

STATE OF NEW MEXICO)
CITY OF CLOVIS) ss.

The City of Clovis Lodger's Tax Advisory Board met at 5:30 p.m., Tuesday, April 5, 2017 in the Assembly Room of the Bert Cabiness City Government Center, 321 Connelly, in full conformity with the laws of the State of New Mexico and the ordinances and resolutions of said city with the following members present:

Thomas Martin
Girish Pandya
Andrea Weaver
Dhawal Jariwala

EX-OFFICIO PRESENT: Mayor Pro Tem Juan Garza

ABSENT: Don David, Chairman

ALSO PRESENT:
Vicki Reyes, Assistant City Clerk
Claire Burroughes, Assistant City Manager
Leighann Melancon, Finance Director
Members of the public

Mayor Pro Tem Garza called the meeting to order at 5:34 p.m. and established the presence of a quorum.

Agenda Item No. 3 - Approval of Minutes

Ms. Weaver made a motion to approve the minutes of January 3, 2017 as presented; Mr. Jariwala seconded the motion, which passed by acclamation.

Agenda Item No. 4 - Request for approval of amendment to Lodger's Tax application form

Ms. Burroughes stated there are some changes to the page one of the Lodger's Tax application. She has changed Item Number 4 for the post reporting criteria for a report to be presented to the board within 90 days of the event. Mr. Martin stated section 3, sentence 1 should be "request".

Agenda Item No. 5 - Review of applications for Lodger's Tax funds

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| 42 Championship | \$3,000 |
|------------------------|----------------|

Mr. Pierce stated the tournaments have grown every year. The Clovis Rocks and Rock-n-Roll tournaments will be June 9-10, the Shoot Out and Showdown tournaments will be July 14-15 and the State 42 and High Plains 42 tournaments will be August 25-26. Mr. Jariwala asked how many stayed in the hotels last year. Mr. Pierce stated most of the players are local.

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| MainStreet | \$4,500 |
|-------------------|----------------|

Ms. Pellegrino-Spear stated this is for printing and marketing materials for Clovis MainStreet. They want to be able to promote downtown Clovis. Mr. Jariwala stated the items she wants to spend money on is brochures and newsletters. He asked if this money would last a year. Ms. Pellegrino-Spear stated it

should last longer than a year. Mr. Jariwala asked if this money would be used for the Lyceum Theatre, Railroad park, etc and not a specific event. Ms. Pellegrino-Spear stated it would help all of their events as well as the businesses downtown.

Chamber of Commerce

Retail Committee Jingle **\$6,000**

Mr. Greg Southard stated they would like to have a radio jingle to remind people to shop Clovis. Ms. Gail Tarson stated they are asking for money to help promote the jingle on all three radio stations. They will match the funds through the Chamber as well. They will have a widespread radio campaign to try to keep people in Clovis. Ms. Weaver stated the request states that it is for \$2,500 but they are asking for \$6,000. Ms. Tarson stated the \$2,500 was what the board gave them to create the jingle, but now they need money to play the jingle. Ms. Weaver asked if there was a way to get businesses to help pay for the cost. Ms. Tarson stated the chamber members to pay dues and some of that money will be used to match the funds given from lodger's tax. Mr. Jariwala asked how long this money would last. Ms. Tarson stated the \$12,000 should last them all year. Mr. Jariwala stated how long the money lasts will depend on how much they spend each month. Ms. Tarson stated chamber members are also utilizing the same jingle. She stated she is using the jingle along with her advertising as well. Mr. Martin asked at what point do they know if it works. Mr. Southard stated they are trying to change the perception of the community. Mr. Jariwala asked if they could have some kind of data showing that local businesses are benefiting from this. Ms. Tarson stated if they could have people mention the ad when shopping that may be able to get them information.

