

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

Voting Members Present: Dale Balzano, Acting Chairperson
Julie Chester
Jill Torres

Voting Members Absent: Dr. S.S. Dara
Neil Wiggins

Also Present:

Angie Barrios-Testa	Director of Municipal Services
Cari Pickens	Executive Secretary
Albert Ornelas	WOL Church, Carlsbad Disc Golf
John Waters	Carlsbad Department of Development
Robert Defer	Carlsbad Chamber of Commerce
Lisa Boeke	Carlsbad Chamber of Commerce
Pam Therrell	PVBC Radio
Karla Hamel	Carlsbad Mainstreet

00:00:03 1. CALL TO ORDER

Acting Chairperson, Dale Balzano, called the meeting to order.

00:00:08 2. ROLL CALL OF VOTING MEMBERS AND DETERMINATION OF QUORUM

Mr. Balzano called roll and it was determined there was a Quorum of the Voting Members.

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

Absent: Dr. S. S. Dara and Neil Wiggins.

00:00:15 3. CONSIDER APPROVAL OF MINUTES OF LODGERS TAX ADVISORY BOARD MEETING HELD ON APRIL 2, 2019

The motion was made by Julie Chester and seconded by Jill Torres to approve the April 2, 2019 meeting minutes.

The vote was as follows:

Yes: Balzano, Chester, Torres

No: None

Absent: Dara, Wiggins

Ms. Barrios-Testa explained it is required for each board member to clearly make a vote on each item.

00:00:44 4. APPROVAL OF MAY 7, 2019 AGENDA

The motion was made by Jill Torres, and seconded by Julie Chester to approve the May 7, 2019 Meeting Agenda.

The vote was as follows:

Yes: Balzano, Chester, Torres

No: None

Absent: Dara, Wiggins

00:01:17 5. PRESENTATION OF FY 18-19 3RD QUARTER PROMOTIONAL FUND FINANCIAL REPORT

Ms. Testa presented the report stating the fund is in good standing, and with the pending reimbursements, the fund is on track for FY18-19.

No action taken.

00:08:12 6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD DEPARTMENT OF DEVELOPMENT -- 2019 PROMOTIONAL FOR MIXED MEDIA MARKETING CAMPAIGN

00:03:52 Mr. Defer from the Chamber of Commerce explained Mr. Waters was currently in another meeting and asked that the board consider the next item on the agenda then revisit the Department of Development's request.

Mr. Waters presented the request on behalf of the Carlsbad Department of Development. He explained the funds requested would be used for marketing of specific industries that will build on the footage that has already been advertised. The question was asked how much money was previously awarded, and Mr. Waters explained they received \$45,000 that was used for the website, photography, and video. He reiterated they would like the funds for photography and video updates of specific industries. Additional discussion was had about the City of Carlsbad's Economic Development.

The motion was made by Julie Chester, and seconded by Jill Torres to approve the \$50,000 request.

The vote was as follows:

Yes: Balzano, Chester, Torres

No: None

Absent: Dara, Wiggins

00:04:09 7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM WORD OF LIFE CHURCH—2019 PROMOTIONAL FOR CAVERN CITY OPEN DISC GOLF TOURNAMENT

Mr. Ornelas presented the request for funding. He updated the board on the locations of players that have already signed up, and explained they are seeking 90 players who will be coming to town with their families. Mr. Ornelas brought one of the discs used for advertising and presented it to the board. The question was asked how many players attended last year, and he stated 74 players were in attendance.

The motion was made by Jill Torres, and seconded by Julie Chester to approve the \$5,000 request.

The vote was as follows:

Yes: Balzano, Chester, Torres

No: None

Absent: Dara, Wiggins

00:24:57 8. ADJOURN

Being no further business the motion to adjourn was made by Julie Chester, and seconded by Jill Torres.

The vote was as follows:

Yes: Balzano, Chester, Torres

No: None

Absent: Dara, Wiggins


Chairman