

**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, FEBRUARY 5, 2019, AT 7:30 A.M.**

**Voting Members Present:** Neil Wiggins, Chairman  
Dr. S.S. Dara  
Julie Chester- Arrived at 7:41 A.M.  
Jill Torres

**Voting Members Absent:** Dale Balzano

**Also Present:**

Karla Hamel	Carlsbad MainStreet
Ken Britt	Director of Community Development
Damian Capello	Red Rocket Media
Brian Phillips	Boutique Air
Angie Barrios-Testa	Director of Municipal Services
Cari Pickens	Executive Secretary
Robert Defer	Chamber of Commerce
Pam Therrell	PBC Radio
Milan Patel	
Jay Jenkins	
Shawn Simpson	
Brian M. (Last name not legible)	
Jenifer Armstrong	
Vanessa Dorale	

**00:00:04 1. CALL TO ORDER**

Chairman Neil Wiggins called the meeting to order at 7:40 A.M.

**00:00:07 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: Neil Wiggins, Jill Torres, and Dr. S.S. Dara.

Absent: Julie Chester and Dale Balzano.

**00:00:30 3. APPROVAL OF FEBRUARY 5, 2019 AGENDA**

The motion was made by Dr. S.S. Dara and seconded by Jill Torres to approve the February 5, 2019 Meeting Agenda. The motion passed unanimously.

**00:00:40 4. CONSIDER APPROVAL OF MINUTES OF LODGERS TAX ADVISORY BOARD MEETING HELD ON DECEMBER 4, 2018**

The motion was made by Dr. S.S. Dara and seconded by Jill Torres to approve the December 4, 2018 meeting minutes. The motion passed unanimously.

*Julie Chester arrived after the vote.*

**00:01:13 5. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD MAINSTREET – 2019 PROMOTIONAL FOR CAVERNREST 2019**

Karla Hamel presented Carlsbad MainStreet's request of \$54,000 for CavernFest 2019. This will be the Fourth Annual CavernFest, which is a free event for the public held in Downtown Carlsbad. Carlsbad Mainstreet is planning to advertise in New Mexico and Texas using Radio, Newspaper, Television, and Social Media Advertising.

The motion was made by Jill Torres and seconded by Julie Chester to approve the funding, as requested, for Carlsbad MainStreet. The motion passed unanimously.

**00:02:55      6.      CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM COMMUNITY DEVELOPMENT – 2019 PROMOTIONAL FOR SOCIAL MEDIA ADVERTISING**

Ken Britt presented the \$80,000 request for the City of Carlsbad's Community Development Department. Mr. Britt briefly explained the request is for social media advertising, and will be used this fiscal year and next fiscal year. He then introduced Damian Capello to give a further explanation of the project. Mr. Capello gave an introduction of his company, Red Rocket Media, and explained the ad buying process and benefits.

Julie Chester motioned to approve the funding, as requested, for the Community Development Department. Jill Torres seconded; the motion passed unanimously.

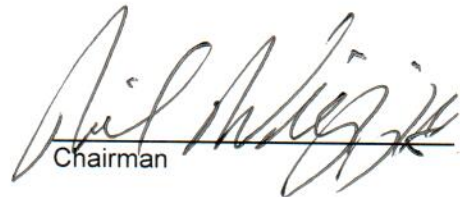
**00:09:43      Discussion of item not listed on agenda**

Representatives from Boutique Airlines requested time to give a presentation so they could receive feedback before submitting a proposal. Brian Phillips presented their idea of advertising on aircrafts, and provided a sample budget.

No action taken.

**00:17:50      7.      ADJOURN**

The motion to adjourn was made by Dr. S.S Dara, and seconded by Jill Torres; the motion passed unanimously.

  
Chairman