2017 Clovis Music Festival, June 23-24, 2017 **\$4,000**

Mr. Derek Cockrell stated they have combined with Draggin Main. They have four class reunions that have scheduled their events around Draggin Main and the Music Festival. They initially thought they were going to have the music festival on one night and they decided to expand to two nights. They will have the events on a Thursday and Friday night. Mr. Jariwala stated they highly depend on the events that come in on the weekends. They are going to take three weekends worth of things and it will all be in one weekend. Custom Classic will be the same weekend and they can barely reserve rooms for that alone. Ms. Weaver stated the music festival does not sell a lot of rooms, but when everything is one weekend they bring out the lodger's tax for one weekend.

Class of 1967 50th Reunion, June 22-24, 2017 **\$1,000**

Ms. Ardeth Leslie stated they will be promoting Clovis by people staying in the hotels, shopping and eating here. The Chamber helped the Class of 1966 with their goodie bags and all of the promotional items for Clovis. They have hired the same company that the Class of '66 hired to do all of their promoting. They expect to have 100-150 people. Mr. Weaver asked how many of the guests will be from out of town. Ms. Leslie stated the majority should be from out of town.

Class of 1977 40th Reunion, June 22-24, 2017 **\$1,000**

Ms. Weaver asked if they would all have the same amount of people attending. Ms. Kos stated they should have the same amount. The money they are asking for will have promotional items that will also have CHS Class of "" on them.

Class of 1975 60th Birthday Reunion, June 22-24, 2017 \$1,000

Ms. Kos stated this reunion will also be the same weekend as the others.

Events Coordinator Salary \$30,000

This is to help fund the salary for the Events Coordinator to promote Clovis. They have hired a new events coordinator to replace Brittney Cannon who has resigned.

2017 High Plains Jr. Rodeo Finals, July 11-16, 2017 **\$20,000**

This is standard to every year. The High School Rodeo Association has a board that is normally all from out of town, but this year Jarod Wilhite from Clovis is the president of the Association.

Rock & Roll Museum \$4,000

This is an ongoing item to promote the museum.

2018 NM Vacation Guide \$14,000

This is for a full page in the vacation guide.

Rodeo Tailgate & Trade Days, June 2 - 3, 2017 \$10,000

Ms. Fulgham stated they want to introduce a new event. June 3rd will be the Pioneer Days Parade as well as the final day of the Rodeo. For the past 8 years they have had a chuckwagon cookoff after the parade at the fairgrounds, but this year they are going to move to Hilcrest Park. She has received calls from out of state that want to attend trade days. This is not a swap meet, but will be high end items. The rodeo tailgate will have local vendors. Their theme is "Cowboys and Camo" to help celebrate the 10 year anniversary of Special Ops at Cannon Air Force Base. They will have the food vendors set up Friday afternoon and will also be there on Saturday. Ms. Weaver asked if they have any vendors committed. Ms. Fulgham stated she does not yet, but has a list of people to contact.

Gun Knife and Coin Show, October 13-15, 2017 \$3,000

Mr. Whitehurst stated the event will be October 13-15. They want to create a 3 day pass for \$10. The money they are asking for is strictly for advertising and will promote Clovis and not the Clovis Lions Club.

Ned Houk Motorsports, April - October 2017 \$25,000

Mr. Bob Landry stated they start racing on May 6th and motorcycles will begin the last week of April. They will race until the last weekend of September possibly October depending on the weather. They expect 20-40 rooms every race weekend.

Tru Roping Productions, July 7-9, 2017 \$10,000

Mr. Trujillo stated this event will be July 7-9. Ms. Weaver sated the estimated income was not listed. Mr. Trujillo stated the total event was over \$200,000 last year. Ms. Weaver stated the prizes he is giving will probably not be eligible for lodger's tax, but it can be used for advertising.

Curry County Fair, August 15-19, 2017 **\$18,000**

Ms. Joelle Reed stated this is the 97th year of the fair and will be August 15-20. The three year average is 30,352 guests. They advertise on digital media, all three radio stations, press releases, posters and flyers. They are now on Snapchat, Instagram and Twitter. They will have an online ad with the Eastern New Mexico News as well as their usual advertising and will also have a billboard this year. They are working with New Mexico True to get a match on the billboard which will allow them to place it outside of Clovis. They anticipate 388 room nights.

