

**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, NOVEMBER 2, 2021, AT 7:30 A.M.**

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

**Voting Members Absent:** Elizabeth Lickliter

**Also Present:** Angie Barrios-Testa Director of Municipal Services  
Cari Pickens Executive Secretary  
J.R. DoPorto Carlsbad Boys and Girls Club  
Jill Barkley Carlsbad Chamber of Commerce  
Chad Ingram Carlsbad Chamber of Commerce

**1. CALL TO ORDER**

Neil Wiggins, Chairperson, called the meeting to order at 7:30 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, Dr. S.S. Dara, Milan Patel, and Neil Wiggins.

Absent: Elizabeth Lickliter

**3. APPROVAL OF NOVEMBER 2, 2021 AGENDA**

The motion to approve the November 2, 2021 meeting agenda was made by Mr. Balzano and seconded by Dr. Dara.

The vote was as follows:

Yes: Balzano, Dara, Patel, Wiggins

No: None

Absent: Lickliter

**4. CONSIDER APPROVAL OF MINUTES OF LODGERS TAX ADVISORY BOARD MEETING HELD ON  
OCTOBER 5, 2021**

The motion was made by Mr. Patel and seconded by Dr. Dara to approve the October 5, 2021 meeting minutes.

The vote was as follows:

Yes: Balzano, Dara, Patel, Wiggins

No: None

Absent: Lickliter

**5. PRESENTATION OF FY2021-22 1<sup>ST</sup> QUARTER FINANCIAL REPORT—PROMOTIONAL FUND**

Ms. Barrios-Testa presented the 1<sup>st</sup> quarter financial report giving the board an overview of the budget, revenues, and expenditures. She informed the board the City budgeted conservatively and the City finance department is monitoring the funds closely.

No Vote Required.

**6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM JR DOPORTO—2022 PROMOTIONAL  
FOR 2<sup>ND</sup> ANNUAL BOYS & GIRLS CLUB FISHING DERBY**

J.R. DoPorto presented the \$5,000 request. He gave the board an overview of the event then informed the board he plans to utilize print and radio advertising. Dr. Dara expressed concerns about the effectiveness of advertising with the Carlsbad Current Argus. Ms. Testa stated she will review the proposal packet and bring a revision to the next meeting that addresses the current Carlsbad Current Argus guideline and any other needed updates.

The motion was made by Mr. Balzano and seconded by Mr. Patel to approve the \$5,000 request.

The vote was as follows:

Yes: Balzano, Patel, Wiggins

No: None

Absent: Licklitter

Abstained: Dara

**7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD CHAMBER OF COMMERCE—2022 PROMOTIONAL FOR CHRISTMAS ON THE PECOS**

Mr. Ingram and Ms. Barkley were present on behalf of the Carlsbad Chamber of Commerce. Mr. Ingram informed the board there will be a lot of focus on social media advertising. Mr. Ingram and Ms. Barkley explained this will be the 30<sup>th</sup> Christmas on the Pecos event and it will now include events like a concert, movie night, gaming weekend, vendor weekend, and other activities in addition to the boat rides. Mr. Balzano asked about the \$7,500 Admin fee listed in the budget and Mr. Ingram informed the board it was an error that should have stated \$7,500 for TikTok advertising.

The motion was made by Mr. Balzano and seconded by Dr. Dara to approve the \$50,000 request.

The vote was as follows:

Yes: Balzano, Dara, Patel, Wiggins

No: None

Absent: Licklitter

**8. ADJOURN**

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

The vote was as follows:

Yes: Balzano, Dara, Patel, Wiggins

No: None

Absent: Licklitter

  
Chairman