

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 10th, 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, Chairman
Bill Bargman
Alfred Bryant

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 and established the presence of a quorum.

Agenda Item No. 3 - Election of Chairman

Mr. Bargman made a motion to nominate Mr. Martin as chairman; Mr. Bryant seconded the motion, which passed by acclamation.

Agenda Item No. 4 - Approval of minutes of April 3, 2018 and May 15, 2018

Mr. Pandya made a motion to approve the minutes of April 3, 2018 as presented; Mr. Bargman seconded the motion, which passed by acclamation.

Mr. Bargman made a motion to approve the minutes of May 15, 2018 as presented; Mr. Pandya seconded the motion, which passed by acclamation.

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

2018-2019 Cultural Arts Series \$7,500 September 2018 - April 2019

Ms. Natalie Daggett stated this is in its 18th year. She gave a description of the events they will have during the year. They are exploring digital marketing and social media. She partnered with Albuquerque Journal and New Mexico magazine. Mr. Martin asked about the budget that stated \$12,500 but they are only asking for \$7,500. Ms. Daggett stated they do rely on sponsors and season ticket holders to make up the cost of the remaining budget. Mr. Martin asked if there were any season ticket holders outside of Clovis. Ms. Daggett stated there are some, but they are not far out of Clovis.

Run to Hillcrest \$11,000 September 7-8, 2018

Mr. Jerry Bailey stated they are on their 22nd annual Run to Hillcrest, September 7-8 at Hillcrest Park. The sponsors are Make A Wish and Clovis Community College. The college receives two scholarships for the automotive department and the lighthouse mission is given a donation. They do not charge

advertising they are receiving an invoice for a number of hits. They are not paying for someone to come in and create a facebook page for an event. Mr. Bargman stated everyone that presented said they were going to use digital advertising. Ms. Melancon stated the difference is actual advertising and the construction of a website. Mr. Gentry stated there was a website developed for Draggin Main and the Music Festival. He stated he contacted Carlsbad and they have funded three different websites. He stated legally there isn't an exemption that they can't do it. Mayor Pro Tem Garza asked how much it cost to build the site for Draggin Main. Mr. Gentry stated around \$400. Mayor Pro Tem Garza stated in the past \$3,000-\$4,000 was requested for website design. Mr. Gentry stated the website they built for the chamber a few years ago it promotes the whole community. Every year they pay for licensing and updates to the website and they are not asking for funds for that.

Mr. Martin stated by listing it on items not covered they can never cover it. Ms. Melancon stated if it's there then it saves the board from deciding who to fund. Mayor Pro Tem Garza asked if it was okay to give that amount of money for a website. Mr. Martin asked if they want to have that discussion or do they just eliminate it. If they are having a one time event then they do need a website. Ms. Melancon stated if they keep it then it needs to say "web design event specific". Mr. Pandya asked if they could limit the amount. Mayor Pro Tem Garza stated they couldn't since they don't put a limit on anything else.

Mr. Gentry stated they do goodie bags for various things. He asked if they could add that under tote bags and duffle bags. He asked about adding saddles as well. Ms. Melancon stated they could add "and awards" after trophies. Mr. Gentry asked if food of any kind was going to limit them as far as using peanut patties as a promotional item with a Clovis label. Ms. Melancon stated as soon as someone eats the peanut patties the wrapper gets thrown away. Mr. Gentry stated the money they have been spending on the peanut patties will now go towards t-shirts and Leslie's Candy will now not be included. Mayor Pro Tem Garza stated along those lines shirts will carry more than a bottle of water. He stated that could still be given just not reimbursed.

Ms. Melancon stated they would add websites with specific to event being requested, add "awards" with trophies and under not covered will be website maintenance. Mr. Bargman moved for approval with the changes; Mr. Bryant seconded the motion, which passed by acclamation.

Agenda Item No. 8 - For the good of the order

Event	Requested	Recommended
2018-2019 Cultural Arts Series	\$7,500	\$7,500
Desert Cruzers	\$11,000	\$7,500
Lions Club	\$3,000	\$3,000
Original Team Roping	\$10,000	\$5,000
Events Center Concert	\$6,000	\$4,000
Chamber of Commerce		
2019 Community Profile	\$10,000	\$4,000 w/out map \$5,000 w/map
Rock and Roll Museum	\$5,000	\$4,000
Postage for Tourism Packets	\$4,000	\$4,000 (for the year)
Tourism Folders	\$4,000	\$2,000

City Map	\$8,000	\$0
TOTAL	\$68,500	\$42,000

Mr. Bargman moved for approval; Mr. Bryant seconded the motion, which passed by acclamation.

Agenda Item No. 9 - Adjournment

There being no further business to come before the committee the meeting adjourned at 8:04 p.m.