

**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 7, 2023, AT 7:30 A.M.**

Voting Members Present: Dr. S.S. Dara, Chairman
Dale Balzano
Milan Patel
Amit Bhakta

Voting Members Absent: Elizabeth Lickliter

Also Present: Angie Barrios-Testa Director of Municipal Services
Jessica Ponce Budget/Grants Analyst

1. CALL TO ORDER

Dr. S.S. Dara, Chairman, called the meeting to order at 7:31 a.m.

2. ROLL CALL OF VOTING MEMBERS AND DETERMINATION OF QUORUM

Dr. Dara called roll and it was determined there was a Quorum of the Voting Members.

Present: Dr. S.S. Dara, Dale Balzano, Milan Patel, and Amit Bhakta

Absent: Elizabeth Lickliter

3. APPROVAL OF NOVEMBER 7, 2023 AGENDA

The motion to approve the November 7, 2023, meeting Agenda was made by Milan Patel and seconded by Dale Balzano.

The vote was as follows:

Yes: Dr. S.S. Dara, Dale Balzano, Milan Patel, and Amit Bhakta

No: None

4. CONSIDER APPROVAL OF MINUTES OF LODGERS TAX ADVISORY BOARD MEETING HELD ON OCTOBER 3, 2023

Angie Barrios-Testa pointed out a correction made to the numbering in the draft minutes. The motion was made by Dale Balzano and seconded by Milan Patel to approve the October 3, 2023 meeting minutes with the correction.

The vote was as follows:

Yes: Dr. S.S. Dara, Dale Balzano, Milan Patel, and Amit Bhakta

No: None

5. PRESENTATION OF FY2023-2024 1ST QUARTER FINANCIAL REPORT – PROMOTIONAL FUND

Jessica Ponce presented the 1st Quarter Financials for FY24. Year to date revenues are \$357,276.32 which is 40% of the budget. The expenditures are \$1,184,468.48 which is 47% of the budget and the ending cash balance is \$1,254,201.46. She reported that the fund was doing well and that funds were coming in consistently. There was a question about what the split was for what the promotional fund receives and the City receives and Jessica explained that it is a 60%/40% split in funding. The advisory board members discussed concerns with the collection of Lodgers Tax and Jessica did advise that Finance was looking into a software system to assist with collection procedures. There will be additional compliance oversight in the future.

No vote required for this item:

6. CONSIDER APPROVAL OF REQUEST FOR CREATIVE CARLSBAD’S NIGHT OF LIGHTS & INTERACTIVE MURAL

There was no representative present from Creative Carlsbad, therefore Angie Barrios-Testa presented the request. The Night of Lights event is a big event for the City which kicks off the beginning of the Holidays. People come to enjoy the crafts and vendors at the Halagueno Arts Park and then the event continues with the parade (MainStreet). This year the parade will go to the beach where there will be more related activities. Creative Carlsbad will be concentrating on advertising outside of Carlsbad. The Interactive Mural is now complete and there was a ribbon cutting yesterday, November 6, 2023. This will also be something for people to come and take a photo with the mural and for an opportunity to track who comes to Carlsbad. The motion was made by Amit Bhakta and seconded by Dale Balzano to approve the request.

The vote was as follows:

Yes: Dr. S.S. Dara, Dale Balzano, Milan Patel, and Amit Bhakta

No: None

7. ADJOURN

Being no further business the motion to adjourn was made by Dale Balzano and seconded by Milan Patel.

The vote was as follows:

Yes: Dr. S.S. Dara, Dale Balzano, Milan Patel, and Amit Bhakta

No: None



Chairman