

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

**5:30 p.m.
Tuesday, January 9, 2018**

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

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of October 3, 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, 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 17th 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 28th 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 3rd. 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.

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 3rd grader in Curry County a new dictionary. They use local businesses to advertise for their shows. They had 1500 attendees at the last show.

Mr. Richards Hadley stated this would be the 48th 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.

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.

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

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.

Chairman

SEAL
(ATTEST)

City Clerk

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

**5:30 p.m.
Tuesday, April 3, 2018**

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

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of January 9, 2018.
4. Discussion and/or recommendation regarding lodger's tax procedures, LeighAnn Melancon.
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 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

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

**5:15 p.m.
Tuesday, May 15, 2018**

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

1. Call to Order.
2. Roll Call.
3. Discussion regarding lodger's tax allocations, policies and procedures,
LeighAnn Melancon.
4. For the good of the order.
5. 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 5:15 p.m., Tuesday, May 15, 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:

Justin Howalt, City Manager
LeighAnn Melancon, Finance Director
Vicki Reyes, Assistant City Clerk
Members of the public

Mayor Pro Tem Garza called the meeting to order at 5:17 p.m. and established the presence of a quorum.

Agenda Item No. 3 - Discussion regarding lodger's tax allocations, policies and procedures

Mayor Pro Tem Garza stated they need to start with explaining the process so that staff can have a better understanding. Mr. Howalt stated they are trying to develop policies on what are eligible expenses and not eligible, requirements for reimbursement and clearly define for the applicants and staff these policies. Staff is being put in a position to either approve or deny expenditures and they want to be sure they are treating each applicant fairly. This will make the process easier for staff and applicants.

Mr. Howalt stated they researched what other communities have done and what the state statute says. They would like to have applications turned in a week prior to the meeting. Currently an applicant can turn in an application the night of the meeting and it is not fair to the board members to have to read the application while they are giving presentations. Mayor Pro Tem Garza stated the only problem he has is the lack of advertising of the meetings. With the exception of the chamber they are the only ones that know what is happening. There are a lot of people that don't know when they are going to have their events. Mr. Howalt stated pushing out an advertisement sooner is easy and they can put out a notice 30 days in advance if need be. Mayor Pro Tem Garza stated he was okay with that. Ms. Weaver asked how people get the notification now. Mr. Howalt stated they don't advertise now. Mr. Martin stated it would be nice to review prior to the meeting. Ms. Melancon stated they could date stamp the applications and that could be the presentation order as well.

Mayor Pro Tem Garza stated the next meeting is July 3rd. He asked if they were going to postpone it. Mr. Bargman asked if they request something that isn't in the guidelines does the requestor get feedback before the meeting. Ms. Melancon stated they would still show up to present but she could get answers to the board before the meeting. Ms. Weaver stated it was up to the applicant to read the instructions before turning in their applications. Mr. Martin stated he did not know how quickly they would implement this. Ms. Melancon stated the processes could be decided at the next meeting.

Mr. Martin stated the only question he had was with the business days in case there was a holiday. Mr. Howalt stated they could adjust and would make it less than. Ms. Melancon asked if they would like to set a time limit. Mr. Martin stated a lot of applicants feel they need to read the application to the board. He would like to limit it. Mr. Howalt stated question and answer could last as long as the board wishes. If the board has already reviewed it then he did not think they needed to rehash it. Mr. Thomas stated they could have 5 minutes for each presentation and then have a question and answer portion. Ms. Weaver stated she would put a max of 5 minutes. Mayor Pro Tem Garza stated they do not need to eliminate how much they say too because they are generating revenue for the city. Mr. Bargman stated they would still have plenty of time to answer the boards questions.

Ms. Melancon stated she is requesting Item Number 9, funding is based on City of Clovis fiscal year, any outstanding funds at June 30th will revert to the lodgers tax fund unless a request to carryover the funds has been received.

