The Vote was as follows:

Yes: Wiggins, Balzano, Torres, Dara

No: None

Absent: Lynch

00:00:00 9. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD ACBL UNIT 376

Richard Pagano presented the request for funding from the Carlsbad ACBL Unit 376. Awarded funds will be used to advertise not only the tournament but also to promote other businesses, restaurants, attractions, etc. located in Carlsbad.

The motion was made by Dr. S.S. Dara and seconded by Dale Balzano to approve the funds requested by the Carlsbad ACBL Unit 376.

The Vote was as follows:

Yes: Wiggins, Balzano, Torres, Dara

No: None

Absent: Lynch

00:00:00 10. CONSIDER APPROVAL OF REQUEST FOR PROMOTIONAL FUNDING FROM THE CITY OF CARLSBAD COMMUNITY DEVELOPMENT DEPARTMENT-WATER PARK

Director John Lowe presented the request for funding from the City of Carlsbad Community Development department. Funds will be used to promote and increase awareness of the Carlsbad Water Park.

The motion was made by Dale Balzano and seconded by Jill Torres to approve the funds requested by the Community Development department.

The Vote was as follows:

Yes: Wiggins, Balzano, Torres, Dara

No: None

Absent: Lynch

00:00:00 11. CONSIDER APPROVAL OF REQUEST FOR PROMOTIONAL FUNDING FROM THE CITY OF CARLSBAD COMMUNITY DEVELOPMENT DEPARTMENT-MUSEUM

Director Dave Morgan presented the request for funding from the City of Carlsbad Community Development, Museum department. Funds awarded will be used to advertise the museum a number of ways which will extend to a regional, national, and international level.

The motion was made by Dr. S.S. Dara and seconded by Dale Balzano to approve the funds requested by the Community Development Museum department.

The Vote was as follows:

Yes: Wiggins, Balzano, Torres, Dara

No: None

Absent: Lynch

00:00:00 12. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD AUTOMOTIVE RESTORATION SOCIETY

Joy Springer presented the request for funding from the Carlsbad Automotive Restoration Society. Funds will be used for advertising the City of Carlsbad in addition to the annual Car Show that will be taking place in June 2018.

The motion was made by Dale Balzano and seconded by Dr. S.S. Dara to approve the funds requested by the Carlsbad Automotive Restoration Society.

The Vote was as follows:

Yes: Wiggins, Balzano, Torres, Dara

No: None

Absent: Lynch

00:00:00 13. CONSIDER APPROVAL OF REQUEST FOR PROMOTIONAL FUNDING FROM THE CITY OF CARLSBAD COMMUNITY DEVELOPMENT DEPARTMENT- WALTER GERRELS

Director John Lowe presented the request for funding from the City of Carlsbad Projects Department. Funds awarded will be used to install an updated and state of the art LED electronic sign at the Walter Gerrels Performing Arts Center. The sign will be used to promote events being held throughout the City of Carlsbad as well as any events taking place at the Civic Center.

The motion was made by Dr. S.S. Dara and seconded by Jill Torres to approve the funds requested by the Community Development Projects departments.

The Vote was as follows:

Yes: Wiggins, Balzano, Torres, Dara

No: None

Absent: Lynch

00:00:00 14. ADJOURN

The motion was made by Dale Balzano and seconded by Dr. S.S. Dara to Adjourn.

The Vote was as follows:

Yes: Wiggins, Balzano, Torres, Dara

No: None

Absent: Lynch



Chairman