

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 9, 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
Stephen Rodriguez

ABSENT: Tasha Padilla

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 5:30 p.m. and established the presence of a quorum.

Agenda Item No. 3 – Approval of minutes of March 14, 2023

Ms. Tarson made a motion to approve the minutes of March 14, 2023 as presented; Mr. Bryant seconded the motion, which passed by acclamation.

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

Mr. Howalt advised they have \$50,114.22 remaining and total quests is \$138,283. The Chamber is going to move their event coordinator request to July. When they started this fiscal year they had May and June's collections projected. They have reverted back as much as they could of around \$150,000 as well as updating the 10 months of actual collections.

HPJRA Finals

Request - \$15,000

Event Date – July 7-9

Mr. Reddin advised they were coming back to ask for an additional \$15,000. They will have a third rodeo in July for their finals. This is a 3-4 day event. Ms. Tarson asked for the dates. Mr. Reddin advised July 7-9. Ms. Tarson asked how many anticipated overnight stays they would have. Mr. Reddin advised they would probably see around 400 in attendance and possibly 200 with room nights.

Event Coordinator

Request - \$35,000

This item was moved to the July meeting.

FY 24 NMTD Coop Marketing & Ad Program

Request - \$33,373

Ms. Kos advised the chamber has participated in this for years and is a 2-1 match. The Chamber, City of Clovis and Curry County partner in this program. Ms. Forrester advised last month they submitted their joint branding package. They have to sign the grant agreement soon which is why they have submitted their request now. Ms. Tarson asked if this has increased the overall advertising and how would this be affected if it could not be fully funded. Ms. Forrester advised this request is less than last year, but is only the 2nd year they have partnered with the city and county. Ms. Kos advised it would be \$13,000 for the chamber, \$10,000 for the city and \$10,000 for the county. Ms. Kristian Price, Curry County, advised they would have to speak with their commission to request funding their portion. Ms. Tarson asked if it was three separate ads. Mr. Howalt advised the city would promote the shooting range and Ned Houk with print and video. Curry County is focused on the events center and the chamber would promote general tourism. Ms. Tarson asked if they would do an equal split if not fully funded. Mr. Howalt advised they would have to scale back the scope of services they are requesting.

Southeast NM Marketing

Request - \$2,500

Ms. Pellegrino-Spear advised this was a pilot project. They have taken southeastern New Mexico's MainStreet organizations and highlighted their large summer events. They hope to do this twice a year for summer and Christmas. They have events that overlap dates, but they are two different markets. She advised she could do some of this marketing at a \$1,700 to \$2,000 budget if need be. Ms. Tarson asked if each of these communities would promote the same thing. Ms. Pellegrino-Spear advised some have already started advertising. Each community will have a separate budget and have left room for sponsors.

King of All Truck Ropings

Request - \$50,000

Event Date – June 23-25, 2023

Ms. Trujillo advised they have a three day event. They also provided a concert and dance at the events center last year. They anticipate at least 2,000 people and could get more since they allow onsite registration. 90% of everyone coming in is from out of town. They have at least 700 teams. They are asking for a \$10,000 increase due to cost of goods. They have one \$2,000 sponsor and everything else is paid for by entry fees. She is going to create a QR code to check in at restaurants and hotels. Ms. Tarson asked if they compared anticipated response to 2020 what would those numbers be. Ms. Trujillo advised at least 1,000 people are coming, which are workers, teams, families, etc. They have increased around 500 people and more teams. She

advised they have more giveaways and before they didn't do any of that. Mr. Martin advised one thing the board has started to focus on is that the more the event is held the less lodger's tax should be needed. The event is growing but so is the request and they want to see the opposite.

Wine in the Wild

Request - \$2,410

Event Date – June 10, 2023

Ms. Boisseau advised this would benefit the zoo. The last one in December had 444 attendees and raised \$6,000 for Sooner's habitat. This will be similar to the December event with a family event during the day and an event at the zoo in the evening with Enchantment Vineyard and a painting party. The non profit should be up by the end of June so she may need a waiver to run this similar to the December event. Ms. Tarson asked how she was tracking overnight stays. Ms. Boisseau advised she wasn't able to track but is pretty sure this was by in large local. Mr. Martin asked for times of the event. Ms. Boisseau advised the daytime would be 11:00 a.m. – 4:00 p.m. and 5:00 p.m. – 8:00 p.m. at the zoo. Mr. Martin advised there was no social media listed on her marketing plan. Ms. Boisseau advised she created a facebook event for the last event, but hadn't thought about paying for online marketing.

