

**CITY OF CLOVIS
(VIRTUAL) LODGER'S TAX ADVISORY BOARD
AGENDA**

5:30 p.m., Tuesday, January 12, 2021

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. THE PUBLIC IS INVITED TO VIEW THE MEETING ON SUDDENLINK CHANNEL 10, WWW.CITYOFCLOVIS.ORG AND FACEBOOK AT CITY OF CLOVIS, NM (CITY GOVERNMENT) AND TO CALL IN QUESTIONS THEY MAY HAVE TO (575) 763-9200, WHICH WILL BE SHARED WITH THE BOARD.

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of November 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, January 12, 2021, virtually, in full conformity with the laws of the State of New Mexico and the ordinances and resolutions of said city with the following members present:

Thomas Martin, Chairman
Michaela Gatewood
Gail Tarson
Freddy Bryant

ABSENT: Jess Reyes

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 November 10, 2020

Ms. Tarson made a motion to approve the minutes of November 10, 2020; Ms. Gatewood seconded the motion, which passed by acclamation.

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

Smoke on the Water \$15,000

Mr. Duffy Moon advised the event has been around for decades and they have been the organizers for 18 years. They have a long standing partnership with the city by providing support from various departments. They promote Smoke on the Water with a radio campaign which reaches 100-mile radius from Clovis. They will have a digital component as well. Last year's event was a little different than other years. They were able to have fireworks, but no bands or vendors due to the health order. That being said they didn't use the allotments that were afforded to them by lodger's tax to its full capacity. The total event is \$43,000 every year.

Mr. Martin asked if they were planning the music and vendors this year. Mr. Moon advised they were. As they get closer if the Governor still has the city under a health order they will adjust as needed. Mr. Martin asked if they carryover the funds from last year. Mr. Howalt advised they did carry over the unused funds so the total requested amount that was reimbursed was \$6,906.70, so they carried over \$8,093.30. If they choose to award the full amount, from a budgetary standpoint, the city will need to make an adjustment for the \$6,900 that was spent last

year. Ms. Tarson asked if they were using the carryover was that \$15,000 plus the carryover. Mr. Howalt advised it was not.

Shad Mayfield Welcome Billboards

\$18,361

Mr. Jerry Fulgham advised Shad Mayfield is the 2020 Professional Rodeo Cowboys Association World Champion calf roper from Clovis, New Mexico. They were considering a welcome for people coming into Clovis by way of billboards. This would be for two years, which would cost \$18,361. Mr. Mayfield is the first calf roper since 1968 from New Mexico. Ms. Tarson advised the intention of the billboards would be to draw people in for events such as the County Fair and Rodeos. She asked what else on those billboards would bring people in. Mr. Fulgham advised it is to acknowledge that Mr. Mayfield is the world champion calf roper. Mr. Gentry advised they discussed referring back to the welcome center and visitors center on the billboard. They are basically using his name to promote the community. Ms. Tarson advised it made sense that he was celebrity representation.

Mr. Howalt advised the use of lodger's tax funds is to draw tourists from outside of the community into the community. He asked what else would potentially be on the billboard because with just the billboard alone there is no tourism element. The other issue is the request is for a two-year period and they budget on a fiscal year. It may be something that has to be done for one year and then request funds for another year. Mr. Gentry advised they will pay the lease up front, which is the same thing they have done with the museum billboard. The way he read the statute and the ordinance it doesn't say it has to be tied to an event, but tying this back to the welcome center or other activities would help. Mr. Howalt advised 25% of the advertisement has to be outside the community. Mr. Gentry advised two options are outside the city limits. Mr. Howalt advised they have to be a certain mileage outside the city. Ms. Tarson advised the application says the billboards are in Clovis. Ms. Forrester advised initially they discussed putting one billboard on the east side of 60/84 and one on the west. She was not aware of the 25% rule. Mr. Gentry advised the 25% could come from the facebook advertising. Ms. Kos advised they can look at the list again from Clovis Sign and will make sure to get approval before they move forward. They are aware that it has to tie into tourism so they will add upcoming events, the welcome center, etc.

Mr. Martin advised there was nothing in the application about facebook. Ms. Tarson advised it states \$700 would go towards photography, design and facebook promo. Ms. Kos advised they would have to get approval of from the PRCA to use one of his images. Mr. Howalt advised he wants to make sure they honor the request but follow the rules for lodger's tax. Mr. Fulgham advised he wanted them because it is the home of Shad Mayfield.

Mr. Howalt advised this board meets every other month. He asked if they could put something together on what they would look like and bring it back to this board for consideration. Ms. Kos advised they would be open to that, but they are under a little bit of pressure to acknowledge this. Mr. Gentry asked if they could award funds and then show the designs to Ms. Melancon before proceeding. Mr. Howalt advised then they are not giving the lodger's tax board the

opportunity to approve it. He agreed that this is a big deal but the city has the responsibility for the funds to be spent properly.

Commissioner Garza advised they could add an event to the sign and also have home of Mr. Mayfield. Mr. Martin advised the city of clovis doesn't have something to visit. They are event based. So if they could put the events that tie back to Mr. Mayfield that would honor him and then the funds would be used for what they are meant for. This is different from other billboards as others were marketing a specific event. Mr. Fulgham advised he liked that idea of promoting events and Mr. Mayfield on the same billboard. Ms. Kos advised they could list all of the rodeo's that are held in Clovis along with recognition of Mr. Mayfield.

Mr. Richard Hadley asked what if there wasn't a rodeo to promote. Commissioner Garza asked what if they don't fund it and then end up having the events. He thought they needed to be a little more optimistic. Ms. Tipton advised Mr. Mayfield has 4-5 billboards in Dallas and she thought putting some in Clovis would bring people here. She advised they could add a website, URL, the walking trails, Hillcrest Park Zoo, etc. Mr. Martin advised if they could list events relative to rodeos then it makes more sense.

Mr. Gentry advised the City of Carlsbad funded billboards in 2019 at the entries of Carlsbad for \$30,000. They also bought an electric sign. He didn't see that there was a legal reason that they couldn't use these funds for lodger's tax. Mr. Howalt advised it was hard to say if it was without knowing more detail. He advised the City of Clovis has set up their own rules for the use of lodge's tax so theirs might not compare to Clovis'.

Ms. Gatewood asked if will be up for 2 years then how will they make this quality and to stay relevant for two years for events that have passed. Ms. Forrester advised if they put the chamber's webpage on the billboard then the page would list all of the current events. Ms. Kos advised they could be more generic with the events, like Curry County Fair, Pioneer Days, etc. She advised they can have a billboard for one year, but then if they decided on a second year there are additional costs. Ms. Tarson asked if they sign a two year contract the company doesn't cover the cost to do a new one for the second year. Ms. Kos advised that was correct. Mr. Martin advised the increased cost is more valuable than trying to direct someone to remember the website as they are driving by. Ms. Kos asked what the production cost was for one year. Ms. Forrester advised around \$800.

2021 Livability New Mexico Guide \$7,315

Ms. Tipton advised this was the 2021 livability New Mexio guide. Last year they funded a full page and this year they are asking for another full page. They will also get a digital display ad that will link to the chamber's website. They will get 10 other targeted community pages. Mr. Howalt asked if that was part of the NM True or NM Magazine. Ms. Tarson asked if there was a physical guide. Ms. Tipton advised there was one sent out across the United States. Ms. Tarson asked if it was sent out by request or automatically. Ms. Tipton advised it was sent throughout the state and east to west coast visitors centers.

