

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

**5:30 p.m.
Tuesday, January 7, 2020**

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

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of November 5, 2019
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 7, 2020 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:

Freddy Bryant
Michaela Gatewood
Jennifer Smith
Bill Bargman

Thomas Martin

Mayor Pro Tem Juan Garza

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 5:29 p.m. and established the presence of a quorum.

Agenda Item No. 3 – Approval of Minutes of November 5, 2019

Mr. Bargman made a motion to approve the minutes of November 5, 2019 as presented; Ms. Gatewood seconded the motion, which passed by acclamation.

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

Ultimate Calf Roping	\$12,500
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Mr. Wayne Needham advised they are going to change the format so that they will stay two days. They started out as Joe's Boot Shop Calf Roping in 2005. They pull from ten states. Mayor Pro Tem Garza asked about the dates of the roping. Mr. Needham advised some of the juniors will come in the first day to rope and the rest will rope the next two days. Ms. Smith asked about the marketing budget. Mr. Needham advised all of the \$12,500 is for the prizes and not the radio ads.

High Plains Junior Rodeo	\$15,000
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Mr. Randy Hall advised they will end the season in Clovis with the rodeo finals. They will have 240 volunteers and an estimated 1,000 people in attendance. Ms. Melancon asked if the \$15,000 was for both events. Mr. Hall advised that was only for the February event and they would come back to ask for money for the July event.

Race 4 Ca\$h **\$4,500**

Smoke on the Water	\$15,000
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Lion's Gun, Knife and Coin Show	\$3,190
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Home, Garden & Lifestyle Show	\$10,000
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Softball Tournaments	\$10,000
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Spring Arts, Crafts & DIY Show	\$4,100
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Special Hearts Prom	\$2,400
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Draggin Main Music Festival	\$40,000
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Mr. Thom Moore advised this event is eight days this year and they are expanding in several areas. This should increase attendance 15% over last year. They anticipate 150 volunteers and plan to grow the Gearhead Gathering at Hillcrest Park. Mayor Pro Tem Garza asked about the theatre ads. Mr. Moore advised each of the seven screens at North Plains Cinema will be advertised on as well as Lubbock, Amarillo, Roswell and Hobbs. Mr. Howalt advised they allow for giveaways if people attend the event but does not know if the sponsor giveaways qualify. Ms. Tipton advised they giveaway t-shirts and posters. Ms. Melancon advised if they are local sponsors then there is a problem with the giveaways.

	REQUEST	RECOMENDATION
Ultimate Calf Roping	\$12,500	\$12,500
High Plains Junior Rodeo	\$15,000	\$15,000
Race 4 Ca\$h	\$4,500	\$4,500
Smoke on the Water	\$15,000	\$15,000
Lion's Gun, Knife and Coin Show	\$3,190	\$3,190
Home, Garden & Lifestyle Show	\$10,000	\$10,000
Softball	\$10,000	\$10,000
Spring Arts, Crafts & DIY Show	\$4,100	\$4,100
Special Hearts Prom	\$2,400	\$2,400
Draggin Main Music Festival	\$40,000	\$35,000
TOTAL		\$111,690

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

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

Mr. Howalt advised the next meeting is scheduled for March 3 which is election day so he would like to move the meeting to March 10. The board agreed.

Mr. Howalt advised this meeting also coincides with the Civil Aviation Board meeting, which he is also scheduled to attend. He asked if this board would consider moving the meetings from the first Tuesday of every other month to a different Tuesday. The board agreed to move to the second Tuesday of every other month.

Agenda Item No. 6 – Adjournment

There being no further business to come before the board the meeting adjourned at 6:40 p.m.

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

**5:30 p.m.
Tuesday, March 10, 2020**

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

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of January 7, 2020
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, March 10, 2020 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:

Freddy Bryant
Michaela Gatewood
Bill Bargman
Thomas Martin

ABSENT:

Jennifer Smith

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

Mr. Martin called the meeting to order at 5:30 p.m. and established the presence of a quorum.

Agenda Item No. 3 – Approval of minutes of January 7, 2020

Mr. Bargman made a motion to approve the minutes of January 7, 2020 as presented; Mr. Bryant seconded the motion, which passed by acclamation.

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

High Plains Hoops

\$1,575

Mr. Brian Carpenter advised the tournament is at the end of April for third grade through high school. A little more than half of the teams are from out of town. This is to help with expenses of the trophies and the t-shirts. Mr. Bargman asked if the t-shirts would say something about lodger's tax or the City of Clovis. Mr. Carpenter advised they have the city logo that was put on last year. Mayor Pro Tem Garza asked how many players they had last time. Mr. Carpenter advised they had just over 30 teams. Per team they have 7-10 families. Mayor Pro Tem Garza asked what time they start. Mr. Carpenter stated they start at 8:00 a.m. on Saturday. The out of town teams request to not play the early morning games so they usually have a one-night stay. Mr. Bargman asked what it cost for a team to register. Mr. Carpenter advised \$200. Mr. Martin asked if Trophy Depot was local. Mr. Carpenter advised the t-shirts were made locally but the trophies were not.

