

**CITY OF CLOVIS
LODGER'S TAX ADVISORY BOARD
AGENDA**

**5:30 p.m.
Tuesday, January 3rd, 2017**

**Assembly Room
321 N. Connelly
Clovis, New Mexico**

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of October 4th, 2016.
4. Review of applications for Lodger's Tax Funds.
5. For the good of the order.
6. Adjournment.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the City Clerk at 321 Connelly at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the City Clerk at 321 Connelly if a summary or other type of accessible format is needed.

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 3, 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:

Don David, Chairman
Thomas Martin
Girish Pandya

EX-OFFICIO PRESENT:

Mayor Pro Tem Garza

ABSENT:

Andrea Weaver
Dhawal Jariwala

ALSO PRESENT:

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

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 of October 4th, 2016

Mr. Martin made a motion to approve the minutes of October 4th, 2016 as presented; Mr. Pandya seconded the motion, which passed by acclamation.

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

Clovis High School and Junior High Rodeo, April 7 -9, 2017 \$8,000

Ms. Myra Skinner stated they are asking for money for all around saddles for the rodeo's that will be held in Clovis. Mr. David asked if they were present at the last meeting. Ms. Skinner stated they were present a couple meetings ago. Mr. David asked if that was for a different event. Ms. Skinner stated they are asking for additional money to purchase saddles.

Home and Garden Show, April 1-2, 2017 \$10,000

Ms. Robyne Beaubien stated they have done some revamping of their marketing and have seen small improvements in their attendance. They have more exhibitors that are joining them from out of state and have 20 booths left in the show. Mr. David asked how many booths they sell. Ms. Beaubien stated she sells 100 and some businesses buy multiple. Mr. Martin asked if any of the proceeds go to any other organizations. Ms. Beaubien stated in the past they have donated to Smoke on the Water and the façade squad. Mr. David asked if the \$24,000 was the net income. Ms. Beaubien stated that is the net income and \$41,500 is the gross income.

Chamber of Commerce **\$28,200**

2017 Music Festival, June 23-24, 2017 **\$8,000**

Ms. Kos stated they are going to partner with Draggin Main this year and they do not have their lineup yet. She stated they are going to cross promote for the whole week. She stated entertainment will be one night. Mayor Pro Tem Garza asked where the event would be. Ms. Kos stated they would have it at Marshall again.

In-House Printing **\$5,000**

Ms. Kos stated this helps pay for toner and printing.

Promotion of 2017 Pioneer Days, June 1-3, 2017 **\$5,000**

Ms. Kos stated they use some of the money for trophies and printing the programs.

Postage for Tourism Packets **\$4,000**

Ms. Kos stated this was to help for the remainder of the year. Ms. Melancon stated there was no application for this item. Ms. Kos stated they could table this item until the next meeting.

Tourism Folders **\$4,000**

Ms. Kos stated they would like to order more folders. Mr. David asked how many they have purchased already. Ms. Kos stated they ordered 1,000 and would like 8,000 more to take them through the end of the year.

Museum Billboard promotion **\$1,200**

Ms. Kos stated this is for the billboard going from Clovis to Lubbock.

Miss Rodeo New Mexico Pageant, May 30-June 2, 2017 **\$7,500**

Ms. Wilma Fulgham stated this was the 62nd annual Miss Rodeo New Mexico Pageant. She stated she would be back in April to bring the Chuckwagon proposal. Mr. Martin stated it shows insurance costs and facility fees under how fees will be used. Lodger's Tax fees cannot be used on those two items. He stated those would not be reimbursed. Ms. Fulgham stated they were only listed to give an overview.

Draggin Main, June 19-24, 2017 **\$15,000**

Mr. Gene Porter stated he didn't have an exact count for hotel rooms, but filled the rooms that they had blocked. They want to challenge the hotels to accommodate as many people as they are bringing in. He stated the money they received last year was very limiting for everything they wanted to promote. They were not able to reach very much because it is more expensive to advertise in larger cities. They have some offers from TV stations in Lubbock and Amarillo that they would like to work with as well. Mr. David stated he thought his goal was to bring people back to Clovis. He stated it seems that has changed. Mr. Porter stated it started that way, but then they realized it could bring people downtown. Mr. Martin asked how much he would be spending on outside advertising. Mr. Porter stated they would like to see billboards in Lubbock, Amarillo and Albuquerque as well as radio spots in all three cities. The

radio and TV would cost around \$1,000 each and the billboards would cost around \$3,500. Mr. Martin asked if they community spotlights were during the event. Mr. Porter stated they would film part of the event and it would end up on the news. Mr. David asked if they were doing anything prior to the event. Mr. Porter stated it would affect them more next year.