Discussion regarding funding for events

Commissioner Garza suggested discussing the smaller request. Mr. Martin advised his concern was generating overnight stays for the Wine in the Wild. Commissioner Garza advised they won't be funding too many, including MainStreet based on room nights. They can't deny someone's request but can limit. Mr. Martin advised someone coming in from Portales or Lubbock still generates tourism even if it doesn't generate room nights. This probably won't generate room nights but will promote tourism. Ms. Boisseau advised there was an option on Eventbrite to ask people where they located but that was one thing she could try. Ms. Pellegrino-Spear advised Eventbrite does give demographics on their reports based on addresses and IP address. Mr. Tarson advised \$400 could go a long way on social media advertising.

Mr. Martin advised the MainStreet request has a large marketing area but should this come out of Draggin Main's budget. Ms. Pellegrino-Spear advised they hope to do that next year. This started after Draggin Main put their budget together. Mr. Martin advised this would a good reach. Ms. Tarson advised it was hard to gauge but they are so limited on their budget. She didn't think they should fully fund even though this was a great idea.

Ms. Tarson asked how the other communities will distribute their advertising. Ms. Pellegrino-Spear advised they meet every other week to discuss marketing. Carlsbad has started print marketing and Lovington has started social media marketing. Social media will be a large push for all of them and table tents in their downtown districts. Mr. Howalt asked how much funding the other communities have requested. Ms. Pellegrino-Spear advised Carlsbad received around \$2,000 and Lovington received a little more. They will use a grant next year that is a 2-1 match and plan to use this in their application next year. Each of the communities is asking between

\$1,500 and \$3,000. Mr. Bryant asked if the table tents would only be in Clovis. Ms. Pellegrino-Spear advised they would also be located in Portales and Tucumcari.

Mr. Howalt advised they now have \$48,118.22. He advised the City of Clovis can put in money from their regular budget and not utilize lodger's tax, that is something they could commit to. He asked if the Chamber could provide funding from their budget. He could reach out to the county regarding their funding. They could also decrease their request if need be. Ms. Rainey advised she would have to get approval from the board on any funding. They will pick a package according to what they were awarded. She advised the application is due June 9th.

Ms. Trujillo advised the increase was because of the truck and two trailers that are given away. Ms. Tarson asked if it was correct that they are paid for every year and not included in the ask. Ms. Trujillo advised that was correct.

Mr. Martin advised if they eliminate \$10,000 for the city and \$10,000 for the county that would leave \$13,000. Ms. Tarson advised these events can still go forward and be successful without being fully funded. Ms. Kos advised the Chamber will reduce their request to \$6,650 for a different package.

Ms. Tarson suggested 10,000 for the HPJRA and the remaining to King of all Truck ropings.

	Request	Recommendation
HPJRA Finals	\$15,000	\$10,000
Event Coordinator	\$35,000	move to July
FY 24 NMTD	\$40,002	\$6,650
Southeast NM Marketing	\$ 2,500	\$1,500
King of All Truck Ropings	\$50,000	\$31,000
Wine in the Wild	\$2,410	\$500
TOTAL	\$138,283	\$49,650

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

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

a. Discussion and recommendation regarding room nights for events

Mr. Howalt advised they generate more lodger's tax by people staying the night in hotels. He asked if room night criteria should be a part of the application process. Commissioner Garza advised he hated to say no to someone that is trying to bring more people into the community. It is a plus to keep track of room nights, but if they didn't fund because of room nights they wouldn't have any events in Clovis.

Mr. Martin advised they could ask if a percentage of the revenues was going to non-profit. Ms. Tarson advised they may be funding events that aren't bringing in tourism. Mr. Bryant asked

where the advertising falls into the tourism. Mr. Martin advised the advertising is the money spent to get people into the community. Mr. Howalt advised they are not just advertising for Clovis, but for events and things in Clovis. Mr. Bryant advised he felt they were taking away from events for advertising. He advised the Chamber should be advertising for events in the community. Mr. Howalt advised there was some overlap but they are advertising in different areas. He advised they need to decide if they want to focus more on the event than the advertising.

Mr. Martin advised they could ask for anticipated room nights, how many room nights were generated if this was a repeat request, is a portion of the revenues going to a non-profit. Mr. Howalt advised that was part of their post event report. He advised they could modify their application to include the post event report. He advised they would look at the guide and then circle back on the application.

Agenda Item No. 6 – Adjournment

There being no further business to come before the board the meeting adjourned at 7:13 p.m.