Pioneer Days Rodeo

\$50, 000

Mr. Richard Hadley advised this would be the 50th annual rodeo. They gave donations to the children's homes in Clovis and Portales. They also give out tickets to the children's home and Cannon Air Force Base. Mr. Martin asked if there is an estimation on how many rooms are booked for the event. Mr. Hadley advised they paid around \$4,500 worth of rooms and that was not including what was done in kind. Mr. Martin asked if the video board was a purchase. Mr. Hadley advised that was for the lease of the board. Mayor Pro Tem Garza advised that was a little questionable. Mr. Martin asked about the spurs. Mr. Hadley advised they would all have "Pioneer Days Clovis, New Mexico" on them. Mr. Martin advised the total of the marketing costs didn't match what they were asking for. Mr. Hadley advised they appreciated anything that was awarded them.

High Plains Junior Rodeo

\$15,000

Mr. Randy Hall advised they will give away 52 saddles and jackets. Mr. Martin asked about the advertising plan and budget. The total cost of marketing equals the project cost. Within that budget which line items are for marketing. Mr. Martin advised there were some items that would not be allowed through Lodger's Tax. Mr. Howalt advised there was an ordinance being introduced that would allow the use of funds for EMT services. Mr. Martin advised they could approve that contingent upon the approval of the ordinance.

Westbrook Baptist Church Ladies Retreat	\$14,000
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Ms. Jeanette Tunnell advised they are expecting 500 plus attendees this year and have at least 150 rooms reserved. They send mailouts to seven states. They had 14 states and one international represented last year. Mr. Martin asked if she had room nights from last year. Ms. Tunnell advised the pastor's wife had all of that information. Mr. Martin asked if social media was part of the marketing plan. Ms. Tunnel advised they have a website and a facebook page.

Jazzoo	\$4,000
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Ms. Jennie Hanson advised this will be a 21 and older night event. She is going to advertise outside of the Clovis area and plans to send out mailers as well. Mayor Pro Tem Garza advised the advertising budget had no numbers listed. It helps them to know how much are going to be used for each item. They will have a step and repeat with the name of the city and the zoo name, mailers will be sent out with the city logo. Mr. Martin asked what Christy Cross would be doing. Ms. Hanson advised she would take pictures at the step and repeat and of the event. Mr. Bargman asked if they were going to purchase the step and repeat. Ms. Hanson advised they were going to purchase it so they could use it again. She advised t-shirts will be for the zoo staff and volunteers. Any other shirts will be given away.

Force of One Fight Championships	\$32,000
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Ms. Banister advised they moved the event to the Events Center last year. They had around 750-800 people in attendance. They have around five sponsors as of now. The Freedom Foundation and Ronald McDonald House are also a couple of their sponsors. Mayor Pro Tem Garza advised he attended the last event and it was well attended. It was also a good idea to do price breaks on tickets for different seats. Ms. Melancon asked about the octagon. Ms. Banister advised they have sponsors that go on the outside and center of the ring, but it shouldn't be on there this year. Ms. Melancon asked about the banners. Ms. Banister advised they have the fighters pictures and the city logo. Mayor Pro Tem Garza asked how many people were registered. Ms. Banister advised she wasn't sure. Mr. Martin asked if they had guaranteed fights. Ms. Banister advised there should be 10 fights. Mr. Martin asked if there any numbers on guaranteed hotels. Ms. Banister advised they always use Days Inn, Super 8 and Comfort Inn but she doesn't have numbers. They had to pay for 15 rooms last year. Mayor Pro Tem Garza asked if the weigh in was the night before. Ms. Banister advised they were so they are guaranteed two room nights. Ms. Melancon asked about the social media advertising. Ms. Banister advised that was strictly for advertising on social media and not for the person that creates the media. Mayor Pro Tem Garza asked about the prizes from Amazon. Ms. Banister advised those are for the belts. They also have bags of tape, gloves, towels, etc. that have a city sticker on them.

Red, White & Brews	\$20,600
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Ms. Banister advised Kyle Brewer with S&S is planning a beer garden on the 4th of July. It will be in the Hilltop parking lot. She advised they are going to donate to the Security Forces Squadron as well as suicide prevention. Mr. Justin Santa Maria advised the Air Force suicide rate is increasing and for a while Cannon had one of the highest numbers due to them being the second most deployed base in the Air Force. He thought this event would be perfect because it is a four-day weekend for the base and was the perfect opportunity to get airmen to stay in town. Mayor Pro Tem Garza asked what they were going to do as far as logistics. Ms. Banister advised they were working with the Chamber and Rooney Moon Broadcasting. Mayor Pro Tem Garza advised she needed to talk to the City instead because they are in charge of logistics. Ms. Banister advised that was still being worked out. Mayor Pro Tem Garza advised people will park in that parking lot overnight so they need to keep that in consideration. Ms. Banister advised they would have a few vendors, two bands and games. Mr. Martin advised she needs to talk to the city because the mobile command sets up in that area as well. Mr. Santa Maria advised security forces from the base will provide security for the event.

