

**MINUTES OF A MEETING OF THE LODGERS' TAX ADVISORY BOARD OF THE
CITY OF CARLSBAD, NEW MEXICO, HELD IN THE MUNICIPAL BUILDING
PLANNING ROOM, 101 N. HALAGUENO ST., CARLSBAD, NM
TUESDAY, APRIL 2, 2024, AT 7:30 A.M.**

Voting Members Present: Dr. S.S. Dara, Chairman
Elizabeth Licklitter
Amit Bhakta

Voting Members Absent: Dale Balzano
Milan Patel

Also Present:

Richard D. Lopez, Ex-Officio	Mayor
Angie Barrios-Testa	Director of Grant Programs
Jessica Ponce	Budget/Grants Analyst
Patricia Calderon	New Beginnings Church of God
Tammy Neel	Yucca Blossom
Jim Renfrow	Carlsbad Area Art Association
Crystal Mullins	New Beginnings Church of God

1. CALL TO ORDER

Dr. S.S. Dara, Chairman called the meeting to order at 7:00 a.m.

2. ROLL CALL OF VOTING MEMBERS AND DETERMINATION OF QUORUM

Dale Balzano called roll and it was determined there was a Quorum of the Voting Members.

Present: Dr. S.S. Dara, Elizabeth Licklitter, and Amit Bhakta

Absent: Dale Balzano and Milan Patel

3. APPROVAL OF APRIL 2, 2024 AGENDA

The motion to approve the April 2, 2024, meeting Agenda was made by Amit Bhakta and seconded by Elizabeth Licklitter.

The vote was as follows:

Yes: Dr. S.S. Dara, Elizabeth Licklitter, and Amit Bhakta

No: None

4. CONSIDER APPROVAL OF MINUTES OF LODGERS' TAX ADVISORY BOARD MEETING HELD ON MARCH 5, 2024

The motion to approve the March 5, 2024, meeting minutes was made by Amit Bhakta and seconded by Elizabeth Licklitter.

The vote was as follows:

Yes: Dr. S.S. Dara, Elizabeth Licklitter, and Amit Bhakta

No: None

5. CONSIDER APPROVAL OF THE REQUEST FOR FUNDING FROM CARLSBAD AREA ART ASSOCIATION (CAAA) FOR THE CAAA ANNUAL PROMOTION CAMPAIGN

Mr. Jim Renfrow presented the request for \$35,000 in funds for the Carlsbad Area Art Association (CAAA). CAAA is returning for its annual request. CAAA discussed their process of collecting visitor information. Mr. Renfrow stated that there are people who prefer not to sign in but they make the sign-in

sheet available as visitors walk in. The motion to approve the request was made by Amit Bhakta and seconded by Elizabeth Licklitter.

The vote was as follows:

Yes: Dr. S.S. Dara, Elizabeth Licklitter, and Amit Bhakta

No: None

6. CONSIDER APPROVAL OF THE REQUEST FOR FUNDING FROM TAMMY NEAL FOR THE YUCCA BLOSSOM TRADE DAYS EVENT

Ms. Tammy Neel presented the request for \$7,000 in funds for the Yucca Blossom Trade Days Event. Ms. Neel stated that vendors come from El Paso, Ruidoso, Alamogordo, and as far as Amarillo, and each vendor pays for their booth. Ms. Neel stated that the total budget for the event is actually \$15,000 and not \$7,000 but she is only requesting some of the items because she wants to be self-sustaining. She hopes not to rely on Lodgers' Tax in the future. Ms. Neel stated that the events are free to the public but they accept donations that go to a family in need. During the Artesia event, \$7,300 was collected for a family in Carlsbad. Ms. Neel is now bringing in eight shows per year in Ruidoso, Lovington, Roswell, Artesia, and Carlsbad, and she is a coordinator for Jal. Ms. Neel walked during the event collecting visitor information, at the last event there were 3,700. The upcoming event will be held at Walter Gerrell Performance Arts Center, which is large enough to hold 60 booths, and only two booths are left unfilled. The motion to approve the request was made by Elizabeth Licklitter and seconded by Amit Bhakta

The vote was as follows:

Yes: Dr. S.S. Dara, Elizabeth Licklitter, and Amit Bhakta

No: None

7. CONSIDER APPROVAL FOR FUNDING FROM NEW BEGINNINGS CHURCH OF GOD FOR THE GRACE AND POWER WOMEN'S CONFERENCE

Ms. Patricia Calderon and Pastor Crystal Mullins presented the request for \$3,300 for the Grace and Power Women's Conference. Ms. Calderon stated that this is the sixth event but their first time requesting Lodgers' Tax due to cost increases for the venue and other expenses since COVID. This event focuses on helping women and young women, and they are seeing an interest in younger girls in the 10-year-old range attending. Ms. Calderon stated that approximately 40% are from out of town, mostly from Texas. Dr. Dara asked if it was acceptable for a church to request funds. Ms. Barrios-Testa stated that other similar organizations have been funded in the past. Ms. Licklitter asked if the City of Carlsbad attorney reviews this type of request. Ms. Barrios-Testa responded that this has been considered in the past and found no rule that prohibits allowing Lodgers' Tax for such events because the goal is to bring tourists and visitors to stay in Carlsbad for a variety of events. Ms. Barrios-Testa asked Ms. Calderon how many days was the event scheduled. Ms. Calderon confirmed that this is a three-day event. The motion was made to approve the request by Elizabeth Licklitter and seconded by Amit Bhakta.

The vote was as follows:

Yes: Dr. S.S. Dara, Elizabeth Licklitter, and Amit Bhakta

No: None

8. ADJOURN

Being no further business the motion to adjourn was made by Amit Bhakta and seconded by Elizabeth Licklitter.

The vote was as follows:

Yes: Dr. S.S. Dara, Elizabeth Licklitter, and Amit Bhakta

No: None

Chair