Mr. Porter stated the event posters go out to outlining cities as well when they go to other car events. Mr. Thomas asked if they sell the posters at the event. Mr. Porter stated they didn't sell them last year because it is not a strong revenue stream. Mr. Pandya asked if they lost money last year. Mr. Porter stated they lost money on the movie. It was a \$5,000 expense and they took in around \$2,500.

Mr. Porter stated the Music Festival Night will take place on Friday in place of the movie. Mayor Pro Tem Garza stated he is concerned with the location. He had complaints last year that there was no room to dance and they couldn't buy alcohol.

Mayor Pro Tem Garza asked if he has talked to Clovis Sign to see where else they could put signs. Mr. Porter stated they have a large concentration in the area, but did not know exactly what their coverage was. The billboard they had last year did not go through Clovis Sign. Mayor Pro Tem Garza stated if they can get 5-6 spread out in Clovis Sign's area it may save money.

Mr. Martin asked if they have a lineup of every night. Mr. Porter stated it will be similar to last year except for the road tour.

Pioneer Days Rodeo, June 1-3, 2017

\$20,000

Mr. Jerry Fulgham stated this is the 47th Annual Rodeo. They had approximately 5,000 spectators and 375-400 contestants annually. They reserve \$4,000 worth of rooms for those that help work the rodeo. They sold out at their host hotel, Days Inn, last year and had to move to the overflow hotel, Travel Lodge. They give buckles and spurs to the winners.

Clovis Ultimate Calf Roping, April 27-30, 2017

\$12,000

Ms. Joelle Reed stated they give out buckles, saddles and saddle pads as prizes with the City logo. It is great promotion for the City of Clovis and for the events center. She stated they have seen a big increase in Facebook promotion as well. Mr. Wayne Needham stated their outreach for advertising is for the communities that rope i.e., California, Oklahoma, Arizona. They have been doing this at least 15 years.

	Request	Recommended
<u>Chamber of Commerce</u>		
2017 Clovis Music Festival	\$8,000	\$4,000
In-House Printing	\$5,000	\$0
Promotion of 2017 Pioneer Days	\$5,000	\$3,000
Postage for Tourism Packets	\$4,000	tabled
Tourism Folders	\$4,000	\$4,000 (for fiscal year)

Museum Billboard promotion	\$1,200	\$1,200 (for fiscal year)
NM High School and Junior High Rodeo	\$8,000	\$4,000
Home and Garden Show	\$10,000	\$5,000
Miss Rodeo NM Pageant	\$7,500	\$5,000
Draggin Main	\$15,000	\$12,000
Pioneer Days Rodeo	\$20,000	\$15,000
Ultimate Calf Roping	\$12,000	\$12,000
TOTAL	\$99,700	\$65,200

Mr. Pandya moved for approval; Mr. Martin seconded the motion, which passed by acclamation. Ms. Reyes advised this would be on the January 19th Commission agenda.

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 7:30 p.m.

**CITY OF CLOVIS
LODGER'S TAX ADVISORY BOARD
AGENDA**

**5:30 p.m.
Tuesday, April 4th, 2017**

**North Annex
701 N. Main
Clovis, New Mexico**

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of January 3, 2017.
4. Request for approval of amendment to Lodger's Tax application form, Claire Burroughes.
5. Review of applications for Lodger's Tax Funds.
6. For the good of the order.
7. Adjournment.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the City Clerk at 321 Connelly at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the City Clerk at 321 Connelly if a summary or other type of accessible format is needed.

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

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.

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 stated 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

Chamber of Commerce

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

**CITY OF CLOVIS
LODGER'S TAX ADVISORY BOARD
AGENDA**

**5:30 p.m.
Tuesday, July 18, 2017**

**Assembly Room
321 N. Connelly
Bert Cabiness City Government Center**

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of April 4, 2017.
4. Review of applications for Lodger's Tax Funds.
5. For the good of the order.
6. Adjournment.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the City Clerk at 321 Connelly at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the City Clerk at 321 Connelly if a summary or other type of accessible format is needed.

