

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 3, 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:

Girish Pandya
Thomas Martin
Andrea Weaver
Bill Bargman

EX-OFFICIO PRESENT:

Mayor Pro Tem Juan Garza

ALSO PRESENT:

Vicki Reyes, Assistant City Clerk
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

Mr. Pandya made a motion to approve the minutes of January 9, 2018 as presented; Mr. Martin seconded the motion, which passed by acclamation.

Agenda Item No. 4 - Discussion and/or recommendation regarding Lodger's Tax procedures

Ms. Melancon stated she sent the board suggestions on the application process, approved expenditures, reimbursement requests and the application from the City of Gallup as an example.

Mr. Martin asked if she wanted to meet with them later or after the meeting. Mayor Pro Tem Garza stated there had been some confusion in the past as to what they were allowed to spend on. They can discuss this after the meeting.

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

High Plains Hoops \$1,622

Mr. Brian Carpenter stated they are running a tournament the last weekend in April and have had response from as far as away as Abilene. Mayor Pro Tem Garza stated the referee cost does not qualify for Lodger's Tax funds. He stated if they give him money for t-shirts he cannot sell them but they can be given away. Mr. Carpenter stated they would be given away for 1st and 2nd place. Mr. Bargman asked if they there would be a team that would stay the whole duration. Mr. Carpenter stated there are teams that are requesting no Friday night play.

Chamber of Commerce \$80,619

Rocktoberfest \$12,000

Mr. Vincent Soule and Mr. Chris Mitchell, YPC, approached the podium. They are requesting funding for Rocktoberfest on October 6, 2018 at the Clovis Civic Center. They plan to use the funding for advertising only. They had around 1,000 in attendance at their last event in 2016.

Mr. Martin asked where the marketing money was going. Mr. Soule stated most likely through social media and signage. Mr. Mitchell stated they also wanted to advertise in Lubbock and Amarillo. Mr. Martin asked what entrance fee was. Mr. Soule stated \$10.

Mr. Pandya asked how many people would be using room nights. Mr. Soule stated he didn't know how many. He didn't have projections from 2016. He estimated around 20.

Events Coordinator \$30,000

Ms. Ernie Kos stated they are asking Lodger's Tax to partner with the Chamber. Mr. Martin asked if this was the one they split in half. Ms. Kos stated right now it is was not half. Mr. Bargman asked how long the event coordinator has been with them. Ms. Kos stated a year.

NM True Co-Op Tourism Funding \$18,419

Ms. Emily Heiden stated this was now the NM True Adventure Guide. This year they have shifted their focus. They still hope to have a publication in the Adventure Guide, but now they have expanded to a mixed media platform. They had a one on one consultant with an advertising executive at the NM True Tourism Department who went over the goals for the community and handcrafted a campaign. They are asking for funds for the following: Digital Radio (Pandora) \$5,750, Native Article Content Creation and Social Distribution \$3,105, New Mexico True Adventure Guide \$4,290, New Mexico Magazine A La Carte Display \$4,433 and Albuquerque The magazine - Special Road Trip Section \$841. These are distributed across the state. The Native Article Content is three different articles plus Facebook. Mr. Bargman stated if someone can't find the content on their phone it almost won't be on their radar. Ms. Weaver asked if it was correct that some of the publications would run for only 3 months at a time. Ms. Heiden stated that was correct. The New Mexico True publication was an annual publication that comes out in November of this year and the others would be targeted more for the summer months.

Retail Jingle \$6,000

They partner with all three local radio stations. This is to promote the city and to reach tourists to spend and play in Clovis. This would be to continue to fund the jingle through 2018.

In-House Printing \$5,000

They have a large printer at the chamber where they print posters and flyers for special events. Mayor Pro Tem Garza asked if they charge for printing. Ms. Heiden stated they do not. If this is a local need this was something they provide but someone not associated with the community they will charge a small fee.

Postage for Tourism Packets \$4,000

Ms. Kos stated they get requests for tourism packets from people that are coming to Clovis to visit.

Rock & Roll Museum \$4,000

Ms. Kos stated this is for overall promotion of the museum. That would include card racks, print ads, radio ads and postcards. Mayor Pro Tem Garza asked how they keep track of visitors. Ms. Kos stated they have a guestbook but there is an entry fee of \$5 so they keep track that way.

Museum Billboard \$1,200

This billboard is in Muleshoe, TX. Ms. Weaver asked if that was an annual fee. Ms. Kos stated it was.

Curry County 42 \$3,000

Mr. Pierce stated they have three weekends during the year that they host the 42 championships. They have had teams come in from Amarillo and Lubbock. Ms. Weaver asked if the trophies have Clovis, NM on them. Mr. Pierce stated they would add that if hadn't been on there already.

