

STATE OF NEW MEXICO )  
CITY OF CLOVIS ) ss.

The City of Clovis Lodger's Tax Advisory Board met at 5:30 p.m., Tuesday, January 9, 2018 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  
Thomas Martin

ABSENT:

Andrea Weaver

EX-OFFICIO PRESENT:

Mayor Pro Tem Juan Garza

ALSO PRESENT:

Vicki Reyes, Assistant City Clerk  
Leighann Melancon, Finance Director  
Members of the public

Mr. David called the meeting to order and established the presence of a quorum.

### **Agenda Item No. 3 - Approval of minutes**

Mr. Martin made a motion to approve the minutes of October 3, 2017 as presented; Mr. Pandya seconded the motion, which passed by acclamation.

Ms. Melancon stated she presented the board with Roswell's Lodger's Tax policy. She asked if the board would like them to come up with written guidelines that would make everything equal. Mayor Pro Tem Garza asked if the list of legible expenses would be given to every applicant. Ms. Melancon stated she would verify everything, but there would be a list. Mayor Pro Tem Garza asked if the board would be given all of their findings before they move on. Mr. Howalt stated they are trying to make it so the applicants are well aware of what the board is looking for as well as for when receipts are turned in to administration for approval of what can and cannot be approved. Mayor Pro Tem Garza stated he did not think this was anything that would be out of line. Mr. David stated this was an excellent idea. This is a long time overdue. Mr. Howalt stated they would draft something and then present it to the board at the April meeting.

### **Agenda Item No. 4 - Review of Lodger's Tax Fund**

#### **Chamber of Commerce**

**2018 Draggin' Main and Clovis Music Festival                      \$26,200**

Mr. Derek Cockrell showed a powerpoint presentation of all of the events that were funded with the help of Lodger's Tax. This will take place June 25-29. He stated Thursday, June 28th the show will be a tribute to Bobby Vee and Friday, June 29th will be Warrant and Steel Heart. They will end everything on

Saturday, June 30th with Draggin' Main. Mayor Pro Tem Garza asked if they were going to have bands on Main Street again. Mr. Gene Porter stated that was the plan.

**Promotion of 2018 Pioneer Days            \$5,000**

Ms. Ariana Terns stated the Pioneer Days will be June 7-9 with the PRCA Rodeo and a parade on Saturday. They will also promote the 17<sup>th</sup> Annual Pioneer Women's Breakfast.

**2018 Clovis Home & Garden Show            \$8,000**

Mr. Robyne Beaubien stated they have had the Home & Garden Show for 30 years. It will be held April 7-8. Last year they did a verbal survey and had 17 businesses from out of state that stayed 2-4 days each in hotels. Mr. David asked how many vendors they had last year. Ms. Beaubien stated they had between 80-85. Mr. David asked about the net income. Ms. Beaubien stated that was from sponsors and vendor fees. Mr. Martin asked if website hosting and redesign could use lodgers tax. Ms. Melancon stated she would have to research that. Ms. Beaubien stated it is a website that is only used for the show.

**Force of one    \$15,500**

Mr. Eric Suan stated they have 8-10 teams that participate. Their event will be held on April 28<sup>th</sup> at the Civic Center. They would like to advertise on the octagon this year on all of the corners. Mr. David asked what attendance was like last year. Mr. Suan stated the first one had around 900 and the last one had 800. Mayor Pro Tem Garza asked if they had any problems last year. Ms. Suan stated they did not. They hire security officers and have volunteers as well.

**CSA    \$15,000**

Mr. Roger Jackson stated they will be advertising for 11 tournament events. They will host the Youth World Tournament again this year as well. Mr. David asked if this would go mostly for promotional items. Mr. Jackson stated it would be advertising and everyone is given promotional items.

