

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

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

Voting Members Absent: None

Also Present:	Dale Janway Ken Britt Cari Pickens Danny Fletcher Karla Hamel Lisa Boeke Robert Defer Pam Therrell Milan Patel Jennifer Phillips Oran Means	Carlsbad Mayor Director of Community Development Executive Secretary CARC Inc. Carlsbad Mainstreet Chamber of Commerce Chamber of Commerce PBC Radio Inception Hospitality High Plains Junior Rodeo Association
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00:00:01 1. CALL TO ORDER

Chairman Neil Wiggins called the meeting to order at 7:30 A.M.

00:00:010 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, Dr. S.S. Dara, and Neil Wiggins.

Absent: None.

00:00:30 3. APPROVAL OF MARCH 5, 2019 AGENDA

The motion was made by Dale Balzano, and seconded by Dr. S.S. Dara to approve the March 5, 2019 Meeting Agenda. The motion passed unanimously.

**00:00:50 4. CONSIDER APPROVAL OF MINUTES OF LODGERS TAX ADVISORY BOARD
MEETING HELD ON FEBRUARY 5, 2019**

The motion was made by Dale Balzano and seconded by Julie Chester to approve the February 5, 2019 meeting minutes. The motion passed unanimously.

**00:01:11 5. PRESENTATION OF FY2018-19 2ND QUARTER FINANCIAL REPORT-PROMOTIONAL
FUND**

Ken Britt presented the financial report. He informed the board they are currently in non-compliance by an approximate total of \$200,000. This happens because applicants do not always spend the full amount of their request, so part of the money is put back into the fund. He stated the board should be in compliance after today.

No action taken.

**00:02:38 6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD
AUTOMOTIVE RESTORATION SOCIETY – 2019 PROMOTIONAL FOR CAR-A-FAIR 2019**

There was not a representative present from the Carlsbad Automotive Restoration Society to present their request.

Dale Balzano moved to approve the request of \$16,550 and Jill Torres seconded. The motion passed unanimously.

**00:03:36 7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM HIGH PLAINS JUNIOR
RODEO ASSOCIATION – 2019 PROMOTIONAL FOR THE HIGH PLAINS JUNIOR RODEO**

A representative from the High Plains Junior Rodeo Association was not available to present the request at the time of discussion.

The motion to approve the request of \$5,350 was made by Dr. S.S. Dara, and seconded by Dale Balzano; the motion passed unanimously.

**00:04:34 8. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARC INC. – 2019
PROMOTIONAL FOR 1ST ANNAL 2019 OIL AND GAS FESTIVAL AT WASHINGTON RANCH**

Danny Fletcher, the Director of Washington Ranch, presented the request. He stated the event will be held September 14, 2019 at Washington Ranch as a fundraiser for CARC Inc. There will be a series of fitness games, a kid's fishing tournament, different booths, bands, and a car show. The question was asked where they would be advertising, and Mr. Fletcher stated they would advertise in Dallas, Houston, Midland, El Paso, Roswell, and Hobbs. Mr. Fletcher stated they would like to support and celebrate the oil and gas workers.

Julie Chester moved to approve the request of \$30,000. Dale Balzano seconded. The motion passed unanimously.

**00:07:10 9. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD
MAINSTREET– 2019 PROMOTIONAL FOR CARLSBAD MAINSTREET PROJECT, INC. WEBSITE**

Karla Hamel presented the \$26,800 request for the Carlsbad MainStreet Website. She explained this will be to convert their current website to a professional website rather than a free website. She has received three quotes and the requested funds will cover the one-time fee for the website and two years of maintenance. The website is used to promote Carlsbad, helps Sponsors, and will host the Creative Carlsbad Calendar.

Jill Torres moved to approve the request. Dr. S.S. Dara seconded. The motion passed unanimously.

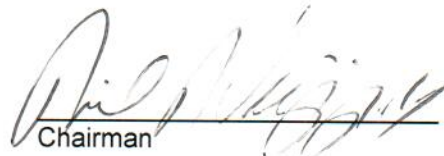
**00:09:36 10. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD
MAINSTREET– 2019 PROMOTIONAL FOR CARLSBAD MAINSTREET DIGITAL SIGN**

Karla Hamel also presented the request for \$75,000 for Carlsbad MainStreet's Digital Sign. She explained to the board this will replace the Kiosk that is currently downtown. The digital sign will be used to advertised Carlsbad MainStreet and any upcoming community events. She stated the digital sign will be made to coordinate with the downtown aesthetics. The board discussed the foot traffic and amount of tourists in the area, after a question was raised about the benefit of the sign.

The motion to approve the request was made by Dale Balzano, and seconded by Jill Torres; the motion passed unanimously.

00:15:22 11. ADJOURN

The motion to adjourn was made by Julie Chester, and seconded by Dale Balzano; the motion passed unanimously.


Chairman