Ms. Weaver asked when it says that any advertisement or marketing has to have the logo or the "paid in part by Clovis Lodgers Tax fund" does that also apply to the items. Ms. Melancon stated they could change the wording. Ms. Weaver stated it might be impossible to have that on the promotional items. Mr. Howalt stated some of them do. For example the City just hosted the NMML Zoning Officials and they purchased saddle bags that had the City's logo. Ms. Weaver stated the logo was okay, but it says that they are supposed to have "paid in part by the City of Clovis lodgers tax fund" printed on them. Mr. Howalt stated they just want the recognition that tax dollars helped fund the event. Mr. Martin asked if they were advertising multiple miles away should they add "City of Clovis, New Mexico". Ms. Melancon stated after the city commission meeting the city manager's office will notify the recipients in some form. Mr. Bargman stated one week after the meeting would make sense.

Mayor Pro Tem Garza asked if they were going to make mention about no funding being allowed after an event happens. Mr. Howalt stated they could add that. Ms. Melancon stated they would add that to the application process.

Ms. Kathy Elliott asked if there was an application pending and goes back to the city after it has been tabled will they inform the applicants what they would need to fulfill that application. Ms. Melancon stated that could part of notifying within the week. Mr. Chase Gentry stated with the new way they were going to let people stay in the room. Ms. Weaver stated they never had to leave. Mayor Pro Tem Garza stated they never asked anyone to leave. They also said that people were welcome to stay but that it would be a long process. He stated the last meeting they didn't finish until close to 9:30 p.m. Mr. Howalt stated with the new policies it should streamline things.

Ms. Weaver asked when they table an issue for additional information can they make sure that the city will pass along that information. Ms. Melancon stated at the time that they send out the notifications after commission approval they will do all information. Mr. Howalt stated they can notify the applicants after the meeting so that the applicants can show up to the city commission and then they can be notified again after the commission meeting. Mayor Pro Tem Garza stated it needs to be understood that the amount suggested at the lodger's tax meetings is the amount that will be taken to the city commission meeting and would not be negotiated.

Mr. Martin asked what would happen if this board requests additional information but the event is happening before the next meeting. Mr. Howalt stated if they had to call an additional meeting they could.

Commissioner Taylor-Sawyer asked if the policies and procedures would go before the commission. Mr. Howalt stated it would. Ms. Weaver stated everything they do goes before the commission. Mayor Pro Tem Garza stated this was just a formality. There are a lot of things that the commission is not aware what goes on behind the scenes.

Ms. Lisa Pellegrino-Spear asked if it was correct that it wasn't necessary to having "Paid for by the Clovis Lodger's Tax Fund" on the promotional items. Ms. Weaver stated that do require that somewhere on the promotional item it has to say City of Clovis. She just wanted to be sure they didn't require that whole statement. Mr. Howalt stated they will need to provide a proof of what they are planning to purchase. Ms. Melancon stated they will also add that the city will provide the logo. She stated they will have the option to use the logo if they want, but it will have to say City of Clovis.

Mayor Pro Tem Garza asked if this list would be given to every applicant. Mr. Howalt stated they would create an application that would have all of the instructions included. Mayor Pro Tem Garza stated they need to simplify this as much as they can for anyone that wants to have an event.

Mr. Howalt stated the intent of lodger's tax is to bring outside dollars into the community. They recognize that the radio stations broadcast further than the city limits so they are asking that 50% of those dollars be spent locally and the other 50% needs to be spent a certain radius outside of the city limits. Ms. Weaver stated anyone within a 50 mile radius will still drive home at night and will not replenish lodger's tax. She stated she would go 100 miles for advertising only. Ms. Pellegrino-Spear stated they are going to run into higher expense. Mr. Howalt stated he understood that but they are trying to bring dollars in. Ms. Weaver asked if they could lower the percentage. Mr. Howalt stated the applicant should be able to put together an itemized list and should know their budget. Ms. Elliott

stated they could do more with social media. Mr. Bargman and Mr. Thomas suggested 25%. Ms. Weaver stated they would not have banners out of town. Mr. Howalt stated they could have posters though.

Ms. Weaver asked how the applicant is going to prove that they are being posted in Lubbock. Mr. Howalt stated they could say print media is posters and magazines. Ms. Melancon stated if they are only hanging posters and brochures in Clovis then it is not bringing in room nights. She stated they could include all advertising and give it a certain percentage and radius. Mr. Martin suggested 50 miles and 25%. Mayor Pro Tem Garza stated they should make a recommendation of wherever they can. If they put restrictions then they start having problems. They need to do away with the percentage.

