

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 11, 2022 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  
Lashauna Kelley-James  
Gail Tarson

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 9<sup>th</sup>, 2021**

Ms. Tarson made a motion to approve the minutes of November 9<sup>th</sup>, 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**

**Race 4 Ca\$h \$6,000**

Ms. Angie Moore advised she turned in applications for both because they want to award a trailer and each time they come to one of the races they get to put their name in for a drawing. They will draw 10 names each time which will be narrowed down at the end of the 2022 season where they will award the trailer. Mr. Martin asked if the increase in marketing was because of the trailer. Ms. Moore advised it was. It is unique to win a trailer in barrel racing. Mr. Martin asked if the trailer was wrapped. Ms. Moore advised it would be and they are still working on the details. They are working with Backwoods Apparel on that. She thought the contract was to keep the wrap on for at least a year. Mr. Martin asked if the t-shirts they mentioned were given to the contestants. Ms. Moore advised they were. In 2020 they had four individuals that comprised a team and those that pre-entered received a t-shirt that had the Clovis logo and Race for Ca\$h.

**Double Dash \$6,500**

This item was discussed with the previous application.

**High Plains Junior Rodeo**

**\$25,000**

Mr. Randy Hall, VP of the High Plains Junior Rodeo Association, advised they have received 18 new families. They have PRCA accredited judges and a lot of the people that come to the rodeos use hotel nights. They will have events January 22-23, February 3-4, February 12-13 and July 7-10. Mr. Martin asked if the \$25,000 was for all three dates. Mr. Hall advised it was.

**Smoke on the Water**

**\$20,000**

Mr. Duffy Moon advised the annual fireworks will happen at Greene Acres Park. The cost of the event have increased over the past couple of years. They asked for a little more this year to cover marketing. This is an all-day event with music and vendors. They approximate 7,000 attended last year.

**Lions Club Spring Gun, Knife & Coin Show**

**\$3,600**

Mr. Joel Edwards advised the money they raise during the show goes back to the community. they had 1,283 people attend the last show with a lot of vendors from out of town. Commissioner Garza asked if they have the same vendors every time they have an event. Mr. Edwards advised they had a lot of new vendors at the last one, but they do have repeat vendors. They are trying to get new vendors in. Ms. Tarson asked how many vendors were from out of town. Mr. Edwards advised they had 65 vendors last time. He advised this was a 3-day event.

**Clovis Music Festival**

**\$40,000**

Ms. Kim Tipton advised this is the 33<sup>rd</sup> year of the music festival. They will have 3 nights of concerts, one night will be hosted by Legacy Church (formerly Faith Christian), the second night will be 38 Special and the third night will be a Norteno night. They have also moved the concerts back to the Events Center. Mr. Martin asked if the Thursday night would be included in marketing. Ms. Tipton advised they would be even though Legacy Church is taking on the majority of it. Mr. Martin asked if they were going to be promoting Draggin Main even though they are not partnering with them. Ms. Tipton advised they would support them, but didn't want to take away from Draggin Main. Mr. Howalt advised they allow giveaways to the participants but not the sponsors. Ms. Tipton advised they were going to have giveaways to the audience. Mr. Howalt advised if they want to give items away to the bands that would be allowed, but not to the sponsors. Mr. Martin asked why having a week-long event that received \$28,000 is now asking for \$40,000 for a 3 day event. Ms. Tipton advised they were going to spend more on advertising. Commissioner Garza asked where the billboard would be located. Ms. Tipton advised they have been looking in Roswell and El Paso, but haven't decided on a location yet.

Ms. Marcy Anaya advised the marketing is more expensive because of the Norteno concert on Saturday night. They are trying to reach more people in a larger area. Ms. Tarson asked where the 15,000 in attendance was coming from. She asked what they saw in the past from the Tejanos

concerts. Ms. Tipton advised she wasn't sure what the attendance was in the past. Mr. Porter advised Marshall has 1470 seats and they sold out when Loverboy performed. The events center will hold a larger crowd.

### **Back to School Expo**

**\$6,500**

Ms. Misty Bertrand advised they partner with the Chamber of Commerce and Pattern Energy. Their sponsorship is used for a good portion of the giveaways. They gave away 1800 bags of school supplies in 2019. In 2020, the majority of the attendees were from Texas. They have two billboards in Texas, one in Hereford and one in Muleshoe. Every month the billboard is changed to the different events. Ms. Tarson asked if the cost of the billboard was for a new wrap. Ms. Bertrand advised part of that is for "rent" of the billboards for two months. Ms. Tarson advised the last event summary they received from Ms. Bertrand was perfect. It was exactly what they have been looking for. Mr. Howalt advised Ms. Bertrand has an advantage for their events because they are able to utilize the iPads upon registration, but that is not the case on all of the events. Ms. Tarson advised every event has some form of entry so they have the ability to ask the same questions.

