

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

Voting Members Present: Neil Wiggins, Chairperson
Dale Balzano
Dr. S.S. Dara
Julie Chester
Jill Torres

Voting Members Absent: None

Also Present:

Robert Defer	Chamber of Commerce
Ken Britt	Director of Community Development
Angie Barrios-Testa	Director of Municipal Services
Kyle Marksteiner	City of Carlsbad PIO
Lisa Boeke	Chamber of Commerce
Pam Therrell	PBC Radio

00:00:01 1. CALL TO ORDER

Chairman Neil Wiggins called the meeting to order.

00:00:07 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: Julie Chester, Jill Torres, Dr. S.S. Dara, Dale Balzano and Neil Wiggins

Absent: None

00:00:19 3. APPROVAL OF AGENDA

The motion was made by Dr. Dara and seconded by Jill Torres to approve the November 6, 2018, Meeting Agenda.

The Vote was as follows:

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

No: None

Absent: None

00:00:38 4. CONSIDER APPROVAL OF MINUTES OF LODGERS TAX ADVISORY BOARD MEETING HELD SEPTEMBER 4, 2018

The motion was made by Dr. Dara to approve the Minutes of the September 4, 2018 LTAB meeting and seconded by Dale Balzano.

The Vote was as follows:

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

No: None

Absent: None

00:01:02 5. PRESENTATION OF FY2018-2019 1ST QUARTER FINANCIAL REPORT – PROMOTIONAL FUND

Ken Britt presented the FY2018-2019 1st Quarter Financial Report – Promotional Fund. The fund is currently \$130,857.89 over budget and there is \$329,781.55 in expenditures. The ending cash balance is \$2,442,639. Chairperson Neil Wiggins asked about the \$175,109 of non-compliant funding for FY2015-16. Ken Britt said the Budget Committee approved the funds to go before City Council to be awarded for a promotional project. This project is a partnership between the City and Chamber of Commerce to build a library of video and still photos for future advertising and promotional materials. The funding will be used rather than forfeited.

No approval required.

00:03:50 6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM THE CITY OF CARLSBAD WATER PARK – 2019 PROMOTIONAL

Kyle Marksteiner, City of Carlsbad Public Information Officer presented the 2019 Promotional request for the City of Carlsbad. Kyle advised that there were 42k visits this summer and about 30-40% were from out-of-town. The City added two speed slides and expanded the swimming pool. This new funding request will continue our campaign through next summer. We expect some competition with Artesia finishing their park, Hobbs completed their facility last year, and Roswell is adding a pool. City of Carlsbad's edge on them is the River and Caverns and other amenities in addition to the Water Park. Odessa recently selected City of Carlsbad as best location to travel, we came in first place. This article from Odessa targeted Carlsbad as a whole but focused on the Water Park. Dr. Dara asked about the \$5k for advertising on key cards. Kyle explained that the idea came up last year but was too late to implement. There was extensive discussion on the key card issue and how to implement the pilot program. Dr. Dara and other Board members raised concerns that there is no specific plan on implementing, that there is not enough funding budgeted and not all hotels could be included. Board Members suggested using the funds for information cards or free standing lobby displays to be placed at the hotels in Carlsbad. The Board Members agreed to accept the request for \$20k but reiterated that key cards are not the best way to use the funds. The motion was made by Dale Balzano to approve the request and seconded by Dr. Dara.

The Vote was as follows:

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

No: None

Absent: None

00:14:00 Discussion on an item not on the agenda: Dr. Dara asked Ken Britt about the Attorney General's opinion which was an issue discussed during previous LTAB meetings. Extensive discussion about this topic included; rentals, RV parks, man camps, etc., and concerns with no Lodgers Tax being collected for these services. Ken Britt advised that the City is working with the appropriate public officials to make a request to the Attorney General in order to gain clarification.

00:20:13 7. APPROVE PROPOSED CHANGES TO THE LODGERS TAX GRANT PROPOSAL PROMOTIONAL APPLICATION

Ken Britt presented the proposed changes to the Lodgers Tax Grant Proposal Application. Ken advised that the City wanted to clean up the application format, but more importantly the City wanted to establish guidelines in regards to local advertising. Based on the suggested input received from Board Members during a previous LTAB meeting, guidelines were added. The Board can determine whether the applicants request is appropriate. We do want to include local advertising but should focus on advertising outside of Carlsbad. Ken also advised that the City will be making changes on the website so that applicants will plan ahead when requesting funds since it can take six months for the approval process. Julie Chester wants the City to add a better description on how to get reimbursed once the funding is approved. The motion was made by Dr. Dara to approve the changes to the application and seconded by Julie Chester.

The Vote was as follows:

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

No: None

Absent: None

00:23:35 8. ADJOURN

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

The Vote was as follows:

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

No: None

Absent: None


Chairman