Community Branding Initiative \$55,000

Mr. Jonathan Justus advised he was heading up the community branding initiative. this is for phase 2 and 3 of the community branding. There is no consistent brand for Clovis and they want to make that happen. This would be creating a brand identity and then brand implementation. This proposal more than others is qualified for lodger's tax because they are talking about promoting Clovis as a whole.

Mr. Martin advised this could be huge from coming out of COVID timing perspective. Mr. Justus advised they have seen so much traction and success with moving forward on this. Mr. Martin asked if they were to approve phase 2, but not phase 3 would that hinder anything. Mr. Justus advised all of this is fluid and he doesn't think it would be much of a hinderance to draw this out. They may need to start some of the processes of phase 3 as they are finishing phase 2. Mr. James Glover advised both are ideal because momentum has already begun. They are all fairly resourceful on moving forward despite living in a COVID world.

Mr. Martin advised the application states the graphic and logo design and marketing materials firm would be determined. He asked if this was something local firms would be able to bid on. Mr. Justus advised they absolutely would. They thought \$10,000 for the logo and brand design is a good amount to hire someone local. Their full intent is to use someone in the area.

Mr. Howalt advised there were other costs listed that were not covered. He asked if they anticipated coming back to the board for additional funds for those items. Also, in conversations with other communities there has been discussion that this needs to continue. How much do they anticipate that costing in the future and where will the funds come from. Mr. Justus advised branding, planning and marketing the community is going to be ever changing so there will be an extended cost after phase 2 and 3. They don't know what this will look like for the community. They might get the Clovis brand so far that they may want to hire on a full-time person to take this brand to the next level. At that point they would need to look at the scope of work and see if that falls under lodger's tax or if it falls under local businesses funding the brand. Ms. Forrester advised they reached out to Mr. Glover to find out how much it would cost to create the logo and they found it would be around \$2,500 so they tacked on the extra cushion for additional marketing materials. Mr. Justus advised if they see they need a little more then they can take another look at it.

Ms. Tarson advised her first inclination is to approve the full amount for Smoke on the Water. Ms. Gatewood and Mr. Bryant agreed with Ms. Tarson. Commissioner Garza advised the community needs to have something so the full amount is well justified. Mr. Howalt advised there was \$243,761.50 available for the remainder of this fiscal year. They will take the \$6,900 difference out of the of the \$243,761.50.

Mr. Martin advised he liked the idea but they have to make sure it fits within lodger's tax. Ms. Tarson asked if they were going to fund for one year and have them come back for the next year. Mr. Howalt advised if they tie it to events as suggested then one year, even though it will drive the cost up, will keep the billboards fresh with current events. Mr. Martin asked if the billboards both had to be event based. Mr. Howalt advised they did and one had to be outside of Clovis to qualify for the 25%. Commissioner Garza suggested putting the billboard somewhere where

travelers will see it. Mr. Martin asked where they get the most visitors coming in from for the rodeos. He suggested \$11,000 for one year. The board agreed.

Mr. Martin asked if there were any issues with fully funding the livability guide. The board agreed.

Ms. Tarson recommended approving the full amount for community branding. Ms. Gatewood advised this is important for the City of Clovis and changing its outlook. To align with the application guidelines they need to ask if this would bring people in for an event. She asked if it qualified for funds. Mr. Martin advised that was a relevant question. Like the livability guide they are working to get people in. If they have a brand identity then they have something push out beyond the community. Mr. Howalt advised he saw this as step one of an overall process. In the future they would use this brand for various magazines and while it is not specific to an event it is part of the overall process. Commissioner Garza advised his only concern is the cost and when is it going to end. Ms. Tarson advised proper branding never ends.

	Request	Recommendation
Smoke on the Water	\$15,000	\$15,000
Shad Mayfield Welcome Billboards	\$18,361	\$11,000 (one year)
2021 Livability New Mexico Guide	\$7,315	\$7,315
Community Branding Initiative	\$55,000	\$55,000
TOTAL	\$95,676	\$88,315

Ms. Tarson made a motion to approve; Mr. Bryant seconded the motion, which passed by acclamation.

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

Mr. Howalt advised this would go before the commission on January 21 for final approval.

Agenda Item No. 6 – Adjournment

There being no further business to come before the commission the meeting adjourned at 6:45 p.m.

Chairman

SEAL
(ATTEST)

City Clerk

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

**5:30 p.m.
Tuesday, March 9, 2021**

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

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. THE PUBLIC IS INVITED TO VIEW THE MEETING ON SUDDENLINK CHANNEL 10, WWW.CITYOFCLOVIS.ORG AND FACEBOOK AT CITY OF CLOVIS, NM (CITY GOVERNMENT) AND TO CALL IN QUESTIONS THEY MAY HAVE TO (575) 763-9200, WHICH WILL BE SHARED WITH THE BOARD.

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of January 12, 2021
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 9, 2021 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 said city with the following members present:

Thomas Martin, Chairman
Freddy Bryant
Jess Reyes
Lashauna Kelley-James

ABSENT:

Gail Tarson

EX-OFFICIO PRESENT:

Commissioner Juan Garza

ALSO PRESENT:

Justin Howalt, City Manager
LeighAnn Melancon, Finance Director
Vicki Reyes, Assistant City Clerk
Mayor Mike Morris

Mr. Martin called the meeting to order at 5:34 p.m. and established the presence of a quorum.

Agenda Item No. 3 – Approval of minutes of January 12, 2021

Mr. Bryant made a motion to approve the minutes of January 12, 2021 as presented; Mr. Martin seconded the motion, which passed by acclamation.

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

Spring Arts, Crafts & Women's Expo

\$5,768

Ms. Bertrand advised the Civic Center has been shutdown since March 11, 2020. Once Curry County turns green they can open at 25% capacity. They are planning an outdoor event which they can have in yellow status. They did not have the holiday bazaar outside last year but still have the plans in place and they have been certified NM Safe. They are asking for \$5,768. They will focus heavily on facebook and will reach out to Cannon Connection as well as radio in the smaller outlining communities. They partner with Salvage and Sparkle for the arts and crafts show who always do some sort of giveaway for everyone that attends. Mr. Martin asked about hotel information. Ms. Bertrand advised for the previous shows they did have exhibitors and vendors that stayed the night. Mr. Martin asked if there was an entry cost. Ms. Bertrand advised she hadn't planned on charging one. Commissioner Garza advised it would be better not to charge an entrance fee. Ms. Reyes asked how many vendors stayed the night. Ms. Bertrand advised out of vendors they had 40-50 vendors stay. Commissioner Garza asked if she has reached out to anyone regarding vending this year. Ms. Bertrand advised they have a list of vendors waiting for them to open so they can attend. Commissioner Garza asked how many

people they could have outside. Ms. Bertrand advised the capacity on the patio is 600 but they plan to utilize the entire parking lot as well. If the county moves to green she plans to move this event indoors.

Mr. Howalt advised they carried over a balance from the holiday bazaar that was cancelled last year. He asked when that typically occurs. Ms. Bertrand advised in November. Mr. Howalt advised they carried over \$8,000 for that event that did not happen so they could fund this with the carryover dollars and not impact this years budget amount.