AJ Memorial 5K fun run & poker run	\$5,897.32
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Ms. Monica Velasco advised this was their fourth year. They donate to the Ronald McDonald House of Houston. Ms. Jessica Banister advised they would have a poker run in addition to the 5K. The events center will let them run the perimeter of the building so they don't have to close streets, Harley Davidson is helping map the poker run and she has rented a building across the street that they can all gather at. She advised there is a lot of advertising done out of town. Ms. Velasco advised this is a one-day event that starts at 9:00 a.m. Mr. Martin asked what time this would end. Ms. Velasco advised around 3:00 p.m. – 4:00 p.m. Mayor Pro Tem Garza asked if there was going to be alcohol. Ms. Banister

2020 Events Coordinator	\$30,000
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King of all Trucks ropings	\$40,000
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	REQUEST	RECOMMENDATION
High Plains Hoops	\$1,575	\$1,575
Pioneer Days Rodeo	\$50, 000	\$25,000
High Plains Junior Rodeo	\$15,000	\$15,000
Westbrook Baptist Church Ladies Retreat	\$14,000	\$10,000
Jazzoo	\$4,000	\$3,000
Force of One Fight Championships	\$32,000	\$15,000
Red, White & Brews	\$20,600	\$5,000
AJ Memorial 5K fun run & poker run	\$5,897.32	\$3,500
2020 Events Coordinator	\$30,000	\$30,000 (w/documentation)
King of all Trucks ropings	\$40,000	\$15,000
TOTAL	\$213,072.32	\$123,075

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

Mr. Howalt advised applicants are supposed to submit the summary report 30 days following their event and those have been coming in late or not at all. They are going to start updating the board on the list of requests on whether or not they have received the report. Mr. Martin asked if reimbursement was made based upon receipt of report. Ms. Melancon advised they haven't but that is something they may start doing. Mr. Howalt advised it was part of the application. Mayor Pro Tem Garza advised it sounded like something they could penalize. Ms. Melancon advised if she gets the reports it's when she receives the request for reimbursement.

There being no further business to come before the committee the meeting adjourned at 7:54 p.m.

Chairman

SEAL
(ATTEST)

City Clerk

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

**5:30 p.m.
Tuesday, May 12, 2020**

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

**DUE TO GOVERNOR LUJAN GRISHAM'S ORDER LIMITING THE NUMBER
OF ATTENDEES AT GATHERINGS, THE LODGER'S TAX ADVISORY
BOARD MEETING WILL NOT BE OPEN TO THE GENERAL PUBLIC.
THOSE THAT HAVE SUBMITTED APPLICATIONS CAN CALL IN TO 617-
675-4444 (PIN 344 040 722 5329#)**

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of March 10, 2020
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, May 12, 2020 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:

Michaela Gatewood
Gail Tarson
Thomas Martin
Jess Reyes

ABSENT:

Freddy Bryant

EX-OFFICIO PRESENT:

Commissioner Garza

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

Mr. Martin called the meeting to order at 5:31 p.m. and established the presence of a quorum.

Agenda Item No. 3 – Approval of minutes of March 10, 2020

Ms. Gatewood made a motion to table the minutes of March 10, 2020; Mr. Martin seconded the motion, which passed by acclamation.

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

Curry County Fair

\$40,050

Ms. Kadee Hande, Curry County Events Center, advised this year is more than what they have asked for in the past. Mr. Thomas asked what the souvenir tickets were. Ms. Hande advised they would have the city logo on the back of the ticket and it would be perforated so people attending the fair would be able to keep the ticket. Commissioner Garza asked how many tickets they were printing. Ms. Hande advised around 50,000. Attendance fee into the fair will also include admission to the concerts. Commissioner Garza advised they need to be cautious because of the virus. This is not something they need to consider as far as allocations, but they need to be cautious and prepared for less attendance. Mr. Martin asked what happens if they spend money for advertising and the event doesn't occur. Mr. Howalt advised they have honored any advertising for events that were cancelled due to COVID-19. With the souvenir tickets they will have to go to production on a certain date and they will have a specific date so they won't be able to be reused. He asked what the contingency plan was. Ms. Hande advised the ticket is budgeted and may not be able to print locally. They can be printed within 2 weeks. Digital advertising will start in June and she's anticipating a ruling on mass gatherings by June 2. Their biggest concern is that they have a significant amount of money invested in the entertainment. Mr.

Howalt asked if the tickets would have a date in case the fair has to be pushed back to a later date. Ms. Hande advised if the fair was pushed back it would be 2021. Ms. Melancon asked about the lanyards. Ms. Hande advised they are trying to push the week long pass and the lanyards will go with those. Ms. Melancon asked if they would have the logo on them. Ms. Hande advised they would. Ms. Tarson asked how tickets sales compared in previous years. Ms. Hande advised last year they had around 30,000 but they are expecting more with it being an anniversary year.

