

**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, APRIL 2, 2019, AT 7:30 A.M.**

Voting Members Present: Neil Wiggins, Chairman
Dale Balzano
Julie Chester
Jill Torres

Voting Members Absent: Dr. S.S. Dara

Also Present:	Ken Britt	Director of Community Development
	Angie Barrios-Testa	Director of Municipal Services
	Cari Pickens	Executive Secretary
	Robert Defer	Carlsbad Chamber of Commerce
	Lisa Boeke	Carlsbad Chamber of Commerce
	Anthony Alanzo	G-Money Entertainment
	Truth LaClair	Carlsbad Concert Association
	Tod Hammock	Cycle City Promotions
	Jim Renfrow	Carlsbad Area Art Association
	Larry Mitchell	Creative Carlsbad
	Pam Therrell	PVBC Radio
	Linda Dodd	United Way
	Karla Hamel	Carlsbad Mainstreet
	Robert Jacquez	Carlsbad Community of Hope
	Patricia Jacquez	Carlsbad Community of Hope
	Kyle Marksteiner	City of Carlsbad
	Janell Whitlock	Carlsbad Chamber of Commerce
	Tracy Hughes	BLM

00:00:01 1. CALL TO ORDER

Chairman Neil Wiggins called the meeting to order at 7:34 A.M.

00:00:014 2. ROLL CALL OF VOTING MEMBERS AND DETERMINATION OF QUORUM

Chairman Wiggins called roll and it was determined there was a Quorum of the Voting Members.

Present: Julie Chester, Jill Torres, Dale Balzano, and Neil Wiggins.

Absent: Dr. S. S. Dara

00:00:30 3. APPROVAL OF APRIL 2, 2019 AGENDA

The motion was made by Dale Balzano, and seconded by Jill Torres to approve the April 2, 2019 Meeting Agenda.

The motion passed with all in favor.

**00:00:48 4. CONSIDER APPROVAL OF MINUTES OF LODGERS TAX ADVISORY BOARD
MEETING HELD ON MARCH 5, 2019**

The motion was made by Jill Torres and seconded by Dale Balzano to approve the March 5, 2019 meeting minutes.

The motion passed unanimously.

Mr. Wiggins asked Mr. Britt about the Lodger's Tax Promotional Fund standing since the requests for the meeting totaled \$794,800. Mr. Britt explained that the account is in good standing. There is \$47,000 that needs to be spent from two years ago, and there has not been any money spent from the last year.

**00:01:56 5. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD AREA ART
ASSOCIATION (CAAA)—2019 PROMOTIONAL**

Jim Renfrow from the Carlsbad Area Art Association came forward to present their request of \$30,000. He stated they have about 100 members, and they operate the Artist's Gallery and the Pottery Studio. Last year they were granted \$27,000 from Lodger's Tax. Their advertising includes an ad in the New Mexico magazine, brochures, radio, and newspaper advertising. It was asked how many people come in to the Artist's Gallery daily, and Mr. Renfrow explained it varies depending on the day.

Dale Balzano moved to approve the request of \$30,000. Julie Chester seconded; the motion carried.

00:05:05 6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD COMMUNITY CONCERT ASSOCIATION- 2019 PROMOTIONAL FOR LIVE MUSIC FOR EVERYONE

Truth LaClair was present to represent the Carlsbad Community Concert Association. She explained they will be starting with six concerts this year, an increase from the three last year. One of the groups chosen to perform is a finalist on America's Got Talent. Ms. LaClair stated they are starting a new marketing campaign with the help from their new secretary, who has a Master's Degree in Advertising, and the board members. They have a new logo, are working on their social media, will advertise on the digital sign at the North Y, and will have new paper advertisements. The question was asked if the advertising from last season seemed to have an impact, and Ms. LaClair stated the advertising seemed to be very beneficial. It was also asked how many board members the group has. Ms. LaClair stated they have 20 official board members and many other helpers with an age group ranging from 25 to 83.

Dale Balzano moved to approve the request of \$14,850 and Julie Chester seconded. The motion passed unanimously.

00:10:32 7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CITY OF CARLSBAD EXECUTIVE DEPARTMENT—2019 PROMOTIONAL FOR 2019 MARYOR'S ENERGY SUMMIT

Kyle Marksteiner came forward on behalf of the City Executive Department to request the same amount as granted last year, \$30,000. He mentioned the success of the event in previous years, and explained the advertising is a conventional package that will be focused on West Texas and Northern New Mexico.

The motion to approve the request of \$30,000 was made by Julie Chester, and seconded by Jill Torres. The motion passed with all in favor.

00:12:00 8. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD MAINSTREET—2019 PROMOTIONAL FOR CARLSBAD MAINSTREET DOWNTOWN TOURISM CAMPAIGN

Karla Hamel the Executive Director of Carlsbad Mainstreet presented the \$60,000 request. She explained this is their annual request that covers their ongoing advertising efforts, which include New Mexico Magazine, Focus Magazine, Banners, Posters, Radio, and Social Media.