Special Hearts Prom

\$600

Ms. Bertrand advised the Special Hearts Prom was another event that did not happen but they did spend a lot of the money that was allocated since the event was only 2 weeks away. Ms. Melancon advised she did not receive any receipts or an event report for the Special Hearts Prom. She advised Global paid for all of that and the \$2,400 was carried over. Ms. Bertrand advised this event is for the special needs citizens in the community and their care givers and will be held on June 5. The theme is Wild Wild West. Mr. Martin asked if they have anyone utilizing room nights. Ms. Bertrand advised this will be the fourth prom and at the third prom there was over 300 people with people coming from Friona, Roswell, Hereford, etc.

Bunco Game Night Series

\$300

Ms. Bertrand advised the Civic Center is running on a skeleton crew, but they could put on a bunco game night with that staff. Previously they asked for a bunco game night series and then the shutdown occurred so they have four months of prizes and giveaways. The series previously created \$14,000 in revenue for the civic center the full year they were allowed to put this event on. Mr. Martin asked if there was a fee for this. Ms. Bertrand advised there is and they win prizes. Commissioner Garza asked if they could have this event on the patio. Ms. Bertrand advised they could. Mr. Howalt advised based off of using the funds allocated for the Holiday Bazar, if they subtract the \$5,768 that would leave them \$2,332 that would come out of this fiscal year to fund bunco.

Infographic and district marketing

\$13,250

Ms. Pellegrino-Spear advised they are optimistic about the community opening and trying to bring events to the community again. This is not an event request but an infographic request. It is a visually appealing way to get information to your target market, which would be a visual representation of data presented quickly and vibrantly. It's similar to social media type marketing, but on paper and print. It can be utilized online and also in hotels and chambers. Recently the City of Clovis hired Retail Strategies to do marketing on the community and the downtown area. New Mexico Main Street also utilized their services to get detailed market analysis of the downtown district. Clovis MainStreet would like to combine that information into an infographic that they can use to encourage tourism and also to encourage growth and use. They can highlight the successes that the community has.

They also believe they can utilize pieces of this in the windows of vacant buildings downtown by putting the infographic into decals. It'll show a vacant window of opportunity and what could be in those businesses. They could have window decals that said "What if I was your ice cream store?" or "I could be your bistro". It creates a reason for people to want to come downtown.

Mr. Martin asked how this attracted tourists rather than investors. Ms. Pellegrino-Spear advised one of the things they want to do is highlight the places they have. They would also have highlights of their historic features. He asked how they push this out. Ms. Pellegrino-Spear advised on the website and facebook. This would not be something they could utilize radio for. Ms. Reyes asked how they were going to track overnight guests. Ms. Pellegrino-Spear advised she didn't know how to do that with this.

Mr. Howalt advised this is similar to what they do with the community profile minus the window decals. He does not see the window decals as an eligible lodger's tax expense. Ms. Reyes advised they are not allowed to have printed material in the Marriott. They do everything on a directory on tv. Ms. Pellegrino-Spear advised they want to be prepared to have pamphlets but would also like to have a digital format. Mr. Howalt asked how someone could get on those preview channels. Ms. Reyes advised there is a program that she can update. There is no fee. For other hotels they would just need to contact the general manager. Ms. Pellegrino-Spear asked if this was for all of the hotels. Ms. Reyes advised she wasn't sure.

Mr. Martin asked if they wanted to use Commissioner Garza's recommendation to use the past funds for the first three events. The committee agreed.

Mr. Martin advised regarding infographic and district marketing this is a valid request. Commissioner Garza agreed with Mr. Howalt on the window decals. Mr. Martin advised they could remove the \$3,500 that would have been used for window decals that would leave a request of \$9,750. Ms. Melancon asked if the printed material was a one-time cost. Ms. Pellegrino-Spear advised they want to utilize as much as they can to get a stock pile, but it could change rapidly. NM MainStreet has a free service to help with them with the actual design service. Mr. Howalt suggested starting now and once they get to the end of the fiscal year if they haven't been spent then contact Ms. Melancon to carry over those funds.

	Request	Recommendation
Spring Arts, Crafts & Women's Expo	\$5,768	\$5,768 (from carryover)
Special Hearts Prom	\$600	\$2,400 (from carryover)
Bunco Game Night Series	\$300	\$300 (from carryover)
Infographic and district marketing	\$13,250	\$9,750 (minus decals)
TOTAL	\$19,918	\$18,218

Mr. Bryant made a motion to approve; Ms. Reyes seconded the motion, which passed by acclamation. Mayor Morris thanked Ms. Bertrand and Ms. Pellegrino-Spear for presenting and for their optimism.

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

Mr. Howalt advised they are 8 months into the fiscal year budgeted revenues of \$383,333.33 and actual revenues over the 8-month period is \$23,225.13. They are down \$60,108.20 in the budgeted versus actual revenues. They budgeted less in revenues.

Agenda Item No. 6 – Adjournment

There being no further business to come before the board the meeting adjourned at 6:16 p.m.

Chairman

SEAL
(ATTEST)

City Clerk

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

**5:30 p.m.
Tuesday, May 11, 2021**

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

THE PUBLIC IS INVITED TO ATTEND THE MEETING, HOWEVER THE NUMBER OF MEMBERS OF THE PUBLIC THAT ATTEND IS LIMITED DUE TO THE NEW MEXICO PUBLIC HEALTH ORDERS FOR SOCIAL DISTANCING. THE PUBLIC IS INVITED TO VIEW THE MEETING ON SUDDENLINK CHANNEL 10, WWW.CITYOFCLOVIS.ORG AND FACEBOOK AT CITY OF CLOVIS, NM (CITY GOVERNMENT).

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of March 9, 2021
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 11, 2021 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:

Thomas Martin, Chairman
Freddy Bryant
Jess Reyes
Lashauna Kelley-James
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 March 9, 2021

Ms. Reyes made a motion to approve the minutes of March 9, 2021 as presented; Ms. Kelley-James seconded the motion, which passed by acclamation.

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

Force of One Fight Championships #9

\$36,400

Ms. Jessica Banister advised they are waiting on final approvals from the Governor. The fighters have to arrive three days early to make sure they are covid free and will be given rapid tests. This event will take place September 25 at the Events Center. They are at 33% capacity, which allows 848 seats with social distancing plus floor seating. They have several sponsors and intend to schedule 20 fights on the card which allows them 10 guaranteed. They intend to donate to the Veteran's Foundation and the Ronald McDonald House. They are also looking into donating to Suicide Awareness.

Mr. Martin asked about the \$15,000 allocated last year. Ms. Melancon advised it was still available. Mr. Martin asked about the octagon. Ms. Banister advised they have created a way for people to sponsor the cage and they will put banners and stickers on the octagon. Mr. Martin asked if the t-shirts were sold or given away. Ms. Banister advised they were given away to the staff and security. Mr. Martin asked where the banners would be placed. Ms. Banister advised most go in the events center and some are placed around the city. She also has barrels that she can put signage on as well. Mr. Martin asked about the posters. Ms. Banister advised the

sponsors put out posters in their stores and restaurants. They will have posters out of city limits as well. Mr. Martin asked about the YouTube platform. Ms. Banister advised they had footage from the last fight that they started streaming from the last fight. They will put money into putting that back out a month out and will advertise the current fight. After the event they will have the new fight footage posted. Mr. Martin asked about the cage fighter equipment. Ms. Banister advised they put the stickers on the bags that contain the gloves, shirts and boxers. Ms. Tarson asked if each item is labeled. Ms. Banister advised just the bag. Mr. Martin asked if the \$1,000 was the cost of the bags or the items inside. Ms. Banister advised that was the cost of the stickers they put on the bags. The belts will also have the logo engraved.