Mr. Howalt stated the intent is not to limit but to make sure they are advertising outside the community. Ms. Banister asked what would happen if they didn't advertise outside that radius. Mr. Howalt stated they wouldn't get reimbursed for the full amount. Mr. Martin stated they have a responsibility to spend tax payers money in the way they expect it to be spent. He asked how they are supposed to track that something is spent out of that radius. Mr. Howalt stated print and radio ads can show where they were spent. Ms. Pellegrino-Spear stated Facebook gives a radius within a certain amount of miles. Ms. Melancon stated that would be acceptable. Ms. Pellegrino-Spear stated print was a little harder because there is no way to tell them where she hung every poster. Mr. Gentry asked if the percentage was based on the total spent or each category. He asked if someone got \$10,000 would it be based on the total figure. Ms. Weaver stated it would be based on the full amount.

Mr. Gentry stated they have websites that they use to promote the community and it should be added that websites are eligible. He did not understand why they didn't want to include that. Mr. Howalt asked if they were building a website every time for each event. Ms. Banister stated they were not. Mr. Howalt stated the dollars to go an event, not for the Chamber's website. Mr. Gentry stated they have researched other communities and it was not illegal to do it. Mayor Pro Tem Garza stated once the page is created all they have to do is add to it. Mr. Howalt stated the funds are supposed to go towards an event. Mr. Gentry stated it doesn't say that in the ordinance. Mr. Howalt stated the state statute allows communities to decide how they want to do things. Commissioner Taylor-Sawyer stated when she does the newcomer briefings she tells them that they can go to the chamber website to look at their events. Ms. Weaver stated the newcomer briefings are not for people that are out of town. She stated she supports the chamber website, but why are they paying chamber fees if everyone gets the same benefit. They have to make decisions that are fair to where they apply the money. Mr. Gentry stated just because something is eligible does not mean they have to fund it. Ms. Weaver asked if they had a policy that says they can't fund web pages. Ms. Melancon stated she couldn't find it now, but she has seen something before. She stated she would research it and get back to them.

Ms. Weaver asked if they mean the person that is paid to maintain the website when they list website construction/maintenance. Mayor Pro Tem Garza stated if the government is giving money just for the purpose of building a website that could be anti-donation. They cannot give something to someone for someone else's benefit and in this case it would be the Chamber. It won't just be used for people traveling to Clovis, but also for the Chamber members. Mr. Gentry stated he did not understand why an event would not be eligible for building a website to promote their event. Mr. Bargman stated if they were building a website for a specific event and the site comes down after then the money could be spent that way, but if the event was one time a year and they maintaining the website for 365 days then how much of that money would be eligible. Mr. Howalt stated if they could differentiate the costs of what part of the website maintenance goes towards those particular events then it may be an eligible expense. Ms. Melancon stated she would get more clarification.

Mr. Martin stated they should also list minimum sizes for ads. They don't want someone putting "City of Clovis" in small font in black and white where no one can read it.

Ms. Pellegrino-Spear asked if someone has a request to carry over funds and it was received before June 15th what identifies an approval or no approval. Ms. Melancon stated as long as they have something that says they are spending it. She would need the person requesting to contact her to let her know what is going on with the spending.

Ms. Melancon stated she would add 25% and 50 miles and combine numbers 1 and 4 together.

Mr. Gentry asked if the welcome bags that the chamber gives out were considered a tote bag. Ms. Weaver stated it had City of Clovis on it so it would. Mr. Thomas stated the intent of this is good, but they could reevaluate things if need be.