Dale Balzano motioned to approve the \$60,000 request. Julie Chester seconded; the motion carried.

00:13:25 9. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD RETIREMENT COUNCIL—2019 PROMOTIONAL FOR CARLSBAD – A PLACE TO CALL HOME

Janel Whitlock from the Carlsbad Retirement Council and Robert Defer from the Chamber of Commerce presented the \$20,000 request, the same amount as granted last year. Ms. Whitlock explained most of their advertisement is done through AARP, and their current efforts are toward making Carlsbad an age friendly community. The question was asked if anyone moved in last year, and Ms. Whitlock said there are a few that came last year and many throughout previous years.

Jill Torres moved to approve the \$20,000 request. Dale Balzano seconded. The motion passed unanimously.

00:17:11 10. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM UNITED WAY OF CARLSBAD AND SOUTH EDDY COUNTY—2019 PROMOTIONAL FOR 5K SANTA FUN RUN

Linda Dodd the Executive Director of United Way presented the \$5,000 request. She stated they are requesting \$5,000 less than the previous year, and there were 185 participants in the actual run last year. The event will be on the same day as the Electric Light parade and the Night of Lights.

The motion to approve the \$5,000 request was made by Dale Balzano, and seconded by Julie Chester; the motion passed.

00:19:41 11. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM THE CREATIVE CARLSBAD ARTS COUNCIL—2019 PROMOTIONAL FOR THE CCAC TOURSIM CAMPAIGN

Larry Mitchell the President of Creative Carlsbad came forward to present their \$36,500 request. He explained this funding is for all of the ongoing programs and events throughout the year.

Jill Torres made a motion to approve the request of \$36,500, and Dale Balzano Seconded. Julie Chester abstained from the vote. The motion carried.

00:22:07 12. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CYCLE CITY PROMOTIONS—2019 PROMOTIONAL FOR THE KICKER ARENA CROSS TOUR

Tod Hammock with Cycle City Promotions presented the request of \$29,600. He explained they are part of the Kicker Arenacross series and are on Fox Sports Television. They will advertise by newspaper, magazines, mailings, posters, radio, and television. It was asked if Carlsbad was the only New Mexico event location, and Mr. Hammock stated the event is hosted in Hobbs, Farmington, and Gallup as well as Carlsbad.

Dale Balzano motioned to approve the request of \$29,600, and Jill Torres seconded the motion. The motion passed with all in favor.

00:25:47 13. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM ROBERT JACQUEZ—2019 PROMOTIONAL FOR LIVE EVENTS FOR COMUNITY

Robert Jacquez was present from the Carlsbad Community of Hope Center to present the \$17,000 request. He stated the advertising is for the Jericho walk and bike run event.

Dale Balzano made a motion to approve the \$17,000 request. Jill Torres seconded; the motion carried.

00:28:57 14. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM G-MONEY ENTERTAINMENT—2019 PROMOTIONAL FOR WRESTLING ENTERTAINMENT & CELEBRITY ENTERTAINERS

Anthony Alanzo came forward to present his request of \$28,900. He presented a current flyer for the Sixth BBQ Jam he is hosting. He informed the board about the previous wrestling show he brought to Carlsbad, and some of the other performers. He stated the funds for advertising will be used for any shows he will be bringing to Carlsbad.

Julie Chester motioned to approve the \$28,900 request, and Dale Balzano seconded the motion. The motion passed unanimously.

00:33:03 15. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM THE CARLSBAD CHAMBER OF COMMERCE- FOR THE CONVENTION AND VISITOR BUREAU

Lisa Boeke and Robert Defer from the Chamber of Commerce presented their request. Ms. Boeke explained they were able to complete a film shoot this year, they have a newsletter, and will continue to advertise year round using various media. They advertise for Carlsbad in general and for different events such as Christmas on the Pecos. Mr. Defer explained the request amount covers their advertising, and their contract with the City of Carlsbad. After a question was raised, Mr. Britt explained half of the money for the Chamber of Commerce is Promotional and the other half is Non-Promotional.

Jill Torres made a motion to approve the \$552,900 request, and Julie Chester seconded. The motion passed all in favor.

00:39:33 16. ADJOURN

A question was asked about what was being done regarding the Airbnbs. Mr. Britt explained the state legislature passed a bill that will go into effect January 1, 2020 regarding Airbnb that will be in addition to and in modification of the current Lodger's Tax bill. The City will need to update their ordinance before the effective date. There was discussion about how Airbnb is regulated and what the City's part will be.

Being no further business the motion to adjourn was made by Julie Chester, and seconded by Dale Balzano; the meeting adjourned.


Chairman