

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 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:

Freddy Bryant
Gail Tarson
Stephen Rodriguez
Thomas Martin, Chairman
Tasha Padilla

EX-OFFICIO PRESENT:

Commissioner Juan Garza

ALSO PRESENT:

Justin Howalt, City Manager
Claire Burroughes, Assistant City Manager
Members of the public

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

Agenda Item No. 3 – Approval of minutes of September 13, 2022

Ms. Tarson moved to approve the minutes of September 13th; Ms. Padilla seconded the motion which carried by acclamation.

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

Health and Community Fair

Request - \$8,000

Anticipated event cost \$14,000

Event Date – March 1 & 12, 2023

Ms. Bertrand advised the Health and Community Fair will be held in March 11th and 12th, 2023. They have lots of vendors for the event. Mr. Bryant advised they are partnering with United Way of ENM and PRMC to be their main sponsor. They have reached out to all health organizations locally. Ms. Bertrand said they wanted to showcase what is available not only for Clovis but the outlying area.

Mr. Martin asked what times would the event be. Ms. Bertrand said it would be 10:00 a.m.-4:00 p.m.

Ms. Tarson asked about vendors. Ms. Bertrand said they would offer free places for non-profit organizations and fitness folk. Ms. Tarson asked if people were lined up or if they had committed. Ms. Bertrand said they were lining people up for this.

Mr. Martin asked about the photobooth and what benefit would that bring. Ms. Bertrand said they could spend money on promotional items. She felt the photobooth would be a promotional item would be available to everyone who comes to the event.

Operation Phoenix Outdoors

Request \$9,000

Event Cost - \$20,000

Event Date – January 28, 2023

Mr. Egbert advised they are a non-profit for veterans and first responders to get outdoors. Mr. Egbert said they wanted to do a banquet this year. Last year he received funding for the outdoor show. From the show they got 11 additional rooms throughout the year to bring people in. They will recognize some of their founding members and heros who have come out and hunted with them. 25 or more will come in from out of town. They are selling tables. All the volunteers are coming from Albuquerque or Holloman AFB. The funding they make will bring 10 more hunters in between now and the end of the year.

Mr. Martin asked if it was a public or private event. Mr. Egbert said 80% would be public and invites to their larger doners. They would also do fliers/posters at Kirtland, Holloman AFB. Mr. Egbert said they were doing it at the mission this year at Tracys Greenhouse.

Mr. Martin said dollars per person was \$45.00. 200 people and asking for \$9,000 is high. They are dealing with a budget deficit at this point.

Ms. Tarson a big chunk of the money was going to branded shirts. Mr. Egbert said the shirts and hats would be given to people when they come in. It is an incentive for people coming.

2023 Music Festival

Chamber of Commerce

Requested funding \$40,000

Event Cost \$200,000

Dates April 13-15, 2023

Kim Tipton the Clovis Music Festival will be April 13-15, 2023 which is why they are asking for funding sooner.

Ms. Tarson said the anticipated attendance of 5,000 – was it based on last year. Ms. Tipton said they were at 4,200 people last year combining all the nights together. The faith event will be at the event center rather than the church.

Mr. Martin said the point behind lodgers tax funds is to launch events and they should work their way out of lodgers tax. Ms. Tipton said if they could get Clovis to support them rather than go to Lubbock for the same concert that would be great.

Ms. Padilla asked why the cost was increasing. Ms. Tipton said the cost has increased as the cost of items has gone up.

Mr. Martin asked if they had done theater ads before. Ms. Tipton said they did it when Doug Stone was here.

Ms. Padilla asked if the website was a specific one. Ms. Tipton said they would have a specific website. The merch trailer is wrapped every year.

High Plains Community Development

Draggin Main

Amount requested \$58,600

Anticipated Cost \$100,000

Dates Jun 11-17, 2023 – Downtown Clovis, Main Street, Local Food Establishments

Ms. Sherrie Wilson said they had 21,000 visitors to the page between February and June visiting the site and 50 states visited the website during the month. They have nixed celebrities. The Friday cruise is very popular where they showcase high end cars. They would like to see what Pandora does. She created QR codes, one for restaurants and hotel rooms to see who is scanning what and where to give data where people are from. Google analytics provides information also.

The event has grown. They are looking for an event coordinator and they added that this year to do that.

Mr. Martin asked about street closures, trash, police etc. Mr. Howalt said under eligible uses the city did adopt for sanitation service for tourist related events. Closures are done by the street department and they would not be covered.

Mr. Martin said this is the City's biggest event. The Lodger's Tax Board wants to see events fund themselves and they felt this about the Draggin Main which has been going on for 10 years.

A Holiday at Hillcrest

Lodgers Tax Funding requested \$7k

Anticipated Project Event Cost

Additional Funding Sources \$2,500 from Cannon Spouses Club

Dates - December 10th, 2022

Ms. Jessica Boisseau advised regarding the various events related to the fundraiser for Sooner the Tiger's enclosure. Her dollar goal is \$10,000.

Ms. Tarson asked if Rooney Moon was donating for this and Ms. Boisseau advised they were.

The board discussed the requests. Mr. Howalt advised based off of the \$220,451 available less the recommended \$84,000, that would leave them with a balance available of \$136,451. With the remaining events for the rest of the year, that have applied in the past, the requests could be \$216,000.

Ms. Tarson moved to approve and Mr. Bryant seconded recommended the following items to the Clovis City Commission:

| | Request | Recommendation |
|----------------------------|------------------|-----------------------|
| Health & Community Fair | \$8,000 | \$4,000 |
| Operation Phoenix Outdoors | \$8,000 | \$5,000 |
| Clovis Music Festival 2023 | \$40,000 | \$25,000 |
| Draggin Main 2023 | \$58,600 | \$45,000 |
| A Holiday With Hillcrest | \$7,000 | \$5,000 |
| TOTAL | \$121,600 | \$84,000 |

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

Mr. Martin advised they have 60 days after the completion of their events to turn in receipts. Mr. Howalt advised they were going to go through the list of events that have already occurred and if they have not turned in receipts the funds will be reverted back.

Agenda Item No. 6 - Adjournment

There being no further discussion the meeting adjourned at 6:29 p.m.