Mr. Howalt advised the octagon would not be a qualifying request. T-shirts for staff would not be allowed, they would have to be a giveaway. Also, the banners inside would not qualify and flyers on vehicles is against city code. He asked what the difference was between the Amazon prizes and the fighter prizes. Ms. Banister advised that was an accidental duplicate. The prizes are what is in the bags and there are only 3-4 belts. Ms. Melancon asked who Justin Manila was. Ms. Banister advised he handles their advertising on social media.

Ms. Tarson asked if the items in the bags needed to be individually labeled. Commissioner Garza advised they did and could be with a sticker with the City of Clovis logo. He asked what the attendance was on the last fight. Ms. Banister advised around 800. Commissioner Garza asked if any of the advertising was in Spanish. Ms. Banister advised they don't have many Spanish platforms locally. Commissioner Garza suggested the station in Roswell.

Ms. Reyes asked if they were doing anything with the hotels to encourage people to stay the night. Ms. Banister advised she hadn't. It will depend on what the sponsors are able to do.

Ms. Tarson asked if this was just a one-day event. Ms. Banister advised they have weigh in the day before and that is an event in itself. Ms. Tarson asked how many fighters they had last time. Ms. Banister advised they had 9 fights and 18 fighters.

King of All Truck Ropings

\$40,000

Ms. Kimberly Trujillo advised this will be the 10th annual event at the Events Center. This year they anticipate 1500 team ropers with families. They have ropers come from all over the United States due to their advertising in Team Roping Times Magazine and they have a call in where they have to prepay for their entry. The auto image and the anchor apparel need to be switched, \$8,000 for the auto image and \$4,000 for the apparel. They spend over \$200,000 on awards and trophies that have all have the Clovis emblem.

Commissioner Garza asked if this was a 3-day event. Ms. Trujillo advised it was July 25-27. The announcer gets a complimentary room. Ms. Tarson asked about the apparel. Ms. Trujillo advised the shirts and hats are giveaways that are given to the crowd. Ms. Tarson asked if they have the Clovis emblem on them. Ms. Trujillo advised they have the logo and Clovis on the giveaways.

Mr. Martin asked if Backwoods was another retailer. Ms. Trujillo advised they are. They leave goodie bags at the host hotels that are given to those attending and any extras are given to people

that are here from out of town to let them know the event is happening. Mr. Martin asked about the \$2,000 reimbursement for advertising. Ms. Trujillo advised that was for the hats from the last event that was cancelled and she didn't want to make them wait for their payment so she paid them. Mr. Martin asked why she was asking for \$40,000. Ms. Trujillo advised they didn't get a definitive answer on the truck and trailer previously. They purchase them outright and the truck and trailer are traveling trophies. She is asking for a portion of that because they are trophies they give outright. Commissioner Garza asked how much it would cost for the truck wrap. Ms. Trujillo advised it was \$8,000 which was the auto image.

Commissioner Garza asked if the wrap around was eligible. Ms. Melancon advised it was. Mr. Howalt advised they are required to keep the wraps on the truck and trailer for a year.

Visit Clovis Tourism Website

\$3,554

Ms. Forrester advised they are requesting funding for a new tourism website. Everyone has their own separate websites, but this would be a one stop for everyone to see upcoming events. It would be focused on bringing people into the community. The NM Tourism Department thought the city would benefit from this. The chamber was awarded 2/3 of the funding for the cost of the website from a grant from the NM Tourism Department. They hired Garret Mayfield to create the website for them. The site has to be completed by June 15.

Ms. Reyes asked if this was an annual fee. Ms. Forrester advised it would be a one time fee. It will be built so that the chamber can manage it and they will post for all different organizations. Ms. Tarson asked if they anticipated promoting the website. Ms. Forrester advised at this point they haven't come up with anything, but will start creating something within the next month.

Mr. Martin asked if this would be a website that is unique to tourism and will it eliminate the chamber's website. Ms. Forrester advised there is a lot on the chamber and city websites but they are not solely built for tourism. The chambers website will still exist to be a hub for local businesses. They are looking at ways to incorporate the listings that are on the chamber website

Mr. Howalt advised under the current chamber website there is the "play" tab that lists all of the events. He asked how that differed from this one. He asked who was going to research the other websites to pull all of the information together. Ms. Forrester advised the main difference would be the visual appearance. She will take a lot of the information from that section and work with each different organization and business to make sure it is something they approve of. Mr. Gentry advised they have agreements with various organizations for the chamber's monthly calendar. There is a visit Albuquerque website that is built just for tourism. This is more of a photo gallery and a "come visit" website. The State Tourism Department is trying to get communities across the state to do this.

Mr. Howalt asked if they wanted the two to melt together. June 15 is going to be here sooner than the community branding will be complete. Ms. Forrester advised they spoke with the group doing the community branding and they said it was better that this site wasn't part of theirs and had its own identity. M. Howalt advised that was the intent of the community branding, to have

one identity. Ms. Forrester advised there are several communities in the state that have more than one community brand.

Mr. Howalt advised this wouldn't go before the commission until May 20 for approval. He asked if the site could be completed by then and who is going to be part of that branding initiative or will this be under two people making a decision for the entire community. Ms. Forrester advised they can discuss who will approve everything. Their website designer has said he can meet the deadline. Mr. Gentry advised final approval would be from the Chamber. Mr. Howalt advised when they started narrowing the field to who will approve, they risk not getting the buy in. Ms. Tarson agreed that the whole community would get behind the branding. The branding committee might good to give the final outcome. Mr. Gentry advised they would not give up their own identities. Mr. Howalt advised there is theme threaded between the different brands in Los Lunas. Ms. Forrester advised if for some reason the logo and everything take longer to approve they could make changes on their own.

Mr. Martin advised when the branding initiative was brought before them it was stated that would be a one stop shop for the community. Now they are getting something separate. It felt like something they were all behind and now they have another initiative. Mr. Gentry advised this was something the state put together and they had money they wanted to put into it. It doesn't take away from the branding initiative. Ms. Forrester advised they do need everyone involved and behind the community brand. This tourism brand will be an identifiable brand for people traveling to Clovis.

Mr. Howalt asked when the grant was due to the state. Ms. Forrester advised they applied in March or April and they received the award last month. Mr. Howalt asked if they were going to do this next year and asked when it was announced they had these grants. Ms. Forrester advised this was part of an initiative from the state and didn't if they would do this again next year.

Clovis Children's Action Entrepreneurs & Business Fair \$8,850

Ms. Pellegrino-Spear advised her daughter and herself created a video for a children's craft fair. It is for children only. Acton will host the city and include the city on their website. Children can register through the site and they also help with marketing. She will be advertising as far as Lubbock and Amarillo and also locally.

Ms. Reyes asked how many days this was. Ms. Pellegrino-Spear advised it would be a one day event for the first time. The majority are one day fairs. Families have a large following for these so they tend to pull in family members from outside areas.

