

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 14, 2023 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  
Thomas Martin, Chairman  
Tasha Padilla  
Stephen Rodriguez

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 January 10, 2023**

Ms. Tarson made a motion to approve the minutes of January 10, 2023 as presented; Mr. Bryant seconded the motion, which passed by acclamation.

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

**Double Da\$h**

Request - \$10,615

Event Date – September 2-3, 2023

Ms. Moore advised part of the mailing is the sponsor list with the city logo along with a list of things to do in Clovis. The September race will be the team race which is four barrel racers per team. She advised Days Inn is the host hotel. They have 16 double nights reserved so far. They are setting up extra stalls at the Events Center and their event isn't until this weekend. Ms. Tarson asked about the increase in the request. Ms. Moore advised one of the biggest differences was adding a new class which would be the reason for more awards. Everything is going up in price as well. Ms. Tarson advised it went from \$5,000 to \$10,600. Ms. Moore advised she asked for more but received \$5,000. Ms. Tarson asked how many were in attendance at the last event. Ms. Moore advised they normally draw 300 racers, but she would have to go back to look at actual numbers. Mr. Howalt advised since this event isn't until September they can push this one back to the July meeting. He spoke with Ms. Moore and she was fine with that.

### **High Plains Home & Garden Show**

Request - \$11,858

Event Date – April 22-23, 2023

Ms. Ponce advised previously this event was put on by the Homebuilders Association and they decided to step away from the show. She advised in 2018 it moved to the Events Center. They are proposing to make this a two day/two event show. It will be a \$5 fee that will get people into both buildings. At the Arts & Crafts show they had 1,300 on Saturday and 800 on Sunday and this show used the same media plan that she plans to use for the home and garden show. She suggested cutting out the digital billboard if they need to decrease her request. Ms. Tarson asked what kind of out of town response did they receive from the Arts & Crafts Show. Ms. Ponce advised they had 15 vendors from out of town that stayed 2-3 nights. They are bringing in people from the smaller outlining communities as well. Mr. Martin asked if they had a booth count for the home and garden show. Ms. Ponce advised right now the civic center has about 24 booths and five of those are from out of town. Commissioner Garza asked how soon would they work on the billboard if they are approved. Ms. Ponce advised everything is ready to go as soon as she is awarded any money.

### **Pioneer Days Rodeo**

Request - \$33,700

Event Date – June 1-3, 2023

Jeff Lynn and Shane Clements approached the podium. Mr. Lynn advised this is the 51<sup>st</sup> year for the rodeo. They had a little over 6,500 people over the three nights last year. He advised they had a little over 450 contestants over the 3 days last year. They will host the Pioneer Days Parade that Saturday and hope to have more participation this year. They have a sponsor that will bring in almost 200 people with them to the event. Mr. Clements advised they were able to give \$10,500 to the children's homes and this year \$1 a ticket will go to something at Cannon Air Force Base, Tough Enough to Wear Pink on Friday will donate \$1 to a Breast Cancer Awareness group and Saturday night will give \$1 to Justin Sports Medicine Crisis Fund. Mr. Martin asked if the tshirts were giveaways. Mr. Lynn advised they would be. Days Inn will be the host hotel and their group alone usually spends about \$4,000 before the event.

### **Force of One Fight Championship #10**

Request - \$32,500

Event Date – April 29, 2023

Mr. Suan advised in 2016 they had local fighters make it to win a world title. They usually have around 600-700 in attendance and have teams from Albuquerque, Las Cruces, El Paso, Dimmitt, and Las Vegas. They are planning 12 matches and 2-3 mixed martial arts matches for kids. Ms. Tarson asked about the times of the event. Mr. Suan advised they open doors at 5:30, start at

6:30 and ends around 10:30. Weigh ins will be between 1-3 the day before. The commission that comes from all over the state usually takes 3-4 rooms and the weigh ins take about 30 rooms. Ms. Padilla asked how much tickets were. Mr. Suan advised they range from \$20-\$45 or tables are \$120 which include a meal. Mr. Martin asked if they have a hotel sponsor. Mr. Suan advised Days Inn is their host hotel. Mr. Martin asked if he had information regarding how they were counting participant stays. Mr. Suan advised he usually gauges from their weigh ins which usually has around 100 people that show up with the fighters. Mr. Martin asked about the cage fighter equipment. Ms. Melancon advised it was allowed before because they put the logos on everything. Mr. Martin asked who the amazon prizes were for. Mr. Suan advised they were the championship belts that will have the Force of One Logo and City of Clovis logo. He advised they have 3 competing from Cannon Air Force Base.