### **Draggin Main**

**\$37,500**

Mr. Gene Porter advised Draggin Main is not partnering with the Music Festival, but both events are growing. They are working with Brad Harris to get the track ready at Ned Houk Motorsports for an event. They will do a tour of the Clovis classic restaurants Monday – Thursday. Friday night they are adding a street rod and bike only cruise and a block party. They will do a cruise between Grand and 7<sup>th</sup>, with strict rules, and then they will have the block party. There will be two shows on Friday night and two shows on Saturday at the car show from the "Balls of Death". Saturday night will be the annual cruise. He advised they don't plan to do any cross marketing with the Music Festival. Ms. Tarson asked about the advertising budget and what was allowed. Mr. Howalt advised police and street closures qualify. He asked what the security was that was also listed. Mr. Porter advised they hire private security to spend the night patrolling the park. Mr. Howalt advised that would not qualify. Ms. Tarson asked if administrative/organization support qualified. Mr. Porter advised they are using Lisa Pellegrino-Spear from MainStreet as well as Kim Tipton to assist in event planning. Ms. Melancon advised lodger's tax already pays a portion of Ms. Tipton's salary so that would already be covered. She advised the \$2,000 for MainStreet would be allowed. Ms. Ernie Kos advised they are going to print for the Community Guide and they are advertising Draggin Main.

### **Discussion regarding requests for funding**

Mr. Howalt advised they are doing a little better in the actual revenues received. Between the next three meetings they have \$253,056.40 to distribute. If they awarded all \$143,000 that would leave \$110,000 over the two remaining meetings this year. The Pioneer Days Rodeo, the fair, and the Home and Garden Show will be coming up. Ms. Melancon advised the chamber would also be coming back to ask for the event coordinator position out of these funds.

Ms. Kelley-James advised they don't have a lot of overnight stays from the barrel racing. The only hotels they see are from the timers. The majority of them stay in their trailers at the fairgrounds. That's typical with any rodeo event they have. Money that comes in from rodeos is from restaurants and fuel. Commissioner Garza asked if the trailer qualified. Mr. Howalt advised if it was a prize, it does and as long as it was wrapped for a year.

Ms. Kelley-James advised the High Plains Junior Rodeo does bring in hotel nights. Ms. Tarson advised \$18,000 is just for jackets and saddles. She asked if 15% had to be outside advertising. Mr. Howalt advised 25% has to be for advertising outside a 50 mile radius.

Ms. Tarson advised all of the advertising is going directly to Rooney Moon for Smoke on the Water. Commissioner Garza advised it was a lot of work to put this together. Mr. Howalt advised if he uses sponsorship money to pay for advertising than that is money that is not going towards the show. Ms. Tarson advised her issue was that the advertising money was all spent on one station.

Ms. Kelley-James advised these are the two main events that happen in Clovis. Ms. Tarson advised Draggin Main is a 7-day event, but could be an 8-day event. She advised they were both asking for double what they received together. Mr. Howalt advised the events don't happen until June and even though they want to advertise early there are additional meetings in March and May that they could come back to. Ms. Melancon advised if they continue the trend of increased revenue then they have the potential to have more money. Mr. Martin suggested \$20,000 for the music festival and they can come back in March to request more funding.

Mr. Porter advised they have a lot of upfront costs and they cannot count on the money if it is not available. That puts a huge burden on them if they have to hold things back until they get funds. Commissioner Garza advised they do consider that, but they have other functions that they to fund so they have to have a balance.

Mr. Martin asked if they wanted to reconsider the music festival. Ms. Tarson advised they don't know if they are going to see the numbers they're hoping for. She thought they were okay with the amount suggested for the music festival. Ms. Kelley-James thought Draggin Main draws more tourists than the music festival. She felt Draggin Main is now the city's biggest draw. She advised they see people that come and stay for the full 7 day event.

Mr. Martin asked if they knew of any other events that would be requesting funds in the next two meetings. Mr. Howalt advised in March 2020 the big requests were \$25,000 for Pioneer Days Rodeo, \$30,000 for the Chamber Event Coordinator, \$15,000 for Tru Roping, and in May the Curry County Fair requested \$25,000, \$13,300 for the Christmas parade and \$24,000 for NM True.

	<b>Request</b>	<b>Recommendation</b>
Race 4 Ca\$h	\$6,000	\$5,000
Double Da\$h	\$6,500	\$5,000
High Plains Junior Rodeo	\$25,000	\$20,000
Smoke on the Water	\$20,000	\$15,000

Lions Club Spring Gun, Knife & Coin Show	\$3,600	\$3,300
Clovis Music Festival	\$40,000	\$20,000
Back to School Expo	\$5,000	\$4,000
Draggin Main	\$36,900	\$36,900
<b>TOTAL</b>	<b>\$143,000</b>	<b>\$109,200</b>

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**

None.

**Agenda Item No. 6 – Adjournment**

There being no further business to come before the board the meeting adjourned at 7:16 p.m.