Mr. Martin asked if the kids were bringing ideas. Ms. Pellegrino-Spear advised the kids will make things they want to sell. They will sell their homemade goods. They have to do this on their own. Mr. Bryant asked what the times would be. Ms. Pellegrino-Spear advised they were looking at 10:00 a.m. – 4:00 p.m. They haven't secured a date yet due to the schools fall break. They would like to start advertising through the summer so the children can start their projects then.

Mr. Martin asked what the monthly updates on the website was. Ms. Pellegrino-Spear advised it was to post multiple ads on multiple sites. Mr. Bryant asked if they had plans to move inside due to weather. Ms. Pellegrino-Spear advised they plan to do this outdoors due to COVID. People are allowed to bring their own tents and umbrellas but will look at an alternative if they need to.

Ms. Tarson asked which part of the advertising would be focused on outside of Clovis. Ms. Pellegrino-Spear advised the facebook ads would reach over a 50-mile radius. Radio ads reach 100-mile radius and the newspaper ads will also reach outlining areas as well. Mr. Martin asked if the banners would be outside of Clovis. Ms. Pellegrino-Spear advised they would be placed locally. Mr. Martin asked about the print advertising. Ms. Pellegrino-Spear advised they want to distribute fliers to the schools.

Downtown souvenir memorabilia

\$14,050

Ms. Pellegrino-Spear advised they want to create an opportunity for people to have more pedestrian activities. They want to create outdoor memorabilia machines with penny smashers. There are a few throughout New Mexico and there is one in Clovis at the zoo. It will have community branding and there are multiple types of machines. Each machine will have four different designs and will have Clovis, NM on all of them. They are also looking at sticker machines. They are a way of branding and a way to show off experiences. It endorses the community brand. They would like to have more than one downtown and would like to have designs for the train park, music history, the historic theaters, etc. This is a huge way for the community to have this imprint.

Ms. Tarson asked if the funds were to purchase the machines and the material that will go in the machines. Ms. Pellegrino-Spear advised this would be for the machines and the design. She advised the machine requires updating and they can change the designs. They are not a profiting piece but they are a marketing piece. Ms. Tarson advised it was a good marketing idea but didn't know if it fell under lodger's tax. Mr. Howalt advised it doesn't. A lot of the businesses sell stickers but he doesn't see this as a lodger's tax fundable item. Ms. Pellegrino-Spear advised other communities use the lodger's tax funds for these because they are marketing the city.

Commissioner Garza asked where the machines would be placed. It would depend on where they put them and what is put on the machine. Ms. Pellegrino-Spear advised there are penny machines all over the country that people go looking for. Commissioner Garza advised it is part of souvenirs but it is not generating room nights. Ms. Pellegrino-Spear advised it was a tourist draw. Mr. Martin advised he looks at it as funding a small business.

Monthly bunco game nights

\$6,200

Ms. Bertrand presented the board with the Civic Center annual report. The monthly bunco game nights were cancelled last year due to covid. They have had up to 104 people playing at one time. They will start having events on weekends and would like to have a package set up with the hotels to make it a weekend event instead of a one night game. Everything they give away is branded with the City of Clovis logo and they are working with local vendors.

Ms. Tarson asked how many people they had at the last bunco night. Ms. Bertrand advised they had 36 in attendance. They are not hosting a local bunco night this month and are focusing on hiring a new team to work at the Civic Center. Ms. Kelley-James asked how many participants were from out of town. Ms. Bertrand advised none and that is why they are looking at holding these on the weekends and later in the evening. The request is for 12 events, July '20 – July '21.

OPO Outdoor Show

\$9,300

Mr. Egbert advised he retired from Cannon in 2018 and created Operation Phoenix Outdoors. New Mexico leads the nation in suicides and a veteran is more susceptible to commit suicide. They will bring in vendors from across the state, TX and CO. He has invited 40 different vendors. They are inviting people locally but most will be from out of town. There are limited on outdoor supplies locally and he is trying to bring that craftsmanship to Clovis. This will be a three day event including a car show. The posters will be placed in different places that typical Clovis wouldn't have. They are doing outreach to the base, fire departments and police departments. They give away hunts that are built around the idea of therapy. They have support from the outdoor community.

Ms. Tarson asked if this show was meant to help raise funds to pay for the hunts. Mr. Egbert advised that was correct. He pays for everything when he brings people to hunt. The money generated will be to fund the events. They will advertise all over New Mexico, Texas, Oklahoma, etc. He has sponsors coming in from Virginia for the banquet.

Mr. Martin asked where the banners would be located. Mr. Egbert advised at different locations in the state and local. Mr. Martin asked if the vehicle that would have the wrap was his. Mr. Egbert advised it was and he is in Lubbock a lot for VA appointments and travels throughout New Mexico. There will not be an outdoor show in Albuquerque so he would like to draw people that normally attend that one. The trophies are part of the car show and they are going to ask for help from Desert Cruzers.

OPO Banquet

\$7,000

Mr. Egbert advised this is on the heels of the outdoor show. It will be a one night event geared towards awareness and will recognize the sponsors from 2020. It will also help fund the rest of the year. Ms. Tarson asked about the money for invitations and tickets. Mr. Egbert advised he would bring up the banquet during the radio shows.

Mr. Howalt advised regarding the grant for the website. The NM True brand style guide shows that they won't have much say in what the brand looks like. Ms. Forrester advised it will have to be used according to the NM True style guide and have the NM True logo. He asked what the Chamber committed to prior to coming to lodger's tax. Ms. Forrester advised the chamber has committed to covering the \$3,000 they are requesting. Mr. Howalt advised funds were committed by the chamber and now they are asking the lodger's tax board to fund them. It sounds limiting from the brand style guide and what the chamber can do. There are some strings attached to make this website happen.

Mr. Martin advised regarding the force of one they eliminated the t-shirts, octagon, cage fighter equipment from being funded. Mr. Howalt advised the t-shirts are allowable but only for participants and the banners are allowable if they are outside the arena. He advised they eliminated the banners as well. It would be a \$14,400 new allocation and if they carried over the \$15,000 from last year it would get them to \$29,400.

Tru roping also had \$15,000 unused. Mr. Howalt advised \$40,000 minus the \$15,000 would be \$25,000 that includes the \$2,000 for advertising. Mr. Martin asked if they were paying for just a sticker but it can be removed. Mr. Howalt advised they have allowed groups to purchase stickers to put on promotional items. The \$25,000 includes the \$8,630 for the truck.

Commissioner Garza advised regarding the website, the state is trying to put pressure on this because they are allocating funding. He stated they needed to do it and get it over with. Ms. Tarson advised it was a \$3,554 investment in tourism and promoting Clovis in a positive light. They don't have much to lose on that one. She advised she saw the branding site and the tourism site as two different things. Mr. Howalt advised during the community branding discussion they talked about tourism and that's how they made the tie to the lodger's tax. Mr. Martin advised they are being asked for funding for another website that is for tourism. He advised the last time they came before the board with the branding initiative they said this is the shiny bike, but now they have a better bike. Mr. Howalt asked if they were going to have to tie into their branding and didn't know what their rules were. He asked if they would have to create something on the tourism side and adapt the community branding side. Commissioner Garza advised the tourism site is for this year and the branding is forever. Mr. Howalt advised the tourism site was a three year host. Commissioner Garza stated they needed to do it, move on and it would work out. Ms. Tarson advised this was a one time fee for the design and development of the website and then the chamber would be able to maintain it. She encouraged the chamber to come back and ask for money to promote the website.

