

**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 4, 2020, AT 7:30 A.M.**

Voting Members Present: Neil Wiggins, Chairperson
Dr. S.S. Dara
Julie Chester

Voting Members Absent: Dale Balzano
Milan Patel

Also Present:

Ken Britt	Director of Community Development
Angie Barrios-Testa	Director of Municipal Services
Cari Pickens	Executive Secretary
Kyle Marksteiner	Public Information Officer
Edward VanScotter	Assistant Museum Director
Steve Angell	CARS
Joy Springer	CARS
John Mendez	Dirt Dobbers
Ronnie Killgore	Dirt Dobbers

00:00:07 1. CALL TO ORDER

Neil Wiggins, Chairperson, called the meeting to order at 7:35 a.m.

00:00:20 2. ROLL CALL OF VOTING MEMBERS AND DETERMINATION OF QUORUM

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

Present: Dr. S.S. Dara, Julie Chester, and Neil Wiggins.

Absent: Dale Balzano and Milan Patel

00:00:40 3. APPROVAL OF FEBRUARY 4, 2020 AGENDA

The motion was made by Dr. Dara and seconded by Ms. Chester to approve the February 4, 2020 meeting agenda.

The vote was as follows:

Yes: Dara, Chester, Wiggins

No: None

Absent: Balzano, Patel

00:00:57 4. CONSIDER APPROVAL OF MINUTES OF LODGERS TAX ADVISORY BOARD MEETING HELD ON JANUARY 7, 2020

The motion was made by Dr. Dara and seconded by Ms. Chester to approve the January 7, 2020 meeting minutes.

The vote was as follows:

Yes: Dara, Chester, Wiggins

No: None

Absent: Balzano, Patel

00:01:17 5. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CITY OF CARLSBAD—2020 PROMOTIONAL FOR CARLSBAD WATER PARK

Kyle Marksteiner presented the request for the Carlsbad Water Park. He informed the board this is the Water Park's fourth season and there was an attendance last year of 35,219 visitors. The request of \$20,000 was the same as requested last year and will be used for a traditional advertising campaign.

The motion was made by Ms. Chester, and seconded by Dr. Dara to approve the \$20,000 request.

The vote was as follows:

Yes: Dara, Chester, Wiggins

No: None

Absent: Balzano, Patel

00:06:35 6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD AUTOMOTIVE RESTORATION SOCIETY—2020 PROMOTIONAL FOR CAR-A-FAIR 2020

Joy Springer came forward on behalf of the Carlsbad Automotive Restoration Society. She informed the board their request is to promote their annual Car Show which takes place in June.

The motion was made by Dr. Dara, and seconded by Ms. Chester to approve the \$24,850 request.

The vote was as follows:

Yes: Dara, Chester, Wiggins

No: None

Absent: Balzano, Patel

00:08:21 7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CITY OF CARLSBAD MUSEUM—2020 PROMOTIONAL FOR MUSEUM PROMOTIONS PROJECT

Edward VanScotter presented the Carlsbad Museum's request. He informed the board of last year's museum attendance, gave examples of where they will be advertising, and presented prints of previous advertisements.

The motion was made by Ms. Chester, and seconded by Dr. Dara to approve the \$80,000 request.

The vote was as follows:

Yes: Dara, Chester, Wiggins

No: None

Absent: Balzano, Patel

00:11:46 8. ADJOURN

Being no further business the motion to adjourn was made by Dr. Dara and seconded by Ms. Chester.

The vote was as follows:

Yes: Dara, Chester, Wiggins

No: None

Absent: Balzano, Patel


Chairman