11th Annual Double Da\$h barrel race \$4,500

Ms. Angie Moore, CBT Barrel racing, advised they were the last race in the Events Center before everything was shut down. The March race had a 40% increase in entries and hopes to keep the September race as large as it can be without outgrowing the facility. In other states the barrel race industry is starting to open back up and she's hoping by September things will be back to normal in New Mexico. They can put the races into groups in September if need be. She plans to use Clovis Vet Supply and buying a product they have. She would place a City of Clovis sticker for those. She would like to include a City of Clovis on the jackets as well. Commissioner Garza advised this was something they could look forward to in September. Mr. Martin asked why she was only asking for \$4,500 when the budget is \$6,965. Ms. Moore advised she didn't always end up doing everything she has listed in her budget. She advised she has slowly increased her request because the entries have grown. Ms. Tarson advised she likes to see local vendors. She asked how many of the vendors were local. Ms. Moore advised the only ones that are from Clovis are Clovis Vets Supply and Backwoods Apparel. Ms. Tarson advised some of these things could be reinvested locally and they would look really good to her. Ms. Moore advised she had nothing against local, but there are some vendors that are industry standards

2020-2021 NM Guides & Magazine \$36,660

Ms. Kim Tipton advised they are asking for promotion for advertising in the New Mexico Magazine for September, November and December and advertising in the New Mexico True Magazine. The New Mexico True magazine has a circulation around 500,000 and the New Mexico Magazine has a 70,000 print circulation and 160,000 monthly readership. They want to bring tourism to the zoo, Rock 'n Roll Museum and Norman Vi Petty Studio, as well any events happening later in the year. Mr. Martin asked if the New Mexico True was an annual. Ms. Kipton advised it was for 2021, but the deadline is coming up and the NM Magazine is a monthly magazine. Mr. Martin asked if they were skipping October or if it was included. Ms. Tipton advised they had already done an ad in October.

Christmas Light Parade \$13,300

Ms. Lisa Pellegrino-Spear, Clovis MainStreet, advised they are doing this request early so they have early preparation in place in case of COVID-19. This is a free public event and draws from multiple communities. The parade has grown quite considerably and now has a full day of activities. They plan to spend more on marketing if they have to keep up social distancing and they will need to purchase additional signage to replace some that were damaged due to weather last year. They are brainstorming and will meet with the Police Department regarding a static parade on Main Street if they have to continue social distancing. They would also like a videographer to help with marketing. Ms. Tarson thanked Ms. Spear for having a backup plan. She advised she would like to be able to see them spending local. Ms. Spear advised all radio ads are spent locally and the news paper ads are done on the days that it reaches outside of Clovis. Serendipity, the videographer and the banners are all done

locally. Mr. Martin asked when the earliest she would start marketing. Ms. Spear advised in October. They did that last year and it was very helpful. Mr. Howalt advised the organizational staff member will have to have hours spent working on the event in order to receive reimbursement. Ms. Spear advised they have been working with Ms. Melancon on this with time cards. They submit only the hours that were spent on the specific event.

Holiday Bazaar

\$13,840

Ms. Morgan Schugg, Clovis Civic Center, advised the 2020 show is scheduled for November. They will be able to provide a social distancing event if need be. This will be a Saturday and Sunday event.

Red Nose Days ENM 2020

\$500

Mr. Howalt advised they changed the date to May 28 because it would not be conducive with the Commission date. Ms. Schugg advised this would be a virtual event on facebook. Mr. Martin asked if this was a virtual event and are not bringing anyone in to the city limits does it qualify. Mr. Howalt advised he did not think it qualified since the intent was to bring people to the community. Mr. Martin advised this is a great event but doesn't qualify.

Mr. Howalt advised they were down \$118,000 on the year in lodger's tax. They stated with a healthy balance at the beginning of the year. Ending cash if they allocated all of the requests would leave \$160,000 assuming everyone spent the money allocated. A lot of the requests are in the next fiscal year so they would have to be carried over.

The board discussed the events as followed:

Curry County Fair- Mr. Martin advised it would be interesting to see how things goes with this event since it is in August. Ms. Martin and Commissioner Garza both said they could have a large attendance. Commissioner Garza advised they need to be cautious and they never really fully fund an event. He advised more people may be inclined to attend the concerts though because the admission is included with the price of the ticket to enter the fair this year. Mr. Martin advised if there are still social distancing issues though they may not be able to get the numbers they did last year.

Double Da\$h barrel race - Commissioner Garza advised regarding the Double Da\$h barrel race, they can always make adjustments and for the amount of people they expect and given the event is in September he suggested funding the full budget amount of \$6,965. Ms. Tarson asked if they were comfortable with the attendance ratio. Commissioner Garza advised the county doesn't pitch in anything and the city has always done this. Mr. Martin advised very little of this was focused locally because it is a free event and people are not normally coming out, but it's more about the people participating and a lot of them come from out of town. Some of the participants stay in their trailers, but they are here spending money on gas, food, etc.

NM Guide & NM Magazine - Ms. Tarson advised regarding the Chamber's requests, since she has worked so closely with them she recognized the value of what they put forth. Those two magazines are draws into the community so she would support the full amount. Commissioner Garza advised it was hard to track how many people come to Clovis because of the money spent on advertising in magazines. That's one of the reasons they don't fund the whole thing. Mr. Martin advised he has struggled with this. Some of the people getting the magazines were already coming here for other reasons and to spend almost \$37,000. He agreed with Commissioner Garza that they can't track anything. They

discussed the Chamber's contract previously and some of these things should be covered under that contract. Mr. Chase Gentry advised there was no contact with the Chamber. Mr. Howalt advised currently there was no contract with the Chamber.