Force of One Fight Championships, June 17, 2017 \$15,500

Mr. Eric Suan stated this event will be June 17th at the Civic Center. They provide belts for the contestants that have more than three matches that say Force of One and City of Clovis. This will be covered by channel 10 out of Amarillo. Mayor Pro Tem Garza asked if they would be selling sponsorships. Mr. Suan stated they would be asking for sponsors for the first time. They have givebacks from Chili's and Buffalo Wild Wings that will be given to the Air Force Aid at Cannon Air Force Base. Ms. Weaver asked if this was for one event. Mr. Suan stated it is a one night event. Ms. Jessica Banister stated the fighters will come in Friday night and the event will be Saturday night.

Hillcrest Park Zoo & Par 3 billboard \$950

Ms. Burroughes stated one side will be used by the Water Policy Board to promote water conservation and the other side will be to promote the Hillcrest Park Zoo and the Par 3. There will be no ongoing costs because the city owns the sign on 8th and Main Streets.

Promotional Items NMML Conference \$6,000

Ms. Burroughes stated there is always something from the community to the conference attendees. When the conference was held in 2008 they were given a CD. She is working with the committee for an item for this year.

Ms. Weaver asked if the billboard would be the same as the sign at the zoo. Mayor Pro Tem Garza stated the sign should be a little more visible and bigger. He stated on the other side it will have something regarding water conservation. Mr. Martin asked about the rooms for the conference. Ms. Burroughes stated the league has sent an email asking everyone to reserve their rooms as soon as possible.

CYSA Soccer Festival, April 22-23, 2017 \$5,000

Mr. Andrew Cobb stated this will be April 22-23. They are expecting 45-60 teams which is approximately 800 players. Ms. Weaver asked if this was the same event they had every year. Mr. Cobb stated it was.

Championship Roughstock Challenge, August 18-19, 2017 \$20,000

Ms. Tami Gant stated this will be August 18-19 which is Friday and Saturday night of the fair. They only use professional contestants and have a large money payout. They plan to hold the finals on December 15-16 in Clovis as well.

| Request | Recommended |
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Chamber of Commerce

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|---|------------------|--------------------------------------|
| Retail Committee Jingle | \$6,000 | \$3,000 |
| 2017 Clovis Music Festival | \$4,000 | \$3,000 |
| Class of 1967 50 th Reunion | \$1,000 | \$1,000 |
| Class of 1977 40 th Reunion | \$1,000 | \$1,000 |
| Class of 1975 60 th Birthday Reunion | \$1,000 | \$1,000 |
| Events Coordinator Salary | \$30,000 | \$25,000 |
| 2017 High Plains Jr. Rodeo Finals | \$20,000 | \$14,000 |
| Rock & Roll Museum | \$4,000 | \$4,000 |
| 2018 NM Vacation Guide | \$14,000 | \$8,000 |
| | | |
| 42 Championship | \$3,000 | \$1,500 |
| MainStreet | \$4,500 | \$2,000 (more information next time) |
| Rodeo Tailgate & Trade Days | \$10,000 | \$6,000 |
| Gun Knife and Coin Show | \$3,000 | \$3,000 |
| Ned Houk Motorsports | \$25,000 | \$5,000 |
| Tru Roping Productions | \$10,000 | \$5,000 (more detail in the report) |
| Curry County Fair | \$18,000 | \$15,000 |
| Force of One Fight Championships | \$15,500 | \$5,500 |
| Hillcrest Park Zoo & Par 3 billboard | \$950 | \$ 950 |
| Promotional Items NMML Conference | \$6,000 | \$6,000 |
| CYSA Soccer Festival | \$5,000 | \$0 (use last year's \$3,000) |
| Championship Rough Stock Rodeo | \$20,000 | \$8,000 |
| TOTAL | \$201,950 | \$117,950 |

Mr. Pandya moved for approval; Mr. Martin seconded the motion, which passed by acclamation.

Agenda Item No. 6 - For the good of the order

None.

Agenda Item No. 7 - Adjournment

There being no further business to come before the board the meeting adjourned at 9:01 p.m.

Chairman

SEAL
(ATTEST)

City Clerk