Ms. Weaver asked if they could add improvement of facilities. Mr. Martin asked if they could include "limited but not limited to"

Ms. Weaver stated there was always an approved amount of money for a chamber salary. They had a discussion about a salary being a part of lodger's tax. She asked if they got any answers on that. Mr. Howalt stated it could be but they would have to provide events promoted, events held and events scheduled. He stated it was no different than any other contractor submitting an invoice to the city. Ms. Melancon stated they are only asking for information on events. Mr. Howalt stated engineering invoices include who worked on the project and how many hours they worked on it. Ms. Weaver asked how they would prove all of this. If the chamber had 100 events that this person worked on for the year, but they only submit 10 events how would that qualify. Ms. Melancon stated then it would become a future allocation. Mr. Gentry stated that was all included in the quarterly reports that are presented to the Commission. He stated they have one person listed as an event coordinator but have other people in the office that do some of the same work. He stated if they sat through a chamber meeting they would know what they are doing. Mr. Howalt stated it was good for documentation for the files instead of having to pull apart a quarterly report. Ms. Melancon stated if they are asking for a picture of a Christmas parade trophy then it wouldn't be much different to put a list of hours together.

Ms. Melancon stated they don't ask for anything but a pay stub right now. There is no other documentation. If another organization wanted to ask for a certain amount of dollars to pay for a coordinator they are not saying they don't want that. They just want documentation so that the board knows how the money was spent. Mayor Pro Tem Garza stated the city gets a report from the chamber and CIDC because they partner with them so they are asking the same thing from any applicant.

Mayor Pro Tem Garza stated Roswell does not pay for operational or administrative costs. Mr. Martin stated he thought they could eliminate that out of lodger's tax and move into the city contract. Mr. Howalt stated that would be up to the city commission to have an RFP. Ms. Melancon stated if they come up with an RFP for tourism then it can go away but until then it needs to stay.

Ms. Pellegrino-Spear asked if everyone event that works through the lodgers tax could they utilize that person. Mayor Pro Tem Garza stated they already do. Everyone that asks for funds still goes to the chamber for promotion. Ms. Weaver stated that was why they always push to cross promote so they don't allocate funds for one in the same event that three different organizations could advertise together. Ms. Melancon stated they have an RFP for tourism that has been awarded to the chamber but rather than spend lodgers tax funds for a portion of the events coordinator it possibly needs to be part of the RFP and then it would be paid in with the RFP. Mr. Gentry asked if the city would want to use the general fund to do that. Ms. Weaver stated a lot of the tourism RFP money is spent inside the city and does not generate lodger's funds so maybe it shouldn't come out of that fund. Mr. Gentry stated they cannot extend that unless the board recommends it. Mayor Pro Tem Garza stated it would be part of the RFP process between the chamber and the city. Ms. Weaver stated not all lodgers tax money goes into the general fund. Mr. Gentry stated he did not know if the city had an extra \$25,000 that they wanted to do this with. Mr. Howalt stated there was a portion of the lodger's tax that does go into the general fund.

Ms. Elliott stated there were some things that had been funded in the past that don't fall under all of this. She asked if they were saying no to any of those oddball things. Such as the jingle she is working on with the city. Ms. Melancon stated that would fall into one of the advertising areas.

Ms. Pellegrino-Spear asked if they could change the reimbursements to 60 days instead of 45 days. Ms. Melancon stated they could do 60 if the board is okay with it. Ms. Weaver stated it has to work well for everyone.

Ms. Melancon asked if they want the reimbursement tied to the after report. Mayor Pro Tem Garza stated they need to reimburse as soon as they get their receipts. Mr. Howalt stated if they don't get the receipts back within 60 days then they won't get reimbursed. Ms. Melancon asked if they approved money for an event that was postponed then are those funds reimbursable. Ms. Weaver asked if it would depend on what they spent it on. Ms. Melancon stated it was print ad and radio from what she understood. Mayor Pro Tem Garza stated it was not a policy, but they need to be cautious and protect the city. Mr. Martin stated a policy would be nice.

Ms. Weaver asked what happened two years ago when the concert they gave money to was cancelled. Ms. Melancon stated they may have had event insurance. Mayor Pro Tem Garza stated they never submitted receipts. Ms. Weaver asked what Force of One was asking for. Ms. Melancon stated they

were asking for reimbursement for an event that didn't occur. Mr. Thomas stated that should be lessons learned and was not up to the tax payers to bail them out.

Mayor Pro Tem Garza stated the board is not responsible if a vendor doesn't pay the requestor. He stated for example Ms. Elliott worked with a vendor that did not pay her and they were not responsible for payment. He advised they should state that somewhere.

