

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 8, 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
Gail Tarson

EX-OFFICIO ABSENT:

Commissioner Juan Garza

ALSO PRESENT:

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

Mr. Martin called the meeting to order at 5:35 p.m. and established the presence of a quorum.

Agenda Item No. 3 – Approval of minutes of January 11, 2022

Ms. Tarson made a motion to approve the minutes of January 11, 2022 as presented; Mr. Bryant seconded the motion, which passed by acclamation.

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

Mr. Martin advised the request from the Chamber regarding security for the Music Festival was removed because it was ineligible.

2022 Livability Guide

\$7,315

Ms. Kim Tipton thanked the board for funding them for the last two years for a full page ad in the livability guide. This is a national platform that showcases America's best places to live. Ms. Tarson asked when that would come out. Ms. Tipton advised it would come out in April. The New Mexico Guide is a yearly publication. Ms. Tarson asked when the next printing date was. Ms. Tipton advised it was in April. They hold a spot for them until they let them know they have the funding approved. Mr. Bryant asked what the difference was between this magazine and all of the others. Ms. Tipton advised they have free digital ads.

The Just Cause Barn Music Series

\$34,600

Mr. John Bilberry advised they started in 2018 with a concert to raise funds for hospital bills. They've had a few concerts as fundraisers have raised over \$30,000. They are branding on stations in Lubbock, Amarillo, Albuquerque, Clovis, and Portales. They have two events, one in

May and June. They will have a Kentucky Derby Party with Lindsey Lane. They will have a meal and the races showing. The June 11th concert will be with Blacktop Revelry. Ms. Tarson asked what the capacity was for the barn. Mr. Bilberry advised 4800 square feet inside and they have sound, a stage and lighting. They can accommodate 250-300 people with all the doors closed and when the weather is nicer, they have tents outside and can accommodate 400. Ms. Tarson asked if they had other attractions. Mr. Bilberry advised they have worked with high plains cornhole association to hold their tournaments. They have had fun run marathons, poker runs, etc. Mr. Martin asked if these concerts were for a cause. Mr. Bilberry advised these were just concerts. They will have doors open until midnight-1:00 a.m. Mr. Martin asked what the cost was. Mr. Bilberry advised the Kentucky Derby Party would be \$30 in advance and then \$40 the week of because they will serve a meal. They will also have a \$10 ticket in advance for just the cost and then \$15 the week of. They will charge \$10-\$15 unless they can find a sponsor for the second concert. Ms. Tarson asked if they had an approximate number of out of town guests. Mr. Bilberry advised cornhole will bring in mostly out of town guests and they usually have 100-150 participants. Mr. Martin asked where the barn was located. Mr. Bilberry advised across the street the Events Center. Mr. Bryant asked if the t-shirts would be giveaways. Mr. Bilberry advised they would be. They have a beer tasting event in May and he has sponsored a table that they will give out items for.

Mr. Martin advised website maintenance was not covered under lodgers tax. He advised there were no dates on how long anything was running on the radio ads. Ms. Jessica Bannister advised on April 1st they will start advertising through June 11th.

Home, Garden & Lifestyle Show

\$10,000

Ms. Robyn Beaubien advised they will hold the event April 2-3 at the Events Center. They are featuring the Citizen's Bank of Clovis stage, demonstrations, bouncy houses and a scavenger hunt for the kids. Mr. Martin asked if there was any information on overnight stays. Ms. Beaubien advised about 50% of the vendors are from out of the area. Most will come in Friday night and stay through Sunday. Mr. Martin asked how many vendors they would have. Ms. Beaubien advised 80-100. They also have a good draw from Texas because there isn't a home and garden show between Lubbock and Amarillo. Mr. Martin asked about the gift certificates and gift cards. Ms. Melancon advised the gift certificates would not qualify.

Clovis Children's Acton Entrepreneurs & Business Fair

\$8,850

Ms. Pellegrino-Spear advised this allows children to set up booths to sell products that they make. They had 32 booths at the last event and had quite a few booths that sold out of their products. They had a live radio remote and had giveaways. This will take place on April 30th. Ms. Tarson asked if they she was able to get a count of out of town visitors. Ms. Pellegrino-Spear advised they marketed to Grady, Farwell, Texico, Muleshoe, Canyon, Portales and recruited some children from those areas. She wasn't sure if they generated hotel nights. Mr. Martin asked what time the event was. Ms. Pellegrino-Spear advised 11:00 a.m. – 3:00 p.m. Mr. Martin asked about the anticipated attendance. Ms. Pellegrino-Spear advised they would have at least 200 with the participation. It was a free event and she estimated around 1,500 in attendance.

Ms. Burroughes advised last year she spent 7500 and asked for 8850. She asked if there was more to come. Ms. Pellegrino-Spear advised they came in under budget because of Covid and getting supplies in. They also ended up having a local vendor donate t-shirts last year.