Pioneer Days \$10,000

Ms. Fulgham introduced Lexi Myers and Renee Guthree. Ms. Myers stated last year they started the rodeo tailgate party along with the Pioneer Days Rodeo. This also helps to display the Curry County Events Center. The theme for this year is "Kids and Cowboys". They are moving the Lil Buckaroo Rodeo to Saturday night to draw in more people.

Tru Roping \$20,000

Ms. Kim Bates stated last year they received \$5,000 from Lodgers Tax. They give away t-shirts, hats, and have local bands. They have gone from a couple hundred participants to a couple thousand. This is a family run business. They provided at least 20 rooms to their local celebrities and the staff. They will give away five buckles, five saddles, two trailers and one truck.

High Plains Junior Rodeo \$1,500

Ms. Erramouspe stated they are having two different rodeos this year. They will have the rodeo on June 22-24 and the finals July 11-15. They have around 135 members. They are going to advertise in the Cowboy Times, Clovis Livestock News and the ENM News. Ms. Weaver asked if they were giving out trophies or saddles. Ms. Erramouspe stated they give away saddles and buckles at the finals. They are partnering with the Chamber of Commerce on the finals.

Curry County \$5,000

Ms. Doria Rey stated this event will be four days and this is to help promote prior to the conference. They will provide giveaways at the annual conference. Mr. Bargman asked if the participants would be from other counties. Ms. Rey advised they would. Ms. Weaver asked what high tech giveaways they would giveaway. Ms. Rey stated they are looking at fans, chargers and speakers that attach to your phone.

Westbrook \$14,000

Ms. Jeanette Tunnell stated this was the 12th annual Ladies Retreat. Last year they used 147 hotel rooms. They should have around 450 attendees and have moved to the Events Center due to more participation.

City of Clovis \$1,200

Mr. Louis Gordon stated the city would be hosting the NM League of Zoning Officials on May 2-4. There are 200 + members. The conference will be at the Civic Center and the host hotel is Days Inn & Suites. They would like to provide the members with bags similar to those given away at the NMML Annual Conference. Mayor Pro Tem Garza asked how many people would be in attendance. Mr. Gordon stated possibly around 100.

Double Dash Barrel Race \$3,500

Ms. Angie Moore stated this would be from September 1st and 2nd at the Events Center. They have four events a year, one in Clovis, two in Amarillo and one in Levelland. They had a 38% increase from 2016 to 2017. She would like to promote more this year and had contestants from eight different states last year. Ms. Weaver stated the funds could not be used for facility rent. Ms. Moore stated she wasn't sure if it could be but would use for promotional and advertising.

Curry County Events Center

Monster Thunder Trucks \$10,000

Ms. Joelle Reed stated they are doing snapchat, Twitter, Facebook and grassroots promotion. There will be one show on April 14th and another August 17th and 18th. This is a standalone event separate from the Curry County Fair. Ms. Melancon stated because the April 14th show had already been advertised they could not receive funding for that one.

Curry County Fair \$18,000

This will be August 14-18. They will have table tents, billboard, blue barrels, online and print. They should have additional room nights due to additional bands. "Tried and True" is the theme for this year.

| Event | Requested | Recommended |
|-----------------------------|------------------|--|
| High Plains Hoops | \$1,623 | \$1,623 |
| Curry County 42 | \$3,000 | \$1,500 |
| Pioneer Days | \$10,000 | \$6,000 |
| Tru Roping | \$20,000 | \$8,000 |
| HPJR | \$1,500 | \$1,500 |
| Curry County advertisement) | \$5,000 | \$5,000 (has to have City of Clovis on |
| Westbrook | \$14,000 | \$6,000 |
| City of Clovis | \$1,200 | \$1,200 |

| | | |
|-----------------------------|------------------|---|
| CBT Productions | \$3,500 | \$3,000 |
| Curry County Fair | \$18,000 | \$15,000 |
| Monster Trucks | \$10,000 | \$3,000 (for August event only) |
| Chamber of Commerce | | |
| Rocktoberfest | \$12,000 | \$6,000 |
| Events Coordinator | \$30,000 | \$25,000 |
| 2018 NM Vacation Guide | \$18,419 | table until July for more explanation on amount awarded at previous meeting and more info on Pandora. |
| Retail Jingle | \$6,000 | \$0 |
| In-House Printing | \$5,000 | \$2,500 |
| Postage for Tourism Packets | \$4,000 | \$4,000 (for the year) |
| Rock & Roll Museum | \$4,000 | \$0 |
| Museum Billboard | \$1,200 | \$1,200 |
| TOTAL | \$168,441 | \$90,523 |

Mr. Pandya made a motion to recommend to the city commission; Mr. Bargman seconded the motion, which passed by acclamation.

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

Ms. Melancon stated the next meeting would be July 3rd. She asked the board if they wanted to leave it on that date or move to the following week. The board agreed to move the next meeting to July 10th.

Agenda Item No. 7 - Adjournment

There being no further business to come before the board the meeting adjourned at 8:50 p.m.

Chairman

SEAL
(ATTEST)

City Clerk