Ms. Pellegrino-Spear asked if they could utilize a marketing agency. Ms. Melancon stated the requestor would have to pay for their services, but the city would pay for the advertising.

Mr. Howalt stated some communities require a survey of where people came from, if they stayed the night. Mayor Pro Tem Garza stated that would be easy because they have volunteers that could help. Ms. Pellegrino-Spear stated she put a survey on Facebook after the Christmas parade and received 100 responses regarding how far away people came. Mr. Thomas stated the guidelines state any additional information would only help their cause. Ms. Pellegrino-Spear stated they could make an attempt when they ask for feedback. Ms. Weaver stated the hotels couldn't ask for every event to do one of the surveys. Ms. Melancon stated they could add that in the after report if it's possible to include a survey.

Mayor Pro Tem Garza stated they need to add that they cannot resale products. Ms. Melancon stated the application that the City of Gallup provided will be the mockup that they will use.

Ms. Weaver asked why they are requiring that it says the lodger's tax board paid for it. Mr. Howalt stated they could do an either/or with the logo or paid for by lodgers tax.

Ms. Melancon stated they would bring all of this back to the next meeting for approval. Mr. Howalt stated they would put together a draft and look more into the website for the next meeting.

Agenda Item No. 4 - For the good of the order

None.

Agenda Item No. 5 - Adjournment

There being no further business to come before the board the meeting adjourned at 7:09 p.m.

Chairman

SEAL
(ATTEST)

City Clerk

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

**5:30 p.m.
Tuesday, July 10, 2018**

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

1. Call to Order.
2. Roll Call.
3. Election of Chairman
4. Approval of Minutes of April 3, 2018 and May 15, 2018.
5. Review of applications for Lodger's Tax Funds.
6. Discussion and recommendation regarding funds allocated to Force of One, Eric Suan, Jessica Bannister
7. Discussion and recommendation regarding revised Lodger's Tax application and policies and procedures, LeighAnn Melancon
8. For the good of the order.
9. 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 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
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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
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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

admission to the general public. Mr. Martin asked if the t-shirts were free to the participants. Mr. Bailey stated they were free to the first 50 participants. Mr. Martin stated they would only be able to cover the first 50 free shirts. He asked if the awards, dash plaques and photos were free to participants. Mr. Bailey stated they were.

Chamber of Commerce

2019 Community Profile \$10,000

Mr. Gentry stated they would start next month putting the profile together. They are looking at potentially adding a map to the profile. Mayor Pro Tem Garza asked if they had sponsors. Mr. Gentry stated they did. The total production is about \$35,000 - \$38,000. Mr. Bargman asked what the total advertising they brought in last year. Mr. Gentry stated between \$22,000 - \$24,000. Mr. Martin asked where the other sponsors were since the chamber covers 50%.

Rock and Roll Museum \$5,000

Mr. Gentry stated they are looking into geofencing with facebook within the Lubbock, Amarillo and Albuquerque areas. They are also working on an ad that will go into the Lubbock tourism guide. Mr. Martin asked how they know it's working. Mr. Gentry state they have questionnaires and a guest book. They bought a square system and that will ask for their email and zip code. Mr. Martin asked how they track the geofencing to see if it's working. Mr. Bargman stated there would be a way to track the hits. Mr. Martin asked if they could purchase tickets online. Mr. Gentry stated they don't right now, but have that option with the square system.

Postage for Tourism Packets \$4,000

Mr. Gentry stated this is the yearly request to help with the mailing of the tourism packets. Mayor Pro Tem Garza asked how many tourism packets they distribute. Mr. Gentry stated 600-700 a year. When events come in they will get a list of contestants and mail them packets along with registration forms.

Tourism Folders \$4,000

Mr. Gentry stated this was funded 2 years ago. They would like to replenish folders since they are lasting two years. Mr. Bryant asked if the chamber funded the remaining.