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

**CITY OF CLOVIS
LODGER'S TAX ADVISORY BOARD
AGENDA**

**5:30 p.m.
Tuesday, October 3, 2017**

**Assembly Room
321 N. Connelly
Bert Cabiness City Government Center**

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of July 18, 2017.
4. Review of applications for Lodger's Tax Funds.
5. For the good of the order.
6. Adjournment.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the City Clerk at 321 Connelly at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the City Clerk at 321 Connelly if a summary or other type of accessible format is needed.

STATE OF NEW MEXICO)
CITY OF CLOVIS) ss.

The City of Clovis Lodger's Tax Advisory Board met at 5:30 p.m., Tuesday, October 3, 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
Thomas Martin

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 at 5:35 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 July 18, 2017 as presented; Mr. Jariwala seconded the motion, which passed by acclamation.

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

Historic Railroad Grand Opening \$2,000

Ms. Pellegrino-Spear stated they are asking for funding to assist with the grand opening of the Railroad Park. The park has been a collaboration of Clovis MainStreet, New Mexico Economic Development Department, City of Clovis and local and legislative officials. It is a project that has been 12 years in the making. They hope to have a lot of events and will have photos with Santa at the park during the Christmas Parade. Mr. Martin asked if there was a specific date. Ms. Pellegrino-Spear stated she did not have a date yet. They have to have it completed by the end of November or early December.

Chamber of Commerce

2018 Pre-Promotion Clovis Music Festival \$6,000

Ms. Terns stated this will be June 28-29 for the music festival and June 25-30 for Draggin Main. They are asking for funding to start promoting the event for 2018 which will partner again with Draggin Main. Ms. Weaver asked when the promotional aspect would start because it seems early if the event isn't happening until June. Ms. Terns stated they have already started talking to the production company to get a list of acts and once they have that secured they will start on posters. Mr. David asked what type of venue or acts they were looking at. Ms. Terns stated they were looking at something similar to this

2018 High Plains Jr. Rodeo Finals	\$20,000
-----------------------------------	----------

Trade Show Tourism Booth	\$3,500
--------------------------	---------

Clovis Promotional Items	\$4,000
--------------------------	---------

IDEA Conference- November 28-30	\$4,000
---------------------------------	---------

New Mexico High School Rodeo	\$5,000
------------------------------	---------

2

and High School. Mr. David asked if this was just one event throughout the circuit. Mr. Figg stated they have five in the fall and five in the spring.

Kids Go Wild

\$23,400

Ms. Kim Bates stated Kids Go Wild is at Hilltop Plaza and they are asking for help with advertising. She stated a third of their clients are from Clovis, a third from outside Clovis and a third from out of state. This is an activity fun center where they are allowed to play for 90 minutes. They have an adult section, children section and a toddler section. This would be to target people from out of town. The money is for three out of town billboards for two years which would be done by Clovis Sign. Mr. Pandya asked if this was a family business. Ms. Bates stated it was. Mr. David stated they normally don't fund businesses and may have to get legal council involved. Ms. Weaver stated because this is a private business the lodger's tax board is not responsible for promotion. Ms. Bates asked if it made any difference that they provide their services for free. Ms. Weaver stated that would be more of a tax write off. Mayor Pro Tem Garza stated if they want to have an event at their business then that would be a different situation, but to give her money to advertise her business won't happen.

Original Team Roping

\$10,000

Ms. Whitney McCright stated this is a repeat event. They will be at the Events Center January 6, January 27, February 24, March 24 and May 5. Their January event was the largest in the association with 795 teams. Overall attendance for the year was up and they had an increase in their out of town attendance.

Ned Houk Motorsports

\$25,000

Mr. Brad Harris stated they are asking for money to help with the payouts which is an award to the drivers. As for advertising they print flyers, but also do social media advertising. Mr. Pandya stated they were just here in July and were awarded \$10,000. Ms. Weaver stated that money was for advertising and cannot be used for a cash prize. If they had a trophy or saddle that is a promotional item. Mr. Harris stated it has been used for cash prizes for the last 20 years. Mayor Pro Tem Garza stated it was not done that way. Whoever was running the business in previous years was not handling the money the same way. They can use the lodger's tax to pay for the trophy's but they cannot use the money for prizes. Mr. Harris stated since September of last year the lodger's tax has paid the cash payout. He stated in July they put in the bring sprint car race and the payout was \$8,800. He stated they turned in the forms they have always been turning in and wasn't notified this was proper procedure. Mayor Pro Tem Garza stated they have been telling everyone that applies that this is for advertising only. He was told this in a Parks meeting as well. Ms. Melancon stated it may have been paid out but at the July meeting Mr. Vilandry specifically talked about cash payments and that raised questions with the board.