Mr. Howalt advised lodger's tax paid for the chamber's website in 2006 and in 2014. Mr. Gentry advised they spend \$4,000 a year to maintain the chamber website. It is upgraded every year. The scope of work for the branding initiative states they are building the grammar, getting a logo design and advertising and marketing will be tied into that. Mr. Howalt advised they approved the scope of work for the branding initiative then they approved an additional scope of work for the design work. Mr. Gentry advised the website isn't in the scope of work. Ms. Tarson suggested approving this for the full amount.

Commissioner Garza advised if they advertise heavily on the kids arts and crafts show and start it early on a Saturday morning they will generate room nights. Mr. Martin advised this is a new event so he suggested full funding.

Mr. Martin advised the downtown souvenir memorabilia machines do not fall under lodger's tax so there will be no funding for this.

Mr. Martin suggested a partial fund for a partial amount of item to see if they can get any room nights generated. The majority of the funding is going to trophies and participant products. Ms. Kelley-James agreed that partial funding for 4 months sounded like a good idea.

Ms. Tarson advised the OPO show has great potential and suggested fully funding both events.

	Request	Recommendation
Force of One Fight Championship #9	\$36,400	\$14,400 (plus \$15,000 carryover)
King of all Truck Ropings	\$40,000	\$25,000 (plus \$15,000 carryover)
Visit Clovis tourism website	\$3,554	\$3,554
Children's Acton Entrepreneurs & Business Fair	\$8,850	\$8,850
Downtown souvenir memorabilia machines	\$14,050	\$0
Monthly bunco game nights	\$6,200	\$2,067 (funding for 4 months)
OPO Outdoor Show	\$9,300	\$9,300
OPO Banquet	\$7,700	\$7,700
TOTAL		\$70,871

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

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

Mr. Howalt advised funds for the Curry County Fair and Softball Association that were carried over will be used for both events this year.

Agenda Item No. 6 – Adjournment

There being no further business to come before the board the meeting adjourned at 7:50 p.m.

Chairman

SEAL
(ATTEST)

City Clerk

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

**5:30 p.m.
Tuesday, July 13, 2021**

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

THE PUBLIC IS INVITED TO VIEW THE MEETING ON SUDDENLINK CHANNEL 10, WWW.CITYOFCLOVIS.ORG AND FACEBOOK AT CITY OF CLOVIS, NM (CITY GOVERNMENT).

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of May 11, 2021
4. Review of applications for Lodger's Tax Funds.
5. For the good of the order.
6. Adjournment.

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

STATE OF NEW MEXICO)
CITY OF CLOVIS) ss.

The City of Clovis Lodger's Tax Advisory Board met at 5:30 p.m., Tuesday, July 13, 2021 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:

Thomas Martin, Chairman
Freddy Bryant
Jess Reyes
Lashauna Kelley-James

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 May 11, 2021

Mr. Bryant made a motion to approve the minutes of May 11, 2021 as presented; Ms. Reyes seconded the motion, which passed by acclamation.

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

Run to Hillcrest

\$13,400

Mr. Jerry Bailey advised the 24th annual Run to Hillcrest will be September 10-11, 2021. They mailed 235 applications and are expecting most to attend. All the vehicles have to be antiques. Mr. Martin advised when he added the budget it came out to \$15,200. He asked what was taken out to get to \$13,400. Mr. Bailey advised he wasn't sure.

12th annual Double Dash

\$6,500

Ms. Angie Moore advised this was the 12th year for the Double Dash race. The race will be September 18-19, 2021 at the Curry County Events Center. They added a WPRA pot so that should bring in even more people. The races draw contestants from 4-5 different states. Mr. Martin advised a lot of the attendees stay in their trailers. He asked if the host hotels are used. Ms. Moore advised she didn't know if they filled. They can do surveys this year to find out who used the hotels. Some don't like to stay at the host hotels and will stay somewhere cheaper. Mr.

Martin asked if they carried over the money that wasn't used. Mr. Howalt advised the end of the fiscal year they deleted everything. Ms. Moore advised they are able to use their barrel covers that were ordered last year. Mr. Martin asked if Facebook Live qualified. Ms. Moore advised they had a live webcast in the past, but they were contacted by someone that does the Facebook Live for them. Commissioner Garza thought it still qualified as long as it was mentioned that it was sponsored by the City of Clovis. Ms. Moore advised they could put together a commercial and could include all of that information in the live feeds.

FY 21 NMTD Coop Marketing & Advertising program \$23,812

Ms. Rachel Forrester advised earlier this month they were awarded a one-to-one matching grant from the NM Tourism Department. This will cover their partner portion and will be able to secure more than \$47,000 of marketing and advertising. The first payment would be due on August 1st and the second payment would be due December 1st. Ms. Reyes asked if this was a magazine. Ms. Forrester advised it does include print ads in some magazines, some are digital and some are social media. Ms. Reyes asked how this was different from the website they just funded. Ms. Forrester advised it was separate from the website. Mr. Howalt advised it appeared this had already been awarded. He asked what the plan was if the board opted not to award this and why did they not ask for funds prior. Ms. Forrester advised they didn't request funding earlier because the application was due in between Lodger's Tax meetings. Mr. Howalt asked who owned the still photos and can the city have access to them. Ms. Forrester advised the chamber would own them and the city can have access to them.

2021 Events Coordinator \$35,000

Ms. Ernie Kos advised Ms. Kim Tipton has been the event coordinator and graphic designer for the last 3 years at the Chamber. The city has partnered with chamber to fund this position. They promote Clovis and help recruit events to Clovis. They are working on various events, meetings and conferences to help promote Clovis.

Centennial Celebration of the Salvation Army \$7,480

Mr. Bill Bargman advised this would include a chamber breakfast and they are planning on a parade with the CHS Band and the Salvation Army band. Mr. Martin asked what the banner would be used for and where would it be. Mr. Bargman advised it would be double sided and would hang across Main Street. Mr. Howalt advised as part of the parade there would be street closures involved so they may want to add an additional \$1,000 to the request because they are eligible expenses for lodger's tax. Mr. Bargman advised he would like to add \$1,200 to his request so that they can properly reimburse the city for their services.

Discussion regarding requests for funding

Mr. Howalt advised they anticipate \$230,000 in revenue from lodgers tax this year. They had \$100,000 that wasn't used from previous years, so that leaves them \$330,000 divided over 6 months leaves \$50,000 per meeting to allocate. If they allocate more than that this month then that could potentially leave less the following months.

Mr. Howalt advised they funded \$10,000 in 2019 for Desert Cruzers. Ms. Melancon advised they use all of their money. Commissioner Garza suggested the full advertising budget of \$15,200.

Mr. Howalt advised the past two years the chamber has provided documentation and they track the hours. The city works through anything that doesn't qualify.

	Request	Recommendation
Run to Hillcrest	\$15,200	\$15,200
12 th Annual Double Dash	\$6,500	\$6,500
FY 21 NMTD Coop Marketing & Advertising	\$23,812	\$23,812
2021 Events Coordinator	\$35,000	\$35,000
Centennial Celebration of the Salvation Army	\$7,480	\$8,680
TOTAL	\$87,992	\$89,192

Mr. Bryant moved for approval; Ms. Kelley-James seconded the motion, which passed by acclamation

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

Ms. Forrester gave an update on the community brand. They are now beginning to implement the brand into the community. They have created a url and some hashtags for the brand, #heartfeltconnections, #endless horizons. They have also started the “Hello. My name is” campaign. Their goal is to get all community members to wear the personalized buttons to welcome everyone into the community.