City Map \$8,000

Mr. Gentry stated the last request for this was five years ago. They produced a flat map and ran out four months ago. They would like funding for printing. They would like to do a map with their graphic artist from Colorado with the hotels, restaurants, etc. on one side and regular map on the other. They are not proposing sponsors for this. Mr. Martin asked if there was a local artist they could try to use for the local map. Mr. Gentry stated he didn't know anyone but they could look into it. Mr. Martin asked how they would decide which restaurants and hotels if they aren't doing sponsors. Mr. Gentry stated they could put all of them along with the parks, the zoo and even a road to Portales.

Gun knife& Coin Show \$3,000 October 12-14, 2018

Mr. Joe Whitehurst stated he was the past president of the Clovis Evening Lions Club. He introduced Mr. Mark Hill, the new president. This is for advertising on the radio, signs on each direction coming

into Clovis and they utilize Elliott Marketing. The money they make on these projects is spent on various projects. Mayor Pro Tem Garza asked if most of the vendors come in on Thursday. Mr. Whitehurst stated they do have some that will come in the night before. Mr. Bryant asked how they were going to increase their advertising. Mr. Whitehurst stated they are going to try more radio spots.

OTRA District 31 Team Roping

\$10,000

2019 Season

Ms. Whitney McCright stated they just completed their 2018 season in May. This will be their 9th year in Clovis. 2018 was their best year so far with consistency of attendance. They give a saddle at each event with City of Clovis on the saddles. They are lacking in hotel stays, but make it up in food and fuel. Mr. Martin asked if they had the number in attendance. Ms. McCright stated they had 400-500 in attendance.

Curry County Events Center Concert

\$6,000

September 28 or 29, 2018

Ms. Joelle Reed stated September 28-29 are open dates that she is trying to fill with a concert and she has two artists pending, but they have not confirmed. One is a red dirt country artist and the other is a norteno artist. The asking prices and advertising budget are about the same for both artists. They've never lost money on a concert to date. Mr. Martin asked what the capacity was. Ms. Reed stated the capacity was 3,000. The shows will be general admission. She stated the ticket prices will be \$25 and an early bird special of buy one get one free tickets. Mr. Bargman asked how they advertise. Ms. Reed stated half was radio and the rest is print and social media. Mayor Pro Tem Garza didn't think it was an issue because if she doesn't book the artist then they aren't losing anything. They don't want to pass on this with the possibility of more people coming into town.

Agenda Item No. 6 - Discussion and recommendation regarding funds allocated to Force of One

Ms. Jessica Bannister stated they are trying to get the funding that they were initially awarded for an event that was supposed to happen in April and is now happening in July. All of the belts, prize gloves, etc. will be used for the July event. She stated the posters and flyers have the city logo but they did have to change the dates. She stated they didn't want to ask for additional money, but they did spend additional money. Mr. Martin asked if they had started advertising. Ms. Bannister stated she started advertising for the new event a month ago. Mr. Martin stated the board is looking at reimbursing anything that can be used in the next event, but anything like radio cannot be reimbursed. Ms. Bannister asked how the radio spots for the new fight would work. Ms. Melancon stated advertising for the new fight can be reimbursed. She stated because the fight was not cancelled, but postponed the original \$8,000 is still available for eligible expenses.

Mr. Bargman made a motion to reimburse for anything new and anything from the past that be moved forward; Mr. Pandya seconded the motion, which passed by acclamation.

Agenda Item No. 7 - Discussion and recommendation regarding revised Lodger's Tax application and policies and procedures

Ms. Melancon stated they took all of the separate policies and procedures and combined them in the application that the board has. Mr. Bargman asked about the expenditures not covered. He stated digital advertising is approved and if someone has an existing facebook but wants to boost an event would that fall under the proper advertising. Ms. Melancon stated if they are using facebook for

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.

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

**5:30 p.m.
Tuesday, October 2, 2018**

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

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of July, 10, 2018.
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 2, 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
Freddy Bryant

EX-OFFICIO ABSENT:

Mayor Pro Tem Juan Garza

ALSO PRESENT:

Claire Burroughes, Assistant City Manager
Vicki Reyes, Assistant City Clerk
LeighAnn Melancon, Finance Director
Members of the public

Mr. Martin called the meeting to order at 5:39 p.m. and established the presence of a quorum.

