

**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, MAY 1, 2018, AT 7:30 A.M.**

Voting Members Present: Neil Wiggins
Bob Lynch
Jill Torres

Voting Members Absent: Dale Balzano
Dr. S.S. Dara

Also Present:

Robert Defer	Chamber of Commerce
Lisa Boeke	Chamber of Commerce
John Lowe	Community Development Director
Ken Britt	Entertainment & Promotions Manager
Angie Barrios-Testa	Executive Secretary
Linda Dodd	United Way
Curtis McKinney	Walter Gerrells PAC Manager
Jason Shirley	City Councilor Ward 3
Alberto Ornelas	Cavern City Open 8 Disc Golf
Pam Therrell	PBC Radio

00:00:08 1. CALL TO ORDER

Chairman Neil Wiggins called the meeting to order.

00:00:13 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, Bob Lynch, and Jill Torres

Absent: Dale Balzano, Dr. S.S. Dara

00:00:30 3. APPROVAL OF AGENDA

The motion was made by Bob Lynch and seconded by Jill Torres to approve the May 1,2018 Meeting Agenda.

The Vote was as follows:

Yes: Wiggins, Lynch, Torres

No: None

Absent: Dale Balzano, Dr. S. S. Dara

00:00:46 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGER'S TAX ADVISORY BOARD MEETING HELD APRIL 3, 2018

Chairman Wiggins advised there was one correction to the minutes on Item 8. The motion died due to lack of a second. The motion was made by Jill Torres to approve with corrections as discussed and seconded by Bob Lynch.

The Vote was as follows:

Yes: Wiggins, Lynch, Torres

No: None

Absent: Dale Balzano, Dr. S. S. Dara

00:01:12 5. PRESENTATION OF FY 2017-2018 3RD QUARTER FINANCIAL REPORT - PROMOTIONAL FUND

Ken Britt presented the FY2017-2018 3rd Quarter Financial Report. Ken reported the promotional fund currently has \$2,124,034.79. The aging report also shows a balance of \$421,895; this is the amount the City is in non-compliance. Ken advised that we need to spend this by the end of this fiscal year because it extends beyond the two year limit.

The end of June will be a target date to come up with a strategic plan to put the funds to beneficial us in order to stay in compliance. No further discussion.

No vote required

00:02:56 6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM UNITED WAY OF CARLSBAD AND EDDY COUNTY – 5K SANTA FUN RUN

Linda Dodd presented for the United Way of Carlsbad. This is the third time that this organization will host a 5K Fun Run. This year they are targeting the Santa Run because they know many of the community members go outside of the community after the Thanksgiving Holiday for these types of events. United Way will be working in conjunction with Karla Hamel at Mainstreet so that the 5K will take place before the parade on Saturday. There were 380 runners last time event with 15% being from outside of Carlsbad. They advertised in Hobbs, Artesia and El Paso, and this year they plan to expand to Las Cruces, Alamogordo and Albuquerque. The motion was made by Bob Lynch and seconded by Jill Torres.

The Vote was as follows:

Yes: Wiggins, Lynch, Torres

No: None

Absent: Dale Balzano, Dr. S. S. Dara

00:04:42 – Chairman Wiggins proceeded to ask about the handout provided to the LTAB Members (see attachment). Ken Britt advised that this is a list of questions and items of interest and consideration which have gone through Mr. Hernandez, Mr. Lowe's and his review. They discussed making the list of questions available to the LTAB requestors and also discussed in more detail some of the common expenditures and how they are handled within this funding source. City Administration is considering modifying the application to clarify some of these questions for future requests. Chairman Wiggins advised that it will be helpful to let applicants know what is reimbursable. No further discussion.

00:06:38 7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM THE CITY OF CARLSBAD – REDESIGN AND UPDATE OF CITY WEBSITE

Sam Pumblee, Director of IT presented for the City of Carlsbad \$20,000 request for Redesign and Update of the City Website. Sam discussed the statistic report provided in the packet displaying how many hits the current website receives. The current website is antiquated and the City gets many complaints about it being cumbersome. This project is ideal for Lodger's Tax although the website receives 41% of hits from Carlsbad, it does get a significant number of hits from Texas. Most of the website hits out of Texas come from the Dallas Metro Plex area. The City is planning for the website to provide a streaming banner, a flyover view of the Pecos River, and for it to pinpoint the beauty of Carlsbad. Currently the design structure does not provide much flexibility to encourage visitors to stay on the site longer. Most website hits come from New Mexico, Colorado, Utah and Texas but they do receive a few from other states. Most website hits are for people looking for jobs in Carlsbad. The motion was made by Jill Torres and seconded by Bob Lynch.