Mr. Howalt advised regarding the NM True magazine, the chamber has applied for funds for this in the past and did not receive it. Is this similar that it is an application process. Mr. Gentry advised last year they didn't receive funding for the application and this year there is question as to whether or not there will be any funding in June. Mr. Howalt asked if this would be a 50/50 match? Mr. Gentry advised this application was funded through the City. Ms. Melancon asked that the two amounts be done separately.

Ms. Gatewood agreed with Mr. Martin that \$37,000 is quite a large number to give to something they can't track.

Ms. Tarson advised how well an ad does will hinder on what the community has to offer. She hates to think that they are not going to promote or advertise. The biggest drawback is they don't know how to track it. There are ways to put codes on advertisements and that is one way it could be tracked. When they are looking at a publication that gets over 500,000 and they have the opportunity to tell a story and draw people in then they need to tell their story.

Ms. Reyes agreed that this is quite a bit of money to spend on something that can't be tracked. Mr. Martin advised they could request a QR code be added. Ms. Tarson advised there are things they can do to help track.

Mr. Howalt asked if they work with one of the magazines graphic designers to put in a QR code. Mr. Gentry advised they used the QR code a while back on the profile. He advised there were a lot of restrictions when using a Co-Op so if they don't do a Co-Op then they have more ability to put in what they want. With the NM True magazine, they are mostly pictures but they have more leeway with what they advertise.

Ms. Gatewood advised it was beneficial to be in the magazine, but the \$37,000 is asking a little much. Mr. Gentry advised the NM True magazine is distributed to visitor's centers and chambers all over and is a year long publication.

Commissioner Garza suggested \$28,000 total. Mr. Martin asked if they felt like fully funding the NM True magazine and then put \$4,000 towards the NM Magazine. Commissioner Garza stated the NM True magazine was the one they needed to push since the other is only 3 months. Mr. Howalt advised they have also provided funding for the 2020 Livability Guide, 2020 Travel Host West Texas Guide and the 2020 Lubbock Visitor Guide. Ms. Tarson asked if they had a way of tracking those. Commissioner Garza advised they didn't. They wanted to try something different by going to Texas.

Commissioner Garza asked Mr. Gentry if \$28,000 was enough to do what they needed and if the NM True magazine was the best way to go. Mr. Gentry advised the NM True magazine was important and they can work their way around the monthly magazines. Mr. Martin advised he felt more comfortable funding the NM True magazine and giving less to the monthly magazine. Ms. Tarson thought they should put more into the NM Magazine, but she will support this.

Christmas Light Parade – Commissioner Garza advised they need to have the best Christmas Parade this year more than ever. He suggested funding the full amount because they have a plan b so this will happen regardless. Ms. Tarson and Ms. Gatewood agreed that Ms. Spear had a good backup plan.

Holiday Bazaar – Commissioner Garza advised the event is in November so hopefully things will be back to normal and people will come to Clovis for this. Mr. Martin advised this was good to bring the surrounding communities to Clovis. Commissioner Garza advised they could generate room nights depending on how many vendors are coming in from out of town. Ms. Tarson advised it doesn't have the potential to have a lot of people staying the night.

Red Nose Day – Mr. Martin advised they would not be reviewing this item.

	REQUEST	RECOMMENDATION
Curry County Fair	\$40,050	\$25,000
Double Da\$h barrel race	\$ 4,500	\$ 6,965
2020-2021 NM Guides & Magazines	\$24,0000	\$24,000 (NM True Magazine)
	\$12,660	\$ 4,000 (NM Magazine)
Christmas Light Parade 2020	\$13,300	\$13,300
Holiday Bazaar	\$13,840	\$ 8,000
Red Nose Days ENM 2020	\$ 500	\$ 0
TOTAL	\$108,850	\$81,265

Ms. Tarson moved for approval; Ms. Gatewood seconded the motion. Upon a roll call vote, with all voting in the affirmative, the motion carried unanimously.

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

Mr. Howalt advised as part of the new application cycle each event should have a form that is submitted. Some events have been reporting and some haven't. They will start to denote on the applications if they have followed through on their previous application which may or may not impact the decision making to award funding. Mr. Martin asked if they should not fund them until they receive reports. Mr. Howalt advised that would be up to the board. They can make it a requirement and bring it back to the board for approval at their meeting in July. Mr. Martin advised if that was a requirement and they are not getting them then this would be the way to get them. He suggested not funding the current event if they haven't turned in a report for the previous event. Ms. Gatewood asked how that would work with the guides. Mr. Howalt advised those are easier. They just have to show what they have done. It is more than just a receipt for reimbursement. Mr. Gentry advised the application doesn't address advertising. Mr. Howalt advised they want follow up on how well an event did. Mr. Martin advised he would like to see the report before money is handed out. Mr. Howalt advised they would put together a recommendation for the next meeting. Ms. Melancon advised a lot have sent in their report with their receipts. If it all comes in together then she can forward to Ms. Reyes who can then forward to the board.

Agenda Item No. 6 – Adjournment

There being no further business to come before the committee the meeting adjourned at 7:18 p.m.