Agenda Item No. 3 - Approval of minutes of July 10, 2018

Mr. Bargman made a motion to approve the minutes of July 10, 2018 as presented; Commissioner Bryant seconded the motion, which passed by acclamation.

Agenda Item No. 4 – Review of applications for Lodger’s Tax Funds

100th State Convention \$10,000

Mr. Thomas Creehan stated it would be Post 25’s centennial. They have 300-400 people that will attend and will block 250 rooms in various hotels. Their host hotel will be Days Inn & Suites. They will have various events going on all week. They will also have a Fourth of July Parade. The money from lodger’s tax will be used for the items they put in their goodie bags. Mr. Martin stated the advertising plan and budget was not filled out. Mr. Creehan stated they were still putting that together. They advertise through the different American Legions. They’ve held this conference for a number of years in Clovis. Mr. Bargman asked if they tried to get any outside items for the one that happened 10 years ago. Mr. Creehan stated his predecessors did not feel the need to ask for Lodger’s Tax. Mr. Pandya stated it would help them if they had some kind of amount for advertising. Mr. Martin stated their application is in early enough that they could come back at the January meeting. If they could have the plan and budget filled out it would help them more. Mr. Bryant asked if they would have t-shirts available. Mr. Creehan stated any t-shirts they have will be sold and not given away. Mr. Martin stated they should come back at the next meeting with their advertising plan and budget completed.

Chamber of Commerce

2019 Albuquerque or Lubbock Visitors Guide \$6,900

Ms. Kos stated they have never asked for this before. They are asking to have additional funds to advertise in Lubbock and/or Albuquerque. They would like to cross-promote with Lubbock and would like to advertise in Albuquerque during the Balloon Fiesta. Mr. Martin asked what the cost was for each. Ms. Kim Tipton stated she received the rates for Lubbock the day after the applications were due. Ms. Kos stated they would use the money and split it with smaller ads in both Lubbock and Albuquerque magazines. Mr. Pandya asked if they had any additional funding sources. Ms. Kos stated this year they didn't because of the timing but next year they can ask for New Mexico True funding. Mr. Pandya asked what the total cost was for both ads. Ms. Kos stated it would depend on what size ad they decide to go with.

Production of City of Clovis Map

\$4,000

Ms. Kos stated the commission asked for this to be brought back after the last lodger's tax allocations was approved. She stated 2012 was the last time they ordered maps. Mr. Martin asked what the money would cover. Ms. Kos stated the map they purchased last time was \$500. The \$4,000 would cover the cost of the map and printing. Mr. Martin asked about the trifold map brochure. Ms. Kos stated that was brought before the board last time, but the tear off map is more cost effective. She stated they could get more maps with the tear off maps. She stated it also shows local attractions on the maps. Mr. Bryant asked if the graphic design artist from Colorado would still be doing artwork. Ms. Kos stated they were not. Mr. Pandya asked if the chamber would pay 50% of the cost of the maps. Ms. Kos stated they would not. Mr. Bargman asked if they would be distributed to local hotels. Ms. Kos stated they would be taken a pad of maps each.

Mr. Pandya stated none of the hotels had anything relating to Clovis. Ms. Tipton stated she delivered Community Profiles to all of the hotels. Ms. Kos stated the stands that are at the hotels with brochures belong to a company that fills them with brochures from other communities and they don't like to include local attractions. Mr. Pandya stated franchise hotels do not allow pamphlets in their rooms, but they can be left at the front desk. Mr. Martin stated they could discuss this later in the meeting.

Promotion of 2019 Pioneer Days

\$5,000

Ms. Kos stated this will help with the Chamber's budget process. They have flyers and posters that are related to Pioneer Days. Mr. Martin asked if next years would start on Wednesday as well. Ms. Kos stated it was all up in the air right now. Mr. Pandya stated it was not fair to take everything from the Lodger's Tax Board when they have chamber members that could be contributing.