The Vote was as follows:

Yes: Wiggins, Lynch, Torres

No: None

Absent: Dale Balzano, Dr. S. S. Dara

00:11:22 8. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM WORD OF LIFE CHURCH- CAVERN CITY OPEN DISC TOURNAMENT

Albert Ornelas presented for the Word of Life Church. Mr. Ornelas advised that he hosts the Cavern City Open Disc annual event and Lodger's Tax funding helped the organization with its event last year. Mr. Ornelas provided the Chairman with a promotional disc he distributed last year. The disc helped advertise and promote the event at other tournaments. 200 discs were distributed to areas including, New Mexico, Texas, Oklahoma and Arizona. Approximately 63 Tournament players and their families came in to Carlsbad with some staying for the weekend. The goal this year is to get 70-75 participants. This is a PDGA sanctioned event that can be seen all over the U.S. and abroad. Councilman Jason Shirley provided additional details on the event and the how the Church is involved with the Las Cruces City Bangers Tournament and in this application. The motion was made by Bob Lynch and seconded by Jill Torres.

The Vote was as follows:

Yes: Wiggins, Lynch, Torres

No: None

Absent: Dale Balzano, Dr. S. S. Dara

00:15:22 9. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM METAL SHOP LIVE PRODUCTIONS, LLC – WALTER GERRELLS PAC ADVERTISING CAMPAIGN

Curtis McKinney presented for Metal Shop Live Productions, LLC for the Walter Gerrells PAC Advertising Campaign. Mr. McKinney discussed the use of Lodger's Tax for advertising in the past, and about the roof collapse which caused a decline in the use of the facility. Mr. McKinney wants to go back to how the advertising was handled in the past by hitting the out of town radio stations and letting them know we are back in business. Advertising will include during and in between big events to promote the facility. "Cranked Up Country" is a syndicate show which covers various markets. There will be a focus in the surrounding areas and also in using the markets within the appropriate genre stations. The intent is to ask for the full funding now and not have to come in to request several times each year. Chairman Wiggins advised that he believes the events should be advertised and not so much the venue. Mr. McKinney advised that the advertisements are also heard by a percentage of promoters. The motion was made by Bob Lynch and seconded by Jill Torres.

The Vote was as follows:

Yes: Wiggins, Lynch, Torres

No: None

Absent: Dale Balzano, Dr. S. S. Dara

00:27:58 _____ – Prior to adjourning, Ken Britt gave an update on the question from the last meeting regarding companies renting for months at a time. Finance received an opinion from the third party auditor, Farley Venir of the Hinkle Landers firm. It is the Auditor's opinion that we should be collecting lodger's tax in this situation. The Auditor also recommended the City go through the Attorney General for a legal opinion. Staff will meet with the City Attorney to see about obtaining the Attorney General's opinion. No further discussion.

00:30:29 _____ - Mr. Robert Defer informed LTAB of the upcoming Chamber of Commerce Micro Brewer event and then discussed other concerns not related or part of the agenda.

00:24:55 10. ADJOURN

The motion was made by Jill Torres and seconded by Bob Lynch to Adjourn.

The Vote was as follows:

Yes: Wiggins, Lynch, Torres

No: None

Absent: Dale Balzano, Dr. S. S. Dara


Chairman



CITY OF CARLSBAD LODGERS TAX ADVISORY BOARD MEETING

Tuesday, May 1, 2018 at 7:30 a.m.

Administration Recommended Points of Consideration for Grant Proposals

- 6. Consider Approval of Request for Funding from United Way of Carlsbad and South Eddy County – 5K Santa Fun Run**
 - a. Limit Current Argus to a standard amount (for any and all applicants) proposed \$800, local advertising does not meet criteria but is beneficial on a limited basis
 - b. What magazines and websites are being suggested? Facebook?
 - c. Local mailings does not meet criteria, can deny
 - d. Local Posters less than a standard amount (for any and all applicants) proposed \$500
 - e. What out-of-town radio? Where?

- 7. Consider Approval of Request for Funding from the City of Carlsbad – Redesign and Update City Website**
 - a. Good use of funds – an updated system is much needed, good “website hit” data

- 8. Consider Approval of Request for Funding from Word of Life Church – Cavern City Open Disc Golf Tournament**
 - a. As long as promotional items and give-a-ways are distributed at out of town events the proposal meets criteria

- 9. Consider Approval of Request for Funding from Metal Shop Live Productions, LLC – Walter Gerrells PAC Advertising Campaign**
 - a. This application meets promotional criteria – advertising out of town
 - b. How much of the \$60,000 would be used for advertising services with “Cranked Up Country”?
 - c. Would like to see Financial breakdown of estimated monies to be spent with each out-of-town radio station