

STATE OF NEW MEXICO)
CITY OF CLOVIS) ss.

The City of Clovis Lodger's Tax Advisory Board met at 5:30 p.m., Tuesday, July 18, 2017 in the Assembly Room of the Bert Cabiness City Government Center, 321 N. 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:

Don David, Chairman
Girish Pandya
Andrea Weaver
Dhawal Jariwala

EX-OFFICIO PRESENT:

Mayor Pro Tem Juan Garza

ABSENT:

Thomas Martin

ALSO PRESENT:

Vicki Reyes, Assistant City Clerk
Leighann Melancon, Finance Director
Members of the Public
Eastern NM News

Mr. David called the meeting to order at 5:32 p.m. and established the presence of a quorum.

Agenda Item No. 3 - Approval of minutes

Mr. Pandya made a motion to approve the minutes of April 4, 2017 as presented; Mr. Jariwala seconded the motion, which passed by acclamation.

Agenda Item No. 4 - Review of applications for Lodger's Tax Funds

Clovis Community College Cultural Art Series \$7,500

Dr. Becky Rowley advised the Cultural Art Series is beginning its 17th season. They are requesting \$7,500 for advertising, which will include newspaper, table tents, social media, billboards, ads in Cannon Connection, PSA's and posters. Their advertising and marketing expenses are close to \$13,000. Ms. Christie Mendoza stated they will open the season on September 23rd.

City of Clovis \$3,360

Ms. Burroughes stated she brought a request for a promotional jingle late last year. They received a response from Elliott Marketing with Johnny Mulhair. She is asking for \$3,000 plus tax for the jingle to promote the City of Clovis. They would use this for promotional purposes, PSA's, cleanups, job fairs, book sells, etc.

Ms. Burroughes stated the second request is for a billboard at 8th and Main promoting the Zoo and Par 3 and Water Conservation. She previously requested funds and received \$950. She is asking for another \$360 to complete the project.

Chamber of Commerce **\$25,303**

2018 Community Profile \$8,000

The NMML will receive a copy of each of the profiles, CAFB brief receive one as well as school reunions. The profile can be found online also.

Rock*Shop*Play*Stay Print Promotion \$3,000

They received funding for a jingle and they want to expand to print ads.

Promotional Items and Goodie Bags \$4,000

They give out bags to help promote the city. CAFB has a newcomers brief twice a month and they receive these.

Postage for Tourism Packets \$4,000

Ms. Emily Heiden stated this item was tabled at the April meeting due to lack of correct paperwork.

2018 NM True Advertising Campaign \$6,303

They submitted an application to the New Mexico Department of Tourism to request matching funding for promotion of the city and events to be advertised in the New Mexico Magazine. There are 150,000 subscribers to the New Mexico Magazine. This funding request pertains to March, April and May 2018. They are requesting \$6,303. Mr. Jariwala asked if the chamber was going to cover the other \$6,000. Ms. Weaver stated there was a grant that would cover that. She stated the way it reads is that the total promotion of the magazine is \$12,253. They would like more clarification. Mr. David asked if they can't come up with the full amount do they lose the grant. Ms. Heiden stated they would not lose it because as part of their agreement they agreed to pay the full amount. Ms. Bargman stated the total cost is \$12,253 and the matching from the state is \$5,950.

Westbrook Baptist Church **\$11,000**

Ms. Kelley Yruegas stated they will have their 11th annual ladies retreat on October 6th and 7th at the Civic Center. They had 371 in attendance last year. Their advertising includes magazines in a seven state region. They are expecting between 400-500 people.

Desert Cruzers Run to Hillcrest **\$11,000**

Mr. Jerry Bailey stated they are expecting 250 cars at their 21st annual Run to Hillcrest. They have rooms blocked at the Best Western and Comfort Inn. This is a three day event and is free to the public. Mr. David asked if the Music Festival being moved was going to hurt their attendance. Mr. Bailey stated he didn't think it would and they have 40 registered already.

MainStreet **\$11,500**

Taste This \$4,000

Ms. Pellegrino-Spear stated this was originally the Downtown Wine & Cheese Gala and was changed to Taste This a few years back. They will start with a fall event and have requests from the public to do two a year. They usually have a winery from Roswell and Taos and Roosevelt Brewery that are normally in

attendance. They also have local restaurants cater the event. They are working with the Underground Embassy to host this.