Fourth Fridays Downtown Market

\$39,950

Ms. Pellegrino-Spear advised they want to expand Food Truck Fridays to a monthly event with activities and other vendors. They have been working with Rooney Moon to have live broadcasts and also with Draggin Main to have car/motorcycle clubs present. It could draw in small businesses and local entrepreneurs. There are a lot of people that came from out of town to Food Truck Fridays. They are also working with Tucumcari MainStreet to draw their merchants to Clovis and vice versa. Mr. Martin asked when this would start. Ms. Pellegrino-Spear advised at least by April and they would have nine events. Mr. Martin asked what time it would end. Ms. Pellegrino-Spear advised their realistic time would be 8:00 p.m. Mr. Martin asked about anticipated attendance. Ms. Pellegrino-Spear advised it would be around 1,000 on a weekly basis.

Ms. Burroughes advised the canopies would not be an eligible use for lodgers tax. Ms. Pellegrino-Spear advised they would have logos similar to what the Chamber uses for Draggin Main and the Music Festival. Ms. Melancon advised it would be for the day only so it would not be an eligible use.

Pioneer Days

\$50,000

Mr. Hadley advised this would be June 2-4 and it is a PRCA sanctioned rodeo. This will be their 50th anniversary that they had to put off for two years due to Covid. They get contestants from all over the country. They fill about 25 rooms a week. Ms. Tarson asked why they were asking for double what they asked for last time. Mr. Hadley advised they took the numbers off the last application they did and they were awarded \$20,000. Ms. Melancon asked what the video board was. Mr. Hadley advised it was a replay board that will replay each run and will run sponsor ads. Ms. Melancon advised if they could work with them to promote other events in Clovis then it could be possible to make it eligible, otherwise it was not eligible right now.

Discussion regarding requests for funding

Mr. Martin asked what the fiscal numbers were. Ms. Melancon advised the budget for full lodger's tax for the 8 months is \$383,000. They have \$464,000 in collections so of the overage of \$32,000 is applicable for lodging funds. For the next two meetings they would have \$130,000 for each meeting plus another \$16,000 of the \$32,000 that was not included. That would give them \$142,000 for each meeting.

Ms. Tarson advised the livability guide was good exposure, but not knowing what it was bringing to the community made it more difficult.

Ms. Burroughes advised, The Just Cause Barn Music Series, was not a non-profit. Ms. Tarson asked if they had to be a 501C3. Ms. Burroughes advised she would have to look into it. When they had the fights at the Civic Center they were a for profit so they have done this before. Mr. Martin advised he had never seen anything noted otherwise. Ms. Melancon advised there have been times the board has not allowed something that was specific for profit. Ms. Melancon advised this one was a little unusual. Ms. Tarson advised in the end they are looking at what has the potential for overnight stays and visitors spending money in the community. Ms. Burroughes advised this was a for profit business that would be benefiting from this personally. Ms. Tarson advised that was why they needed clarification. Mr. Martin advised this was for a specific event. The Events Center uses lodger's tax to pay for advertising for concerts they host. Ms. Burroughes advised they could move ahead but check with the city attorney in the meantime to see if this was an allowable event. Ms. Tarson advised this was also a lot to fund. Mr. Martin advised this would cost \$43 per person based on the amount they have requested if they had 400 people in attendance. Ms. Tarson advised she thought it would bring in people.

Ms. Tarson questioned how much the Children's Entrepreneur Fair would bring in for a four hour event. It's a great event, but she didn't see it creating a time frame that would require a hotel stay. Mr. Martin advised it would not generate overnight stays. Ms. Pellegrino-Spear advised the last time they said it was a quality-of-life event. Mr. Martin advised they also try to fund first time events. Ms. Pellegrino-Spear advised a lot of the events in the past have not generated overnight stays. She advised they wouldn't be able to host the event without the support. There was a lot of community excitement for the event last year. Mr. Martin asked if they had any number for outside of Clovis. Ms. Pellegrino-Spear advised they had families from Texas and other businesses that helped market them. Mr. Martin advised it does qualify if it is bringing in families from out of town. Ms. Tarson asked if they could get better numbers on overnight stays or out of town visitors for next time. Ms. Pellegrino-Spear advised they could do more work on that end.

Ms. Burroughes advised if they remove the \$9,000 for canopies for the downtown market it would be a \$3,000 event. Ms. Pellegrino-Spear advised they have no shade outside and this would be a form of advertising. Mr. Martin asked what their meetings were going forward. Ms. Melancon advised there was one more in this fiscal year and they meet every other odd month. Mr. Martin advised they would fund April – June. He asked Ms. Pellegrino-Spear to come back to the July meeting to ask for the remainder and report numbers then.

Ms. Tarson advised the jump from \$20,000 to almost double was a lot for Pioneer Days.

	Request	Recommendation
2022 Livability Guide	\$7,315	\$4,000
The Just Cause Barn Music Series	\$34,600	\$12,000 (pending discussion w/the City Attorney)
Home, Garden & Lifestyle Show	\$10,000	\$8,000
Clovis Children's Acton Entrepreneurs & Business Fair	\$8,850	\$4,500
Fourth Fridays Downtown Market	\$35,950	\$15,000 (April-June events)
Pioneer Days Rodeo	\$50,000	\$25,000

TOTAL	\$146,715	\$68,500
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Ms. Tarson 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 6:46 p.m.