Ms. Weaver asked if they received receipts for the \$10,000 they received in July. Ms. Melancon stated she did receive some, but that was when they were notified by the city attorney that this could be used for cash payouts. Mr. David stated Mr. Richards gave his opinion that a cash payout does not promote advertising under state statute. Mr. Harris stated to be able to help the organization continue through winter he is asking for the \$5,000 that was allocated to the organization for the race they put on in July. Mayor Pro Tem Garza stated there is an anti-donation clause that they have so they cannot give cash to

anyone for their benefit. Ms. Weaver stated it was made clear in July that they would have to verify with the city attorney because they were pretty sure they were not allowed to give out cash.

Mr. Jim Phillips stated he was the first person to come ask for money for Ned Houk Motorsports. He stated in 2000 he presented it to the board that this would be used for cash payouts. The advertising was the money they were offering for payout and attracted people to come here. That was the discussion that they had then and Mr. Richards had a problem with it then, but after some research he allowed it.

Mayor Pro Tem Garza stated there have been others running the facility and the problem was they assumed the same thing. Mr. Phillips stated when they turned in the receipts the biggest part of that were the payout sheets. Mayor Pro Tem Garza stated just because the budget shows cash prizes that doesn't mean the lodgers tax they receive can be used for that.

Ms. Weaver asked if there was a way to use money that they are taking in for payout. Mr. Harris stated they do use their money for the payouts. They take \$2,700 from the drivers to pay out \$3,500. It takes everything they have. Ms. Weaver stated the assumption is that the smaller payout will not attract more drivers.

Ms. Weaver stated she is in the hotel industry and cannot remember the last time she has seen a racecar in her parking lot. Mr. Harris stated they leave their cars at the track but they do have drivers stay in the hotels.

Mr. Martin stated this is a valid argument but is not one that is going to change with this board. Mr. Phillips asked if this rule was in print. Mayor Pro Tem Garza stated this is a state statute. Mr. Phillips stated he would like to read the statute because this was the way it had always been done. Ms. Weaver stated they specifically said at the last meeting that they would have to speak with the city attorney. Mr. Martin stated the next step would be to go before the City Commission.

Ms. Melancon stated she can send a request to the Department of Finance to see if the auditors would allow this. She said even if the city commission allows it the Department of Finance could say no. Mr. David asked Ms. Melancon if she could contact them. Mr. Phillips asked if she gets approval from them would they allow it. Ms. Melancon stated possibly, but there may be stricter guidelines that have to be met. Mayor Pro Tem Garza stated there is room for misuse of funds and that is what the state doesn't want.

Ms. Weaver asked how much of the \$25,000 would be used for advertising. Mr. Martin stated they may want to wait to decide once Ms. Melancon receives an answer. Mr. Harris stated the success of the racetrack depends on Lodger's Tax.

Mr. Harris asked if lodger's tax money could be used for the operational side. Ms. Weaver stated that is not marketing or promotion. Ms. Melancon stated she would check with her contacts and let the board know what their response was.

Mayor Pro Tem Garza asked when the next race was. Mr. Harris stated it was scheduled for this Saturday, but there is a chance for rain this week so it will probably be October 21st. Mayor Pro Tem Garza asked when the last race was. Mr. Harris stated that would be the last one. Mayor Pro Tem Garza

stated they will have time to sort this out and see what is allowed. Ms. Weaver stated they still have the \$10,000 on the books from the July meeting.

Organization	Requested	Recommended
Historic Railroad Grand Opening	\$2,000	\$2,000
New Mexico High School Rodeo	\$5,000	\$3,500
Kids Go Wild	\$23,400	\$0
Original Team Roping	\$10,000	\$5,000
Ned Houk Motorsports	\$25,000	\$0
Chamber of Commerce		
2018 Pre-Promotion Clovis Music Festival	\$6,000	\$0
2018 High Plains Jr. Rodeo Finals	\$20,000	\$15,000
Trade Show Tourism Booth	\$3,500	\$3,500
Clovis Promotional Items	\$4,000	\$4,000 (for '18 fiscal year)
IDEA Conference- November 28-30	\$4,000	\$4,000
	\$102,900	\$37,000

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

Agenda Item No. 6 - Adjournment

There being no further business to come before the board the meeting adjourned at 7:45 p.m.