

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 JANELL WHITLOCK MUNICIPAL COMPLEX, 114 S. HALAGUENO, CARLSBAD, NM TUESDAY, MARCH 1, 2022, AT 7:30 A.M.

Voting Members Present: Neil Wiggins, Chairperson
Dr. S.S. Dara
Elizabeth Lickliter
Milan Patel

Voting Members Absent: Dale Balzano

Also Present:

Cari Pickens	Executive Secretary
Sandy Gonzalez	Assistant Treasurer
Jessica Ponce	Grant/Budget Analyst
Carol Belski	Friends of the Living Desert
Veronica Barnhart	Friends of the Living Desert
Carolyn Olsen	Carlsbad Community Theatre
Mannie Bemis	Carlsbad Community Theatre
Jim Renfrow	Carlsbad Area Art Association
Dianne Joop	Creative Carlsbad
Kat Davis	Carlsbad MainStreet
Eyenid Manzo	Carlsbad MainStreet
Joy Springer	Carlsbad Automotive Restoration Society
Desiree Markham	KENW-FM
Larry Mitchell	Creative Carlsbad

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: Dr. S.S Dara, Elizabeth Lickliter, Milan Patel and Neil Wiggins.

Absent: Dale Balzano.

3. APPROVAL OF MARCH 1, 2022 AGENDA

The motion to approve the March 1, 2022 meeting Agenda was made by Dr. Dara and seconded by Mr. Patel.

The vote was as follows:

Yes: Dara, Lickliter, Patel, and Wiggins.

No: None

Absent: Balzano.

4. CONSIDER APPROVAL OF MINUTES OF LODGERS TAX ADVISORY BOARD MEETING HELD ON FEBRUARY 1, 2022

The motion was made by Dr. Dara and seconded by Mr. Patel to approve the February 1, 2022 meeting minutes.

The vote was as follows:

Yes: Dara, Lickliter, Patel, and Wiggins.

No: None

Absent: Balzano.

5. PRESENTATION OF FY2021-22 2ND QUARTER FINANCIAL REPORT – PROMOTIONAL FUND

Sandy Gonzalez presented the 2nd Quarter Financial Report explaining the expenditures as of December 2021 and the aging schedule indicating approximately 1.4 million needs to be spent by June 2022 to be in compliance for FY20.

No Vote Required

6. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM UNITED WAY OF EDDY COUNTY – 2022 PROMOTIONAL FOR UNITED WAY CINCO DE MAYO GOLF TOURNAMENT

A representative was not present.

The motion was made by Ms. Lickliter and seconded by Mr. Patel to approve the \$13,000 request.

The vote was as follows:

Yes: Dara, Lickliter, Patel, and Wiggins.

No: None

Absent: Balzano.

7. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM HOPE CENTER – 2023 PROMOTIONAL FOR HOPE CENTER LIVE EVENTS

A representative was not present.

The motion was made by Mr. Patel and seconded by Ms. Lickliter to approve the \$21,000 request.

The vote was as follows:

Yes: Dara, Lickliter, Patel, and Wiggins.

No: None

Absent: Balzano.

8. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD AUTOMOTIVE RESTORATION SOCIETY – 2023 PROMOTIONAL FOR CAR-A-FAIR 2022

Joy Springer was present on behalf of the Carlsbad Automotive Restoration Society. Ms. Springer informed the board this will be their 25th annual Car-a-Fair and they will be partnering with Lifehouse who will be hosting a 5k the morning of the event.

The motion was made by Dr. Dara and seconded by Ms. Lickliter to approve the \$27,650 request.

The vote was as follows:

Yes: Dara, Lickliter, Patel, and Wiggins.

No: None

Absent: Balzano.

9. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD AREA ART ASSOCIATION – 2023 PROMOTIONAL FOR CARLSBAD AREA ART ASSOCIATION

Jim Renfrow presented the annual request on behalf of the Carlsbad Area Art Association.

The motion was made by Dr. Dara and seconded by Mr. Patel to approve the \$30,000 request.