Ms. Forrester advised the website they previously requested lodger's tax funds for is now live. Ms. Kos advised the website is live, but they have not promoted it yet. It is visitclovisnm.org. They also have the two billboards up, one is between Clovis and Albuquerque and one is in Muleshoe.

Agenda Item No. 6 – Adjournment

There being no further business to come before the board the meeting adjourned at 6:19 p.m.

Chairman

SEAL
(ATTEST)

City Clerk

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

**5:30 p.m.
Tuesday, September 14, 2021**

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

THE PUBLIC IS INVITED TO VIEW THE MEETING ON SUDDENLINK CHANNEL 10, WWW.CITYOFCLOVIS.ORG AND FACEBOOK AT CITY OF CLOVIS, NM (CITY GOVERNMENT).

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of July 13, 2021
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 14, 2021 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:

Thomas Martin, Chairman
Freddy Bryant
Jess Reyes
Lashauna Kelley-James

ABSENT:

Gail Tarson

EX-OFFICIO PRESENT:

Commissioner Juan Garza

ALSO PRESENT:

Justin Howalt, City Manager
Leighann Melancon, Finance Director
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 May 11, 2021

Mr. Bryant made a motion to approve the minutes of May 11, 2021 as presented; Ms. Reyes seconded the motion, which passed by acclamation.

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

2022 Community Profile

\$10,000

Ms. Kim Tipton advised this is the official guide that is given to anyone that inquiries about Clovis. They are also given to the new commers at the base every two weeks. Commissioner Garza asked if they have put any of these on the new airline. Ms. Tipton advised she has taken some to the airport.

Halloween HoWWWL

\$4,000

Mr. Roger Jackson advised this would be the 28th Annual Halloween HoWWWL and is the second largest tournament in the state. It is scheduled for October 22-24 and they have around 70-72 registered. They had 160 teams two years ago. They will probably stop the teams at around 140. Mr. Martin advised they didn't have an advertising plan and budget with the application. Mr. Howalt recommended Mr. Jackson submit a breakdown before the next commission meeting. Mr. Jackson advised most of the funding goes towards awards. Mr. Martin advised they would make a recommendation, but Mr. Jackson will need to get the breakdown of

how money is spent turned in before the next commission meeting. Commissioner Garza advised the next meeting would be September 23.

Lions Club Fall Gun, Knife & Coin Show

\$5,000

Mr. Joe Whitehurst advised they have had this show for 10 years and were not able to have one last year. The money they receive is used for advertising. The Governor has mandated that gun shows are not allowed on state property so the Albuquerque show was moved to Rio Rancho. Most of the vendors are from out of town and come in on Friday. Mr. Martin advised when he totaled the advertising plan it came out to more than he was requesting. He came up with \$5270 and the request was for \$5,000. Mr. Whitehurst advised they didn't want to be greedy. Mr. Martin asked if any of the money raised is donated. Mr. Whitehurst advised all of the money they raise stays in the community. They help the Salvation Army, the Lighthouse Mission, United Way, Matt 25, etc.

2021-2022 Cultural Arts Series

\$3,470

Ms. Christy Mendoza advised they would be partnering with Clovis MainStreet for this event. They are asking for \$4,000 for two events in the fall. They will hold a one-day festival on Main Street showing the potential and talent of the west side of Clovis. They will have two bands in the afternoon and Ryan Montano will perform in the evening. Ms. Pellegrino-Spear advised the college wanted to highlight the Petty Theater so they will have music, entertainment and this will be the kickoff for their Cultural Arts Series. They will have food trucks and some of the breweries present.

Ms. Mendoza advised their November event will be inside the Petty Theater. Farewell Angelina will perform. Mr. Martin asked if the advertising on Pandora or Spotify was happening twice a month. Ms. Mendoza advised they would do one for one show and one for the other. Ms. Natalie Daggett advised they would run an ad in October and one in November and she was told it was \$600 a month. He asked about the additional expenses on attachment B, if the trash cans were wrapped. Ms. Daggett advised that would be the city portion. Mr. Howalt advised they added additional eligible expenses to include security and sanitation. Ms. Melancon advised she came up with \$3,470 total.

Halloween on Main

\$7,950

Ms. Pellegrino-Spear advised every year they do a Halloween event downtown. They would like to hold a Halloween Pub Crawl, which will be a costume event. They will start at Food Truck Friday where they will get their tokens and then visit the breweries on Main. They will ask the businesses to stay open later and will have a costume contest.

Mr. Howalt asked about the drink tokens. Ms. Pellegrino-Spear advised they were wood tokens that people will turn in and they can use them for the next event. Mr. Howalt advised that would not be eligible. Ms. Pellegrino-Spear advised she would not include them in their expenses.

Christmas Light Parade

\$12,950

Ms. Pellegrino-Spear advised they have plans in place for a static parade, but hope to have a normal outdoor parade. They reduced some of their expense because there were items from last year that were not eligible. Some of the funding may not be used if they don't have to have a static parade. If possible, this year they will have their downtown open houses as well.

Mr. Martin asked about the photographer. Ms. Pellegrino-Spear advised they were able to use that in the past because they put the logos on the printed photos.

1st Annual Curry County Cannabis Conference **\$4,500**

No one was present to discuss this event.

Holiday Bazaar **\$16,500**

Ms. Misty Bertrand advised they were funded in 2019 and it was the most successful Holiday Bazaar to date. Prior to the Civic Center it was held at Cannon Air Force Base and moved to the Civic Center 15 years ago. They would like to give away more promotional items made by Salvage and Sparkle. They would hand out tea towels and ornaments, depending on funding. They do bring in over a dozen vendors from out of town.

Mr. Howalt advised the request in 2019 was for \$7,500 and now it has more than doubled. He asked what the justification was. Ms. Bertrand advised \$7,500 was what they were awarded and she requested over \$14,000. Her requests were inline but what she was awarded was different.

Pet Expo **\$4,963**

Ms. Morgan Schugg advised the Pet Expo will be October 23 and this will be a one stop shop for pets. The goal is to have vet clinics, foster and rescue organizations, feed supplies, reptiles and animal demonstrations. They will also have pet pageants. Ms. Bertrand advised they created a pet pageant and pet show at the Back to School Expo which helped bolster the attendance. They have a large interest of vendors and hope to have a petting zoo outside.

Ms. Reyes asked if this was a one-day event. Ms. Schugg advised it was a one-day event. Mr. Martin asked if they were anticipating people from outside of Clovis. Ms. Schugg advised they have reached out to a lot of vendors that are in Lubbock and Amarillo. Ms. Bertrand advised they would also advertise in the Lubbock and Amarillo areas as well.

Discussion regarding requests for funding

Mr. Martin advised they would fully fund the community profile. He advised they could fully fund the softball association as long as Mr. Jackson can bring back a detailed budget prior to the Commission meeting.

