

**MINUTES OF A MEETING OF THE LODGERS' TAX ADVISORY BOARD OF THE CITY OF  
CARLSBAD, NEW MEXICO, HELD IN THE PLANNING ROOM AT THE MUNICIPAL  
BUILDING, 101 N. HALAGUENO, CARLSBAD, NM  
TUESDAY, JUNE 1, 2021, AT 7:30 A.M.**

**Voting Members Present:** Neil Wiggins, Chairperson  
Dale Balzano  
Julie Chester  
Dr. S.S. Dara  
Milan Patel

**Voting Members Absent:**

**Also Present:** Angie Barrios-Testa                      Director of Municipal Services  
Cari Pickens    Executive Secretary  
Sarah Jones    Carlsbad Public Library

**1. CALL TO ORDER**

Neil Wiggins, Chairperson, called the meeting to order at 7:32 a.m.

**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: Dale Balzano, Julie Chester, Dr. S.S. Dara, Milan Patel, and Neil Wiggins.

Absent: None

**3. APPROVAL OF JUNE 1, 2021 AGENDA**

The motion to approve the June 1, 2021 meeting agenda was made by Mr. Balzano and seconded by Mr. Patel.

The vote was as follows:

Yes: Balzano, Chester, Dara, Patel, Wiggins

No: None

Absent: None

**4. CONSIDER APPROVAL OF MINUTES OF LODGERS TAX ADVISORY BOARD MEETING HELD ON MARCH 2, 2020**

The motion was made by Dr. Dara and seconded by Ms. Chester to approve the March 2, 2020 meeting minutes.

The vote was as follows:

Yes: Balzano, Chester, Dara, Patel, Wiggins

No: None

Absent: None

**5. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD PUBLIC LIBRARY—2022 PROMOTIONAL FOR LIBRARY ADVERTISING**

Ms. Jones from the Carlsbad Public Library presented the \$20,000 request. Mr. Jones explained the requested funds would be used to build on the Library's branding campaign by publicizing their expanding events and programming activities.

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

The vote was as follows:

Yes: Balzano, Chester, Dara, Patel, Wiggins

No: None

Absent: None

**6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM RED ROCKET—2022 PROMOTIONAL FOR SOCIAL MEDIA AD BUYS FOR LOCAL EVENTS**

A representative from Red Rocket was not available to present the \$60,000 request. Ms. Testa and Ms. Pickens explained this request has been an annual request the last few years and gave a brief overview of how the funds are used.

The motion was made by Ms. Chester and seconded by Mr. Balzano to approve the \$60,000 request.

The vote was as follows:

Yes: Balzano, Chester, Dara, Patel, Wiggins

No: None

Absent: None

**7. PRESENTATION OF FY2020-21 3<sup>RD</sup> QUARTER FINANCIAL REPORT**

Ms. Testa went over the 3<sup>rd</sup> quarter financial report and explained the current state of the Lodger's Tax promotional fund.

No action required.

**OTHER DISCUSSION**

Ms. Chester announced this would be her last meeting, as she would be resigning from the board.

**8. ADJOURN**

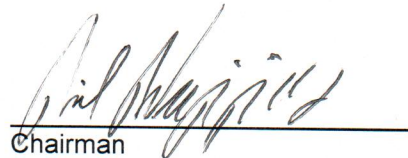
Being no further business the motion to adjourn was made by Mr. Balzano and seconded by Ms Chester.

The vote was as follows:

Yes: Balzano, Chester, Dara, Patel, Wiggins

No: None

Absent: None

  
Chairman