

STATE OF NEW MEXICO     )  
CITY OF CLOVIS                 )         ss.

The City of Clovis Lodger’s Tax Advisory Board met at 5:30 p.m., Tuesday, July 11, 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  
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 May 9, 2023**

Ms. Tarson made a motion to approve the minutes of May 9, 2023; Mr. Bryant seconded the motion, which passed by acclamation.

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

Mr. Howalt advised this was a new fiscal year. They ended the year with a cash balance of \$300,000 and that did not include the carry over amounts. They carried over \$180,650 and that leaves \$120,000 available on top of projected revenues. There is a reversion of \$6,650 that the county, chamber and city partnered on but the chamber did not receive the funding they applied for. They are budgeting \$725,000 in total lodger’s tax and not all is available for promotional. When they apply the formula that is dictated to them by the State of New Mexico that will generate around \$290,000 in promotional funds for this fiscal year. There is a total of \$416,000 to be distributed this fiscal year based on projected revenues. That breaks down to \$69,000 divided equally between the 6 meetings. There is \$134,990 in requested funding. If they allocated 100% that would leave \$56,000 for each of the remaining 5 meetings.

**Double Da\$h**

Request - \$10,615

Event Date – September 2-3, 2023

Mr. Martin advised Ms. Moore applied early in the year and her application was moved to this meeting.

### **Event Coordinator**

Request - \$35,000

Mr. Martin advised this application was also received earlier. Ms. Kos advised Ms. Tipton does a multitude of events that are not just chamber events. Lodger's tax has helped fund this position for the last 20 years. Ms. Tipton is able to raise money for events as well as assisting to promote them.

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

Request - \$6,225

Event Date – October 13-15, 2023

Mr. Edwards advised they moved to the events center and they had a good turnout. They want to give away different items this time if it's allowed. Ms. Tarson advised this event is over a period of several days with people staying from out of town so this does generate room nights. Mr. Martin asked if the hotel count, 49, was for all three nights. Mr. Edwards advised they normally stay two nights so that was 49 total. Mr. Martin asked if there was anything they could limit from a marketing perspective. Mr. Edwards advised the promotional items are something they don't have to do. Ms. Tarson advised they have heard that the money spent on social media is more effective than radio. Commissioner Garza asked where the digital billboard was. Mr. Edwards advised it was on Prince Street and they have some on base.

### **Viva Mexico Dia De La Independencia**

Request - \$7,800

Event Date - September 16, 2023

Mr. Large advised they would have around 30 volunteers and are anticipating 400 in attendance. They will be acquiring hotel room blocks for the fighters and their families. Mr. Martin asked what time the event would start and end. Mr. Large advised they would start at 8:00 a.m. with weigh-ins, fights would start at 2:00 p.m. and end at 8:00 p.m. He advised they will have some fighters come in the night before. Mr. Martin asked how many out of town fighters they have. Mr. Large advised they would have 30 boughts which is 60 fighters. He thought there would be about 52 from out of town. Ms. Tarson asked how many belts they were awarding. Mr. Large advised they would award 20 belts and 10 trophies. Mr. Bryant asked if the promo shirts would be giveaways. Mr. Large advised they would be.

### **26<sup>th</sup> Annual Run to Hillcrest**

Request - \$21,000

Event Date – September 8-9, 2023

Mr. Jeff Lynn and Mr. Lloyd Rolan approached the podium. Mr. Lynn advised last year they had a lot of people from out of town in attendance. They normally try to give tours and have a hamburger fry the night before to bring people in early. Ms. Padilla asked where the digital billboard was located. Mr. Lynn advised they will use the one facing south on Prince Street. They also used one in Littlefield last year. Ms. Tarson asked what percentage were new participants. Mr. Lynn advised they do have a group that are always in attendance. Normally 40% are repeat and the rest are new. Desert Cruzers are trying to recruit the younger generation to help the organization grow. Ms. Tarson asked what their best source of advertisement was. Mr. Lynn advised they have a couple of magazines, social media and a lot is word of mouth. Ms. Tarson asked if they put out flyers at other events. Mr. Lynn advised they do and they use Zip Printing. Ms. Tarson advised they are asking the requestors to consider how they are spending their money and how it was best spent. Ms. Padilla asked how the event was last year. Mr. Lynn advised they utilized the entire \$8,000 last year. The organization lost money last year even with 130 cars.