Mr. Howalt advised when they originally budgeted for Lodger's Tax this year they had an estimated revenue of \$399,000, which breaks down to \$62,000 bi-monthly. Last month they awarded \$89,000. Based off budget and actual revenues coming in they budgeted \$95,000 for a

2 month period coming in. Actual collections have been \$57,000 so there is a difference of \$38,000 less than what they originally anticipated. Not knowing what the remaining of the fiscal year is going to look like they may want to consider that when deciding on their recommendations. They weren't able to have the large events that they typically have in the summer months so they are still seeing a decrease in lodger's tax coming in. Mr. Martin asked what the total requested amount was. Mr. Howalt advised \$69,592.50.

Mr. Howalt advised Ms. Tipton has offered to put together Mr. Jackson's budget. Mr. Martin advised they would fully fund the Halloween HoWWWL and the Cultural Arts Series. Mr. Martin asked if they should consider the cannabis conference going forward or do they not since no one showed up. Mr. Howalt advised there was no requirement for someone to give a presentation. Ms. Bertrand advised this event would happen on a Tuesday and he is inviting people from all over the state. He is also working with a state board and will be by invitation only.

Mr. Martin suggested \$7,000 for Halloween on Main. Ms. Kelley-James asked if the expenses would be less if they don't have a static parade. Ms. Pellegrino-Spear advised they could take \$1,000 off of the budget if they don't do a static parade. Ms. Kelley-James suggested \$11,000 for the Christmas Light Parade.

Commissioner Garza suggested \$3,500 for the cannabis conference. Mr. Martin advised the amount spent on radio of \$6,000 compared to the amounts spent on radio for the Pet Expo is \$1,500. He asked for justification on that. Ms. Bertrand advised she was under a time crunch and that number was not supposed to be that high. Mr. Martin asked about the cost for the promotional items. Ms. Bertrand advised they wanted to reach more people so previously they budgeted \$5,000 for the items and this year they added \$1,000. Mr. Martin suggested \$8,000 for the Holiday Bazaar. Commissioner Garza advised they normally try to fully fund new events so they should do the same with the Pet Expo. Mr. Howalt suggested \$5,000 instead of \$4,962.50. Mr. Martin advised they would fund the Pet Expo at \$5,000.

	Request	Recommendation
2022 Community Profile	\$10,000	\$10,000
Halloween HoWWWL	\$4,000	\$4,000
Lions Club Fall Gun, Knife & Coin Show	\$5,000	\$5,000
2021-2022 Cultural Arts Series	\$3,470	\$3,470
Halloween on Main	\$7,950	\$7,000
Christmas Light Parade	\$12,950	\$11,000
1 st Annual Curry County Cannabis Conference	\$4,500	\$3,500
Holiday Bazaar	\$16,500	\$8,000
Pet Expo	\$4,962.50	\$5,000
TOTAL	\$68,062.50	\$56,970

Ms, Kelley-James moved for approval; Mr. Bryant 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 6:19 p.m.

Chairman

SEAL
(ATTEST)

City Clerk

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

**5:30 p.m.
Tuesday, November 9, 2021**

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

THE PUBLIC IS INVITED TO VIEW THE MEETING ON SUDDENLINK CHANNEL 10, WWW.CITYOFCLOVIS.ORG AND FACEBOOK AT CITY OF CLOVIS, NM (CITY GOVERNMENT).

1. Call to Order.
2. Roll Call.
3. Approval of Minutes of September 14, 2021
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 9th, 2021 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:

Thomas Martin, Chairman
Freddy Bryant
Jess Reyes
Lashauna Kelley-James
Gail Tarson

EX-OFFICIO PRESENT:

Commissioner Juan Garza

ALSO PRESENT:

Justin Howalt, City Manager
Leighann Melancon, Finance Director
Kelsey Knight, Marketing, Communication
& Grants Coordinator
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 14, 2021

Mr. Bryant made a motion to approve the minutes of September 14, 2021 as presented; Ms. Kelley-James seconded the motion, which passed by acclamation.

New City Logo

Mr. Howalt advised they wanted to give applicants the chance to see the new city logo. Ms. Kelsey Knight advised they will have a separate logo to use instead of the city seal. She gave a brief background of how they came up with the logo. The brand promise is "Welcoming all into the Clovis family, inspiring growth with endless opportunities." and the tagline is "heartfelt connections. endless horizons." The city seal will be used for official use and other communication will use the new logo. There are also different color versions of the new logo that recipients will need to use. Mr. Martin asked what the fine would be if they don't use the new logo. Mr. Howalt advised they would not be reimbursed. He advised they have the brand

guide that will be made available to everyone. Ms. Melancon advised Ms. Reyes would send that to everyone when the awarded amounts are announced.

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

Force of One Fight Championships #9 \$14,900

Ms. Jessica Banister advised she was reapplying for \$14,000 for the fight that have postponed until April 23rd, 2022. She submitted a new application because they have added the following new line items, Cannon Air Force Base marketing, t-shirts, fighter trophy belts and upped the advertising budget. The Amazon line item can be deleted. The fights will take place at the Events Center. Ms. Tarson asked if based on past experience how many attend from outside of Clovis. Ms. Banister advised they don’t have exact data. They have 12 -16 fights scheduled and the opponents are not local. The State Fight Commission, fighters and trainers are at least 200.

Ms. Melancon asked who the t-shirts were for. Ms. Banister advised they would be for the public and they will be free. Mr. Martin asked if they are able to carry over the 29,400. Mr. Howalt advised they carried over the original 15,000, they requested the additional funds and now they are requesting an additional 11,000. Mr. Howalt advised the 2021 amount plus the additional amount is what the request is. Mr. Martin asked what the 40,000 in additional advertising gave them. Ms. Banister advised an extra two months of marketing plus the additional marketing at Cannon. Mr. Martin asked when ticket sales are purchased. Ms. Banister advised the highest peak is about 3 weeks out and then a couple of days prior to the event. Mr. Martin asked what max capacity was at the events center. Ms. Banister stated around 6,500.

2021-2022 CCC Cultural Arts Series \$3,060

Ms. Christy Mendoza thanked the board for funding the festival on Main Street last month. They are asking for \$3,060. This will be for four events at Marshall Auditorium. They may come back to ask for more funds for the Jungle Book show and they would like to have another event in the Petty Theater. Ms. Tarson asked how many attends from outside of Clovis. Ms. Mendoza advised they have had people from Lubbock, Farewell, Muleshoe and Roswell. They would like to have a survey that asks people where they are from. The Mariachi Christmas and Jungle Book will have a lot of hotel rooms. They give the schools and senior centers complimentary tickets.

Wedding Expo 2022 \$9,550

Ms. Morgan Schugg advised the wedding expo will be on February 26, 2022. They will have a wedding pamphlet with event venues, photographers, catering, hotels, etc. They added

Spring Arts, Crafts & DIY Show	\$7,250
---	----------------

Original Team Roping	\$10,000
----------------------	----------

Discussion regarding requests for funding

	Request	Recommendation
Force of One Fight Championships #9	\$14,900	\$29,400 (May '21 - \$14,000 & \$15,000 (carryover)
2021-2022 Cultural Arts Series	\$ 3,060	\$3,060
Wedding Expo 2022	\$ 9,550	\$6,000
Spring Arts, Crafts & DIY Show	\$ 7,250	\$6,000

Original Team Roping	\$10,000	\$10,000
TOTAL	\$44,760	\$25,060

Ms. Kelley-James moved for approval; Ms. Tarson 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 6:34 p.m.

Chairman

SEAL
(ATTEST)

City Clerk