

**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, AUGUST 7, 2018, AT 7:30 A.M.**

**Voting Members Present:** Neil Wiggins  
Jill Torres  
Dale Balzano  
Dr. S.S. Dara

**Voting Members Absent:** Bob Lynch

**Also Present:**

Ken Britt	Director of Community Development
Robert Defer	Chamber of Commerce
Lisa Boeke	Chamber of Commerce
Angie Barrios-Testa	Executive Secretary
Jim Kenney	JK Rodeo Co.
Blaine Rennie	Eddy Co. Sheriff's Posse
Kaitlyn Rennie	Eddy Co. Sheriff's Posse
Jay Jenkins	Member of County Lodgers Tax
Pam Therrell	PBC Radio

**00:00:01 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. Mr. Lynch resigned because he is out of town.

Present: Neil Wiggins, Jill Torres, Dr. S.S. Dara, and Dale Balzano

Absent: None

**00:00:36 3. APPROVAL OF AGENDA**

The motion was made by Dr. Dara and seconded by Dale Balzano to approve the August 7, 2018, Meeting Agenda.

The Vote was as follows:

Yes: Wiggins, Jill Torres, Dr. S.S. Dara, and Dale Balzano

No: None

Absent: None

**00:00:48 4. CONSIDER APPROVAL OF MINUTES OF CARLSBAD LODGER'S TAX ADVISORY BOARD MEETING HELD MAY 1, 2018**

The motion was made by Dr. Dara to approve the Minutes of the May 1, 2018 LTAB meeting and seconded by Dale Balzano.

The Vote was as follows:

Yes: Wiggins, Jill Torres, Dr. S.S. Dara, and Dale Balzano

No: None

Absent: None

**00:01:05 5. PRESENTATION OF FY2017-2018 4<sup>th</sup> QUARTER FINANCIAL REPORT - PROMOTIONAL FUND**

Ken Britt presented the FY2017-2018 4<sup>th</sup> Quarter Financial Report. Ken reported that the balance of the Promotional Funds; FY2014-15 \$26K needs to be spent, FY2015-16 \$175K, FY2016-17 \$735K left over, and we have not spent what we got last year of \$1.4 million. It all adds up to an ending cash balance of \$2.3 Million. Dale Balzano had a question about man-camps which are rented by the day, and are these not like a hotel? Many homes are being rented by the night on the website (Air B&B). Do these people have business license, pay gross receipts tax or lodger's tax? Ken Britt advised that he does not know. Dale Balzano said you can easily track the website. Ken Britt added that this is a question that would need to be asked through Catherine Brown to obtain an official response from Attorney General. Dale Balzano said this question was raised before and wants to know if the City has followed up. Ken said the auditor's response was reported to the Board previously. There was continued discussion about the City following up and this topic in general. Ken advised that there is no answer yet and that this has been brought up to the administration and it will likely take a higher official to make the request to the Attorney General. No more questions about the financials. Dale Balzano motioned to approve the presentation and seconded by Dr. Dara.

The Vote was as follows:

Yes: Wiggins, Jill Torres, Dr. S.S. Dara, and Dale Balzano

No: None

Absent: None

**00:06:41 6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM JK RODEO CO. – ECSP PRO RODEO & WESTERN WEEK**

Jim Kenny presented for the JK Rodeo Co. He stated the event is taking place on the 14, 15 and 16<sup>th</sup> of September for a three day rodeo. They are expecting contestants to be staying overnight and eating in Carlsbad. They are working on it being an annual event. Blaine Rennie also added that there are a variety of events scheduled at the Eddy County Sheriff's Posse for the entire week. Balzano thinks the event sounds great. Neil Wiggins raised concerns with the \$4,000 amount being requested for local radio and whether it will be reimbursable. Ken Britt advised that there is no limit at this time. No further discussion. Dale Balzano motioned to approve and Jill Torres seconded the motion.