Mr. Martin advised one thing they have looked at is that an event should be decreasing their requests as they go on each year. Going forward the funding isn't there so they need to capture as much data as they can. Mr. Lynn advised their problem has been on the spectator side and keeping count of those in attendance. Mr. Martin suggested giveaways so they can have a count. Ms. Tarson suggested a QR code that would enter people into a drawing. Mr. Lynn advised that was something that could be accomplished.

### **Curry County Fair**

Request - \$45,350

Event Date – August 15-19, 2023

Mr. Messick advised they sent a survey to all of the vendors, but didn't get as much participation as they would have liked. They have 15 food vendors and 6 commercial vendors coming from out of town. Broken down that would be 126 room nights for vendors, 3 room nights for 4-H judges, and 24 room nights for rodeo producers and staff. Last year they had 123 contestants. With all that considered and the 5 room nights for the concerts they are looking at around 178 room nights, just on the production side. They will utilize the QR codes this year and will give the vendors a survey with their 2024 packet. They will also bring in a battle of the bands Friday night. They had one band from Roswell, one from Colorado and two from Texas last year. Thursday night will be Hispanic Heritage Night and they have a well known band coming in for that night. Saturday Night they will have Kevin Fowler in concert.

### **Gloves up Guns Down**

Request - \$9,000

Event Date – July 28-29, 2023

Mr. Sena advised this would be a two day event at the Events Center on July 28-29. They have teams coming from El Paso, Las Cruces, Hobbs, Roswell, Albuquerque, etc. They have 160

boxers coming in. This event outgrew Roy Walker and hopefully will be one of the biggest boxing events in Clovis. Ms. Padilla asked how many of the 155 registered were local. Mr. Sena advised 16 were local. He advised they should have 30-35 boughts a night. Ms. Tarson asked how they advertised to get the fighters that are already registered. Mr. Sena advised he advertised on facebook and from people that knew him. Mr. Lynn advised he knew it was short notice but this will be used to bring in spectators. Mr. Sena advised they had to turn people away at their last event because they were at capacity. Ms. Padilla asked how much tickets were. Mr. Sena advised they are \$20. Ms. Padilla asked when the weigh-ins were. Mr. Sena advised they would weigh in Thursday night.

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

Ms. Tarson advised they know the history and success of the fair. Mr. Messick has done a great job capturing information from the previous event. Mr. Martin advised this was an established event. He suggested \$25,000. Ms. Tarson advised she was leaning more towards \$30,000. Ms. Padilla advised each year they should be more self sufficient.

Mr. Martin advised Double Da\$h added more classes and more awards. Ms. Tarson advised everyone is going to be more cost effective in their overall spend.

Mr. Martin advised the lion's club event does use funds to help non profits.

Mr. Martin advised black pearl was a one day event but it was a new event.

Ms. Tarson advised Run to Hillcrest did well with \$8,000 last year. She suggested the same amount. Ms. Padilla suggested \$10,000 since they lost money last year. Mr. Martin advised his only concern with Gloves Up Guns Down was the time frame for recruitment, but it sounds like it will already be a good event.

	<b>Request</b>	<b>Recommendation</b>
Double Da\$h	\$10,615	\$5,000
Event Coordinator	\$35,000	\$35,000
Lions Club Spring Gun, Knife & Coin Show	\$6,225	\$5,000
Viva Mexico Idea De La Independencia	\$7,800	\$5,000
26 <sup>th</sup> Annual Run to Hillcrest	\$21,000	\$8,000
Curry County Fair	\$45,350	\$30,000
Gloves Up Guns Down	\$9,000	\$5,000
<b>TOTAL</b>	<b>\$134,990</b>	<b>\$93,000</b>

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

Mr. Howalt advised they were looking into air bnb's because the city are losing out on that lodger's tax.

Commissioner Garza advised this still has to go to the commission for final approval on July 20<sup>th</sup>.

**Agenda Item No. 6 – For the good of the order**

There being no further business to come before the committee the meeting adjourned at 6:32 p.m.