**Bobcat Boxing    \$4,000**

Mr. Tony Romero stated they are asking for help for advertising for their fight on February 3<sup>rd</sup>. The teams that have been invited are from West Texas and all over New Mexico. They plan to fight in Clovis once a month or every two months. Mr. Pandya asked what the age groups were. Mr. Romero stated they like start at 10 years old. Mr. Pandya asked if they have insurance in case something happens. Mr. Romero stated to fight amateur boxing they have to have a card from USA boxing and the covers the boxer. Mr. David asked if they had any association with Golden Gloves. Mr. Romero stated USA Boxing out of Albuquerque will be promoting Golden Gloves in Clovis this year.

**Hillcrest Park Zoo website                    \$2,200**

Mr. Vince Romero stated they would like to create a webpage for the zoo. They have one now but would like to expand on it. They bring in roughly 50,000 visitors a year and are the second largest in the state. Mr. Kathy Elliott stated they could make the site more appealing and link to their social media. This is on their own domain but links through the city website. Mr. David asked if the amount was the entire cost for designing the site. Ms. Elliott stated it was.

**Gun Show \$3,000**

Mr. Joe Whitehurst stated the gun show will be March 9-11 and they hold two a year. Over the past years they have helped young people with glasses and have now started helping adults as well as with hearing aids. They give every 3<sup>rd</sup> grader in Curry County a new dictionary. They use local businesses to advertise for their shows. They had 1500 attendees at the last show.

**Curry County Mounted Patrol \$20,000**

Mr. Richards Hadley stated this would be the 48<sup>th</sup> annual Pioneer Days Rodeo. This will be June 7-9. They have 5,000 spectators and 400-500 contestants. Mr. David asked if participation has increased since moving indoors. Mr. Hadley stated they had more attendance at the outdoor arena, but it has been growing every year.

**Ultimate Calf Roping \$12,000**

Mr. Wayne Needham stated this was formally the Joe’s Boot Shop Calf Roping. Almost every participant comes from outside of Clovis. This will take place April 27-29. Mr. David asked why the interest has dropped off. Mr. Needham stated it is a little more expensive to do. Mr. David asked if they have tried to get another big sponsor. Mr. Needham stated other than Joelle Reed at the Events Center they haven’t looked into anything.

	<b>Request</b>	<b>Recommended</b>
Chamber of Commerce		
2017 clovis music festival	\$26,200	\$21,000
Promotion of 2018 Pioneer Days	\$5,000	\$ 4,200
2018 Clovis Home & Garden Show	\$8,000	\$ 5,000
Force of one	\$15,500	\$ 8,000
CSA	\$15,000	\$15,000
Bobcat Boxing	\$4,000	\$ 3,000
Hillcrest Park Zoo	\$2,200	table until next meeting
Gun Show	\$3,000	\$ 3,000
Curry County Mounted Patrol	\$20,000	\$15,000
Ultimate Calf Roping	\$12,000	\$12,000
<b>TOTAL</b>	<b>\$110,900</b>	<b>\$ 86,200</b>

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

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

Mr. Martin asked if any of the cities require the application to be submitted a week prior for the board to review. Ms. Melancon stated it would be up to the board. Mr. David stated he would suggest putting that in the guidelines.

Mayor Pro Tem Garza stated having a due date for invoices would help staff, but it may run people off. Ms. Melancon felt 90 days was enough time for someone to get invoices turned in. Mayor Pro Tem asked if 90 days was too long. Mr. Pandya suggested 45 or 60 days. Mr. Martin stated that does seem like a long time. Ms. Melancon stated 60 days would work, but 45 may not be enough time. She stated she would start working on the guidelines and report back in April. She asked that the board send any recommendations to either Ms. Reyes or herself.

Mayor Pro Tem Garza thanked Mr. David for serving on the Lodger's Tax Board. Mr. Pandya and Mr. Martin wished him well on his retirement.

**Agenda Item No. 6 - Adjournment**

There being no further business to come before the board the meeting adjourned at 7:31 p.m.

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Chairman

SEAL  
(ATTEST)

\_\_\_\_\_  
City Clerk