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

**5:30 p.m.
Tuesday, July 14, 2020**

**North Annex
701 N. Main
Clovis-Carver Library**

1. Call to Order.
2. Roll Call.
3. Election of chair and vice-chair
4. Approval of Minutes of May 12, 2020
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, July 14, 2020 in the North Annex, Clovis-Carver Library, 701 N. Main, 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:

Gail Tarson
Jess Reyes
Freddy Bryant

ABSENT:

Thomas Martin
Michaela Gatewood

EX-OFFICIO PRESENT:

Commissioner Garza

ALSO PRESENT:

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

Commissioner Garza called the meeting to order at 5:30 p.m. and established the presence of a quorum.

Agenda Item No. 3 – Election of chair and vice-chair

Mr. Bryant made a motion to nominate Thomas Martin as chairman; Ms. Tarson seconded the motion, which passed by acclamation. Mr. Bryant made a motion to nominate himself as vice-chair; Ms. Tarson seconded the motion, which passed by acclamation.

Agenda Item No. 4 – Approval of minutes of May 12, 2020

Ms. Tarson made a motion to approve the minutes of May 12, 2020 as presented; Ms. Reyes seconded the motion, which passed by acclamation.

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

Promotion of Norman & Vi Petty Rock & Roll Museum \$13,000

Ms. Tipton advised they are requesting \$13,000. They would like to do some digital marketing on Facebook, have postcards made, update the brochures and to be able to pay for postage to mail them to other visitor's centers and museums. Commissioner Garza advised they stated they have never been funded for this, but they were in 2018. Mr. Gentry advised they have never asked for the funding in the way they are asking for it now, as a project for the year. Typically, they have asked for different pieces. Commissioner Garza asked if the studio was open. Mr. Gentry advised they would open up when they are allowed. The chamber is not letting people in the museum either. Commissioner Garza asked who would open the studio. Mr. Gentry advised they have a crew that takes care of that.

Ms. Tarson advised this was an untapped source for tourism. The enthusiasts do exist. Ms. Tipton advised they receive calls every day asking when the museum will be open. Mr. Gentry advised there is

a group that is trying to take some of the music recorded at the studio, market it and try to create money for the studio. There was a Friends of Norman Petty Foundation and they are trying to find big donors to help with the endeavor. Commissioner Garza asked why the museum was closed. Mr. Gentry advised the Governor's order states museums have to be closed.

Mr. Bryant asked what type of promotional items they were going to have. Ms. Tipton advised they haven't decided yet. She's working with Backwood Apparel and Sir Logo to come up with some things.

Commissioner Garza asked what they are promoting if they are closed. Mr. Gentry advised they hope to be open by January but could work on rack cards and brochures.

	Request	Recommendation
Promotion of Norman & Vi Petty Rock & Roll Museum	\$13,000	\$13,000

Ms. Tarson moved for approval; Ms. Reyes seconded the motion, which passed by acclamation. Ms. Reyes advised she has met quite a few people that have come from all over that have been to the museum. Mr. Howalt advised this would go before the commission at their August 6 meeting.

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

Mr. Howalt advised ending fiscal year FY 20 they ended with a cash balance of \$388,000 and recommended a carryover of \$339,000 worth of events. They carried the dollars over for the events that didn't get to happen due to COVID, so they will not have to reapply next year. That left them with an available balance of \$48,000. They budgeted for revenue for this year \$575,000 for the total fund for lodger's tax and that leaves \$229,000 for the promotional part. That money combined with the \$48,000 carryover gives them an available distribution for the year of \$278,000.

Agenda Item No. 7 – Adjournment

There being no further business to come before the board the meeting adjourned at 5:52 p.m.

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

**5:30 p.m.
Tuesday, September 8, 2020**

**North Annex
701 N. Main
Clovis-Carver Library**

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of July 14, 2020
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, September 8, 2020 in the North Annex, Clovis-Carver Library, 701 N. Main, 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:

Jess Reyes
Freddy Bryant
Thomas Martin, Chairman
Michaela Gatewood

ABSENT:

Gail Tarson

EX-OFFICIO PRESENT:

Commissioner Juan Garza

ALSO PRESENT:

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

Mr. Martin called the meeting to order at 5:31 p.m. and established the presence of a quorum.

Agenda Item No. 3 – Approval of minutes of July 14, 2020

Mr. Bryant made a motion to approve the minutes of July 14, 2020 as presented; Ms. Reyes seconded the motion, which passed by acclamation.

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

2021 Community Profile \$10,000

Ms. Tipton advised the community profile serves as the official relocation guide for newcomers, visitors and new military personnel. It has a vast circulation in New Mexico, Texas, Oklahoma and Arizona. It's distributed to all of the visitor's centers, chambers, the bi-weekly at Canon Air Force Base, workshops and events. Mr. Martin asked if the profile has always been available online. Ms. Tipton advised it has been.

Clovis Kick Ass Entrepreneurs and NM Small Business Advisors \$9,750

Ms. Pellegrino-Spear advised this is a program they are starting. In Santa Fe there is a KAE and they have started this program in their community to provide a type of gathering where people can together and share services and tools. It's been extremely successful. They started with 12 people and now have 500 that follow and attend different meetings. It helps the small businesses to utilize each other and local resources. It was developed by an entrepreneur in Santa Fe and

Clovis has been selected as the first pilot project. It was a \$5,000 sign up to become a pilot project and Clovis received a grant to do this. They are asking for funding to promote and market.