### **Softball Tournaments**

Request - \$20,000

Event Date – March 18, April 15, May 6, June 10, June 23, July 22, August 4 & October 20

Mr. Jackson advised they have 55 teams signed up for this weekend. They support the hotels and restaurants in Clovis. This request is for all of their events this year including a state tournament. They will have Custom Classic which is the third largest tournament in the state. Ms. Tarson asked what they were doing for advertising because it wasn't listed. Mr. Jackson advised most will be social media and they have an email list that they send invites to.

### **Promotional Goodie Bags**

Request - \$5,000

Ms. Tipton advised it has been a few years since they have requested goodie bags. They gave 1,500 for the youth job fair, they go to newcomers at Cannon Air Force Base and they have about 1,000 left from their last order in 2019.

### **2023 Livability Guide**

Request - \$7,870

Ms. Tipton advised this is nationwide and promotes tourism. It gives cost of living information as well. Ms. Tarson asked how this was distributed. Ms. Tipton advised it was at visitors centers across the U.S. Commissioner Garza asked what they would put in the magazine. Ms. Tipton advised they have the Zoo, Norman & Vi Petty Museum, Railroad Park, and other areas around town. They will also be adding the new shooting range. Commissioner Garza advised they need to be careful not to advertise for specific businesses. Ms. Tipton advised they weren't advertising for businesses, just things that people can do here. Mr. Bryant asked what the difference was between this and the website. Ms. Tipton advised they are in hand and can be put out at conventions. She found one at a convention in Albuquerque.

### **Discussion regarding funding for events**

Mr. Howalt advised balance available is \$117,000 and broken down between this meeting and the next meeting that leaves \$58,000 per meeting to distribute. They anticipate and have been running above budget in the lodger's tax fund which is about \$6,000 a month so they would have an additional \$24,000 that they don't have accounted for, but that is only a projected amount. There are four events that traditionally put in requests that could potentially be at the next meeting which total around \$59,000.

Ms. Tarson advised they have room to cut some things out for the home and garden show but she still wants to allow them to be successful. Mr. Martin advised they would remove the billboard.

Mr. Thomas advised the King of All Truck is a \$40,000 request and it doesn't have to be fully funded. It is one of the projected future requests. Ms. Tarson advised she hoped they could better utilize their funds for the Pioneer Days Rodeo

Mr. Thomas advised they reverted back \$22,000 from the last Force of One event that wasn't utilized. Ms. Tarson advised they need to look at what is least effective to have overnight stays and are more likely to draw in. Mr. Martin advised the more successful the event the more they should be able to sustain on their own.

Ms. Tarson recommended fully funding the softball tournaments. Mr. Martin suggested \$18,000 since the March 18th event will have to be removed.

Ms. Melacon asked how many bags would they get for \$5,000. Ms. Tarson asked how many people actually keep the bags. She said there might be a better way to bag things up. Ms. Tipton advised they get 8,000 bags for \$5,000. She advised other organizations use the bags as well. Ms. Padilla advised that seemed pricy for the bags. Ms. Tarson advised it came out to \$0.625 per bag.

Ms. Tipton advised they received half last year and the chamber covered the other half for the livability guide. Ms. Melancon asked if they could have access to the website without buying the guide. Ms. Tipton advised she thought they could.

Mr. Howalt advised this would leave around \$65,000 if they get the projected lodger's tax for the next meeting.

	<b>Request</b>	<b>Recommendation</b>
Double Da\$h	\$10,615	move request to July meeting
High Plains Home & Garden Show	\$11,856	\$7,000
Pioneer Days Rodeo	\$33,700	\$25,000
Force of One Fight Championship	\$32,500	\$18,000
Softball Tournaments	\$20,000	\$18,000
Promotional Goodie Bags	\$5,000	\$5,000
2023 Livability NM Guide	\$7,870	\$4,000