The vote was as follows:

Yes: Dara, Lickliter, Patel, and Wiggins.

No: None

Absent: Balzano.

10. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM FRIENDS OF THE LIVING DESERT – 2023 PROMOTIONAL FOR FRIENDS OF THE LIVING DESERT: TRAIL TO DISCOVERY

Carol Belski was present on behalf of the Friends of the Living Desert. She explained their request for funds is used to build on the advertising done directly by the Living Desert and for any events their organization sponsors at the Living Desert.

The motion was made by Ms. Lickliter and seconded by Dr. Dara to approve the \$27,200 request.

The vote was as follows:

Yes: Dara, Lickliter, Patel, and Wiggins.

No: None

Absent: Balzano.

11. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD COMMUNITY THEATRE – 2023 PROMOTIONAL FOR CARLSBAD COMMUNITY THEATRE TOURISM CAMPAIGN

Carolyn Olsen and Mannie Beason were present on behalf of the Carlsbad Community Theatre. They informed the board they have reopened after two years of being closed and plan to use the funds to advertise their scheduled plays and musicals as well as revamp their website.

The motion was made by Dr. Dara and seconded by Ms. Licklitter to approve the \$30,000 request.

The vote was as follows:

Yes: Dara, Licklitter, Patel, and Wiggins.

No: None

Absent: Balzano.

12. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM RED ROCKET SOCIAL MEDIA – 2023 PROMOTIONAL FOR LOCAL EVENT PROMOTION SOCIAL AD BUY

Damian Capello was present on behalf of Red Rocket Social Media. He explained their focus is on promoting smaller local events to travelers to Carlsbad.

The motion was made by Mr. Patel and seconded by Dr. Dara to approve the \$60,000 request.

The vote was as follows:

Yes: Dara, Licklitter, Patel, and Wiggins.

No: None

Absent: Balzano.

13. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CREATIVE CARLSBAD ARTS COUNCIL – 2023 PROMOTIONAL FOR CREATIVE CARLSBAD ARTS COUNCIL TOURISM CAMPAIGN

Larry Mitchell and Dianne Joop were present on behalf of Creative Carlsbad Arts Council. Ms. Joop explained Creative Carlsbad hosts annual events and assists the City of Carlsbad with events. Events include a bat fest and chili cookoff as well as helping the City with Movie in the Park and other events.

The motion was made by Dr. Dara and seconded by Mr. Patel to approve the \$75,000 request.

The vote was as follows:

Yes: Dara, Licklitter, Patel, and Wiggins.

No: None

Absent: Balzano.

14. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM CARLSBAD MAINSTREET – 2023 PROMOTIONAL FOR CARLSBAD MAINSTREET ARTS & CULTURE DISTRICT TOURISM CAMPAIGN

Kat Davis was present on behalf of Carlsbad MainStreet. Ms. Davis informed the board this request covers most events throughout the year like the Farmer's Market and Third Thursday. She explained their plan includes diversified advertising. Dr. Dara asked if Carlsbad MainStreet charges and Ms. Davis explained the events are free to the public.

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

The vote was as follows:

Yes: Dara, Licklitter, Patel, and Wiggins.

No: None

Absent: Balzano.

15. CONSIDER APPROVAL OF REQUEST FOR FUNDING FROM DESIREE MARKHAM– 2023 PROMOTIONAL FOR KENW-FM

Desiree Markham presented the request explaining this request for funding is for city partnerships for advertisements. She mentioned she requested funding in 2020 and has used the \$3,500 in funds to run ads from February 2021 through February 2022.

The motion was made by Ms. Licklitter and seconded by Mr. Patel to approve the \$3,500 request.

The vote was as follows:

Yes: Dara, Licklitter, Patel, and Wiggins.

No: None

Absent: Balzano.

16. ADJOURN

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

The vote was as follows:

Yes: Dara, Lickliter, Patel, and Wiggins.

No: None

Absent: Balzano.



Chairman