The advisor program is a secondary program that Clovis has also been selected for. There are five communities in the state of New Mexico that will be starting this. This falls under New Mexico MainStreet. They are creating a service where Clovis would be able to give their small businesses services from merchants in other communities. In Albuquerque and Santa Fe, they have a group of about 40 members that have volunteered to be mentors for small businesses in the communities. They want to be able to market this to the community.

Mr. Martin asked if she wanted to combine the two. Ms. Pellegrino-Spear advised they would overlap. The KAE program will be a membership base locally. They hope to market this in the Clovis area and then the entrepreneur program outside of Clovis. Ms. Reyes asked if this was free service for them. Ms. Pellegrino-Spear advised it was.

Mr. Bryant asked if this was a once a year program. Ms. Pellegrino-Spear advised with the KAE program they would meet every other month with virtual meetings and then utilize the at locations once they can meet in person.

Mr. Howalt advised he wasn't sure if this was a qualifying event. It's a great program, but it is not related to tourism. He's not making the jump from trying to develop entrepreneurs to how this is related to tourism and drawing people into town. He asked if it was a conference. Ms. Pellegrino-Spear advised there is a quality of life aspect to it for all of the businesses, but they are trying to promote the businesses that are here to make them more successful which will bring in more tourism. The investors that would come in would spend the night and this is what Santa Fe has seen.

Mr. Martin asked if this needed to be a separate request or will they be marketed together. Ms. Pellegrino-Spear advised they would market them differently but they have a lot of the same services. Ms. Reyes asked how long it took to grow to 500. Ms. Pellegrino-Spear advised they have only been established for about 16 months.

Mr. Howalt asked how many people from outside of Santa Fe attended. Ms. Pellegrino-Spear advised she could get that information. Mr. Martin asked about the banner that was mentioned in the advertising plan. Ms. Pellegrino-Spear advised it would be displayed at the venue prior to the event and during. Mr. Martin asked if the print advertising would be locally distributed. Ms. Pellegrino-Spear advised it would be more signage for local but they want marketing material that will go outside the community as well.

Revitalize and Socialize! \$10,600

Ms. Pellegrino-Spear advised this year they have not been able to host events and would like to host an event as soon as they get the okay. They are hoping for an October time frame and would like to do something for Halloween. They are working on drive up events and potentially a drive-in concert.

Commissioner Garza asked if there was a place in mind for concerts. Ms. Pellegrino-Spear advised they have the Curry County fairgrounds parking lot or the high school. They also have the old raintree parking lot and they have a DJ that has radio frequency service. Commissioner Garza advised the events center would be the most appropriate due to the alcohol. Ms. Pellegrino-Spear advised they would not have alcohol at the event but would have food vendors. They have standards from the state on what they are allowed to do for drive-ins.

Mr. Martin asked how quickly they could make this happen. Ms. Pellegrino-Spear advised four weeks would be realistic. Mr. Martin asked where the banner would be displayed. Ms. Pellegrino-Spear advised locally. Mr. Martin asked about the part time help for two months to organize and plan. Ms. Pellegrino-Spear advised they hope to have more than one event. Their goal is to get people involved with people again.

Ms. Reyes asked if the other communities that did drive ins if they had people stay overnight. Ms. Pellegrino-Spear advised she wasn't sure. Lovington had one recently and they had people from surrounding areas. They also had bands and they did stay overnight.

Mr. Howalt advised this was a unique situation. When they award money to event it is a planned event and in the past when they did not occur or had to be moved the applicant had to come back. They would be approving events not knowing when or where they would happen. Mr. Martin advised this all sounds needed, but is difficult with no real details.

Discussion regarding recommendation of funds

Mr. Howalt advised last year they awarded the \$10,000 in two separate awards for the community profile. Mr. Martin asked if they have seen a decline due to COVID. Ms. Tipton advised they have still been getting requests. Mr. Howalt asked if they had any left over from this year. Ms. Tipton advised they had none from 2019 and they still have some for 2020. Mr. Martin asked if it was better to get two different allocations. Ms. Tipton advised they came back for more because they were printing more copies. Mr. Martin asked if they print locally. Ms. Tipton advised they received two bids and they went with the Slate Group out of Lubbock, TX. Mr. Howalt asked if they get a better cost printing more. Ms. Tipton advised the cost does go down.

Commissioner Garza suggested the full amount so they don't have to come back for another request.

Mr. Martin advised regarding KAE it is not a tourist based idea, but a recurring business idea. Ms. Gatewood advised long term it is a great program but it doesn't bring in tourism. Ms. Reyes agreed with Ms. Gatewood.

Mr. Howalt advised the board meets every two months so they may award a partial amount for an event in October and see where they are. Ms. Melancon asked if this was one event or multiple events. Ms. Pellegrino-Spear advised their goal is multiple events, but if the next order won't allow social events then they will do the drive-in concerts. She advised before the beginning of October they would know if they could have something for Halloween. They would plan to go with the social event series if they can socialize.