The Vote was as follows:

Yes: Wiggins, Jill Torres, Dr. S.S. Dara, and Dale Balzano

No: None

Absent: None

**00:09:53 7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CREATIVE CARLSBAD - HERITAGEFEST**

No representative available to present. Robert Defer addressed the board members stating that this is going to be a great event being held at the Halagueno Arts Park. They will have many events set up, like cooking, horseshoes, and blacksmithing. It will be a great the Community. Neil Wiggins asked if this was the same date as the Rodeo. Ken Britt said it will be held in conjunction with Western Week. This will equal two organizations working together with HeritageFest event centered at Halagueno Arts Park. It is a type of reinvention of the old Heritage Days that was held at Heritage Park. They are planning a Heritage Scavenger Hunt which will tie in with the Rodeo. No further discussion. Dr. Dara motioned to approved and seconded by Jill Torres.

The Vote was as follows:

Yes: Wiggins, Jill Torres, Dr. S.S. Dara, and Dale Balzano

No: None

Absent: None

**00:12:04 8. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD CHAMBER OF COMMERCE – ENTRY BILLBOARDS**

Lisa Boeke and Robert Defer presented for the Chamber of Commerce. Lisa said this is the 3<sup>rd</sup> year that they have had this request. They are offering four different billboards throughout the City to promote year-round river activities such as the example provided in the packet. Three billboards are owned by Newmark and one by the Carlsbad Chamber. Two billboards come in from Hwy 285, others from Loving Hwy and Hwy 62/180. The billboards are not

electronic. Robert Defer added that the Chamber is working on changing the process so they will advertise in the springtime and summertime and one in the fall for Christmas on the Pecos. No further discussion. Jill Torres motioned to approve and seconded by Dale Balzano.

The Vote was as follows:

Yes: Wiggins, Jill Torres, Dr. S.S. Dara, and Dale Balzano

No: None

Absent: None

**00:14:00 9. DISCUSS PROPOSED CHANGES TO THE LODGERS TAX GRANT PROPOSAL  
PROMOTIONAL APPLICATION**

Ken Britt presented this item. Ken said it has been a long time since we have looked at the application and the process related to it. In trying to streamline the process and make it easier to understand with the intent of promotional money in using it out of town and not so much in town. It is important to have advertising in town because visitors will drive into town and pick up a newspaper or listen to the local radio stations, but we see a gamete of requests for advertising in town. The Board has questioned this in the past. The suggested changes are for consideration by the Board to help provide limits so that applicants can have similar amount in support of local advertising. The Board can decide how much they want to make it. Ken proceeded to explain the recommended changes to the application. Neil Wiggins and other Board members discussed in detail and decided to change the specific cost and replace with a guideline and range. Before closing this item, Dale Balzano asked Ken Britt how we were going to spend the money. Ken Britt advised that staff would come back to the Board with recommendations from the City. A strategic approach is a worthwhile idea to address this issue. Dr. Dara suggested we look into how we can get with other cities and see what and how they are doing it to spend their monies. Jay Jenkins provided additional comments in regards to the County working with Roswell and how to make connecting flights at the airport. In Artesia they do not have the same struggles but the action happening is here in Carlsbad. Also suggested was improving transportation services (buses & taxi services) and adding more flights. It is a growth opportunity for car rental businesses. Airport business is growing. Dale Balzano asked whether LTAB can subsidize this opportunity. Ken Britt will research the statues. No further discussion. No vote required.

No Vote Required.

**00:31:48 10. ADJOURN**

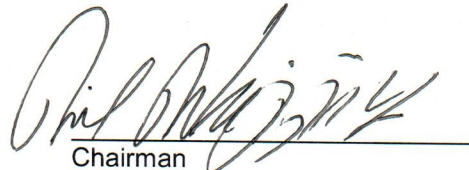
The motion was made by Dr. Dara and seconded by Dale Balzano to Adjourn.

The Vote was as follows:

Yes: Wiggins, Jill Torres, Dr. S.S. Dara, and Dale Balzano

No: None

Absent: None

  
Chairman