Christmas Light Parade

\$6,000

Ms. Pellegrino-Spear stated they have added more events. They included the Downtown Merchant Days, photos with Santa and the Christmas reading and open house at the library. Last years Christmas Parade was the largest they have ever had. They want to start marketing this month if possible. Last year it was estimated that there were 10,000 people at the parade and had the most float entries in eight years. They ran a few social media surveys and they had 16% attendees that lived outside of Clovis. They had 31% of the attendees that had only attended the parade once or twice. They have been told that this is the 2nd largest parade in the State. Mr. Martin asked if she received feedback from the businesses that stayed open. Ms. Pellegrino-Spear stated she received positive feedback that they had an increase in sales. Mr. Martin asked if the trophies have Clovis on them. Ms. Pellegrino-Spear

stated they will say Clovis, New Mexico. Mr. Martin asked what the photographer was for. Ms. Pellegrino-Spear stated that was a free option to any patrons that wanted pictures with Santa and Mrs. Claus at the Railroad Park. She stated they could print the pictures with Clovis, New Mexico on them. Ms. Melancon stated they couldn't pay the photographer, but she could research paying for the prints. Mr. Bryant asked what the prizes were. Ms. Pellegrino-Spear stated last year they gave bells that were engraved, a couple of train sets and copies of the book and movie of the Polar Express. Ms. Burroughes stated the library was completely full that day. Mr. Bryant asked how many years they have been doing this. Ms. Burroughes stated this was the first year they have done this in this format.

Force of One Fight Championships #5

\$16,500

Mr. Eric Suan thanked the board for funding their marketing for the shows at the Civic Center. He showed a video to the board. They have people that start arriving the Friday before the fight. He stated the fighters usually bring 2-3 people to support and then their fan base. Mr. Pandya asked if they charge the fighters to participate. Mr. Suan stated they do not because they have their own fees to pay. Mr. Pandya asked how he makes a profit. Mr. Suan stated through ticket sales, which are \$25 and \$50. Mr. Pandya asked if this was a one day event. Mr. Suan stated they have a weigh in on Friday and the main event is on Saturday. Mr. Martin asked how many fights they would have. Mr. Suan stated he was going to schedule 15-18, but normally has 10. Mr. Martin asked if he was aware that he could get event insurance in case something happens. Mr. Suan stated they do purchase it for every event. Mr. Martin asked if they covered that for the last event that was postponed. Mr. Suan stated it did not. Mr. Martin stated t-shirts were listed on the budget. Mr. Suan stated they are given to the fighters and their corners. They also throw some out to the crowd. Mr. Martin stated lodger's tax will pay for any free shirts, but not for anything that they will charge a fee on. Mr. Bargman asked if there was advertising on the ticket. Ms. Melancon stated the logo is on the ticket. Mr. Suan stated the giveaway bags and the equipment they give the fighters also have the logo on them.

	Request	Recommendation
100 th State Convention	\$10,000	Back in Jan.- more info
Christmas Light Parade	\$6,000	\$5,700
Force of One Fight Championship	\$16,500	\$6,000
<u>Chamber of Commerce</u>		
2019 Albuquerque or Lubbock Visitors Guide	\$6,900	\$2,500 (Lbk only 2/3 page)
Production of City of Clovis map	\$4,000	up to \$4,000 (not to exceed 2 years supply)
Promotion of 2019 Pioneer Days	\$5,000	\$4,000
TOTAL		\$22,200

Ms. Burroughes stated the Santa Fe Magazines are in all the hotel rooms in Santa Fe so she wasn't sure what the protocol was here. Mr. Pandya stated it depends on the franchise. Some will allow magazines, but not brochures. Ms. Burroughes stated the Chamber just purchased the stands from the Thrifty Nickel and will be placing brochures in them for the hotels. Mr. Pandya stated they would need to get

permission from the hotels to put their racks in with various brochures. He stated the stands that are in the hotels now get checked once a month. He asked if the Chamber was going to check on theirs. Ms. Tipton stated she usually calls the hotels, but can go check. She has called to ask if they could put profiles in the rooms and they all told her they could. Mr. Pandya stated he would go with her to talk to all of the hotels. He wants to be sure that they do get into all of the hotels.

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

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

Ms. Melancon stated the next meeting would be at 5:15 p.m. Tuesday, January 8th. Applications will be due by 5:00 p.m., Wednesday, January 2nd.

Agenda Item No. 6 – Adjournment

There being no further business to come before the commission the meeting adjourned at 7:12 p.m.