Christmas Light Parade **\$7,500**

This will be December 2 at 6:00 p.m. They would like to incorporate CAFB who normally have their own parade on base as well as other communities such as Portales. A lot of the local businesses have started bringing in regional reps for this parade. This parade is larger than the one in Amarillo. In the past two years they have included downtown light contest. They would like to include a Christmas in Clovis with the hotels and will include a question regarding use of hotel rooms in their parade float entry forms.

Randy Rogers Concert **\$8,000**

Mr. Josh Ragsdale stated the concert will be September 8th and they have presold 300 tickets. Some of the tickets have been out of Albuquerque, Las Cruces, Rio Rancho, El Paso, etc. They have bought time with KSEL and stations out of Roswell, Amarillo and Lubbock. They anticipate 150 hotel rooms sold. Ms. Weaver asked what the estimated cost of the event was. Mr. Ragsdale stated about \$20,000 and they will have about 15 jobs created.

Ned Houk Motorsports **\$25,000**

Mr. Bob Vilandry stated they had over 800 spectators at the first race. Most of the money they use for promotions is used for payout. They had drivers from Tuscon, Colorado Springs, El Paso, Amarillo, Lubbock and Albuquerque. They are starting to draw more local as well. They promote through radio, magazine and facebook. They have three more events in this quarter and will finish in October. Mr. David asked if he could email a schedule of events. Mr. Vilandry stated he would have Mr. Harris email the schedule.

Hillcrest Zoo Map **\$1,679**

Mr. Romero stated they have around 50,000 visitors every year. They have various events at the zoo such as Christmas Nights at the Zoo, various Fun Run's and is free to citizens for Family Fun Day and the Ethnic Fair. Ms. Kathy Elliott stated this is the 2nd largest zoo in the state. They would like to include a brochure with a map as well as local locations. She estimates 25% of the 50,000 are from out of town. This will include 10,000 brochures.

Double Dash Barrel **\$2,500**

Ms. Angie Welch stated this is the 8th year to produce this event in Clovis. The race this year has a \$10,000 Future Fortunes open bonus money and this has also been approved for next year. This will take place on September 2nd and 3rd. They are one of the largest barrel races in the state.

Bikers Against Bullying **\$8,000**

Ms. Janet Romero stated this will be their 5th annual Bikers Against Bullying Ride. They have done presentations at local schools and a few surrounding schools. They would like to purchase new tshirts. The parade will be August 27th. Clovis was awarded Ground Zero for having the most participation. They do a lot of events out of pocket or through fundraising. Mayor Pro Tem Garza asked how many tshirts they were going to order. Mr. Crehen stated they ordered 500 shirts last time. Ms. Romero stated she would like to order patches as well.

Chamber of Commerce

2018 Community Profile	\$8,000	\$4,000
Rock*Shop*Play*Stay Print Promotion	\$3,000	\$0
Promotional Items and Goodie Bags	\$4,000	\$0
Postage for Tourism Packets	\$4,000	\$0
2018 NM True Advertising Campaign	\$6,303	\$6,303
	\$25,303	\$10,303
Clovis Community College Cultural Art Series	\$7,500	\$7,500
City of Clovis	\$3,360	\$3,360
Westbrook Baptist Church	\$11,000	\$5,000
Desert Cruzers Run to Hillcrest	\$11,000	\$7,500
MainStreet Light Parade & Taste This	\$11,500	\$6,500 (parade) \$1,000 (taste)
Randy Rogers Concert	\$8,000	\$4,000
Ned Houk Motorsports	\$25,000	\$10,000
Hillcrest Zoo Map	\$1,679	\$1,679
Double Dash Barrel	\$2,500	\$2,500
Bikers Against Bullying	\$8,000	\$8,000
	\$114,842	\$67,342

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

Agenda Item No. 5 - For the good of the order

None.

Agenda Item No. 6 - Adjournment

There being no further business to come before the board the meeting adjourned at 8:05 p.m.

Mayor

SEAL
(ATTEST)

City Clerk