Mr. Howalt advised typically they would have an event planned. If the public health order doesn't allow the social event then will the drive-in be the backup. Ms. Pellegrino-Spear advised their goal is to having some type of Halloween event. Mr. Bryant asked if they could get advertising done pretty quick after the governor announces her order. Ms. Pellegrino-Spear advised if they didn't have the okay to do a social event by the beginning of October then they would go forward with the drive-in concert.

Commissioner Garza advised he didn't think they would be short on funds to promote an event properly. The citizens of Clovis need some entertainment so they need to be prepared to entertain them. They don't need to underfund.

	Request	Recommendation
2021 Community Profile	\$10,000	\$10,000
Clovis KAE & Small Business Advisors	\$9,750	\$0
Revitalize & Socialize! Clovis Recovery		
Reopening Fall-Winter Community Event(s)	\$10,600	\$10,000
TOTAL	\$30,350	\$20,000

Mr. Bryant moved for approval; Ms. Reyes 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 6:05 p.m.

Chairman

SEAL
(ATTEST)

City Clerk

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

**5:30 p.m.
Tuesday, November 10, 2020**

**North Annex
701 N. Main
Clovis-Carver Library**

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of September 8, 2020
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, November 10, 2020 in the North Annex, Clovis-Carver Library, 701 N. Main, 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:

Jess Reyes
Thomas Martin, Chairman
Michaela Gatewood
Gail Tarson

ABSENT:

Freddy Bryant

EX-OFFICIO PRESENT:

Commissioner Juan Garza

ALSO PRESENT:

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

Mr. Martin 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 September 8, 2020

Ms. Gatewood made a motion to approve the minutes of September 8, 2020 as presented; Ms. Reyes seconded the motion, which passed by acclamation.

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

Mr. Howalt advised the Civic Center withdrew their application.

KENW-FM Underwriting & PBS \$10,000

Desiree Markham advised they broadcast from ENMU. Christopher LeClear is the news director and public relations director. They are looking at new ways to find projects to reboot the economy and tourism. They are seeking new underwriters. They will start producing their own regional broadcasts programs and one will be the Flying J Wranglers Christmas Concert that will be aired on radio and TV. They will air advertisements from the underwriters. They are working on more programming to highlight different entrepreneurs across the state. It works better if there is a liaison from the Chamber or City to work with her. They have done this with Carlsbad as well. They can have multiple announcements that change throughout the year at no additional cost.

Mr. Martin asked if this brought in tourism. In a way it does, but they would be part of the marketing plan for someone else that comes in with an event. They are looking at specific things that bring in tourism. The organizations would approach her on marketing. Mr. Howalt advised in this situation the city does have some of their own in-house events, promotion of the zoo, etc. This is a source to promote the City of Clovis and what the city has to offer. There may be a way to partner with them, but he hasn't put that together yet. Ms. Markham advised she is trying to see where it gets the most people to Clovis and Curry County. They could work with individual vendors, but most are done with the chamber and the city which is why they approached the lodger's tax board. With this amount they can do 10 announcements a day on television and radio.

Mr. Howalt advised this year they could start with a blanket and then they could work into it. Most of the events come to the city and ask for marketing dollars in their own applications. In the future they could remind them of KENW. There could be some potential with the City of Clovis though. Ms. Markham advised they can also produce and cover events and have them on air.

Commissioner Garza advised this is confusing on how this would qualify for these dollars. Mr. Martin asked if that would come through the city or lodger's tax. Mr. Howalt advised he wasn't clear on the picture. There is nothing in state statute saying they can't take the money out of Clovis. He stated they are not tying this to a specific event so he will have to try to figure out how this will work. Commissioner Garza advised someone has to have a specific event and then give lodger's tax money to advertise. To give \$10,000 to promote Clovis is a little iffy. Mr. Howalt advised that is why he thought more of the city in-house events.

Ms. Tarson asked if that would be tied to a budgeting item with the city. Mr. Howalt advised it could be. Mr. Martin advised they should keep an eye on who applies for lodger's tax and market them. Commissioner Garza agreed with Mr. Martin. He advised generating room nights is how they fund events.

Ms. Markham advised if they had a set schedule they could cover all of the events, but it's hard to do that with COVID. Commissioner Garza advised they might be able to get money from the other events that want to advertise. They will have another meeting in two months. He advised he was surprised they had not seen any advertising done with KENW before.

Mr. Howalt asked how far the local PBS reaches. Ms. Markham advised with FM and TV they overlap some. The FM reaches into west Texas and start to drop off around Littlefield. In terms of TV it depends on if they satellite, direct tv or cable. Mr. LeClear advised they have a 24-hour indigenous program that they could also advertise on. If they have dish it does reach Lubbock and cable reaches close to Grants and Santa Fe.

Mr. Howalt advised it was a larger conversation to be had to utilize their services. Ms. Reyes advised she liked the idea of the program. She would like to figure out a way to tie any events in to their program. Mr. LeClear advised they are public media so they will not create ads for them.

Ms. Tarson made a motion to deny the application; Ms. Reyes 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 discuss the meeting adjourned at 5:57 p.m.