



## Lodger's Tax Advisory Board

~ Minutes ~

701 N. Main  
Clovis, NM 88101  
[www.cityofclovis.org](http://www.cityofclovis.org)

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September 12, 2023

5:30 p.m.

North Annex, Clovis-Carver Library

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### I) CALL TO ORDER

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

### II) ROLL CALL

**Present:** Thomas Martin  
Alfred Bryant  
Gail Tarson  
Juan Garza  
Stephen Rodriguez  
Latasha Padilla

**Others Present:** Justin Howalt, City Manager  
LeighAnn Melancon, Finance Director  
Vicki Reyes, Assistant City Clerk  
Members of the public

### III) APPROVAL OF MINUTES

#### III.1) Approval of minutes of July 12, 2023

[Cover Page](#)  
[071123 lodgers tax minutes.pdf](#)

**RESULT:** APPROVED [UNANIMOUS]  
**MOVER:** Gail Tarson  
**SECONDER:** Latasha Padilla  
**AYES:** Thomas Martin, Alfred Bryant, Gail Tarson, Juan Garza, Stephen Rodriguez, Latasha Padilla  
**NAYS:** None  
**ABSENT:** None

#### **IV) REVIEW OF APPLICATIONS FOR LODGER'S TAX FUNDS**

Mr. Howalt advised year to date amount available for distribution is \$437,020.72 and that includes an additional \$20,672.24 based off of the budgeted two months versus the actual two months that have come in so far. They allocated \$93,000 in July which leaves \$344,000. This evenings total requested amount is \$176,200. If they distributed the remaining \$344,000 amongst the remaining bi-monthly meetings that would leave \$68,000 for each month. If they awarded the total \$176,200 this evening that would leave them with \$167,820 for the year which is \$42,000 for each of the four meetings.

Ms. Tarson asked if the fire at Walmart would affect lodgers tax. Mr. Howalt advised it could impact due to employees that are in hotels. If they are there longer than 30 days they would not be required to pay lodger's tax. They are encouraging citizens to shop locally and purchasing online also brings in lodger's tax.

##### **Haunted Fair Grounds**

Request - \$7,550

Event Date - October 19-21, 2023

Mr. Messick advised they had anticipated between 600-800 guests over the two weekend period. They had 2,022 people through the gate last year. They will focus more on bringing people in from the outside. They built this as a fundraiser for organizations. Texico Booster Club received a check for \$5,900. CAFB received 8400 and ENMU received 2400. They also brought in donated pumpkins and the high plains humane society sold those as a fundraiser. The requested funds will help build this event from last year and outreach further out. They will advertise as an interactive fairground experience.

Mr. Martin asked for times of the event. Mr. Messick advised the High School Rodeo is the weekend of Halloween. So they will condense this from a two weekend to Thursday-Saturday a week before Halloween and the Halloween party the following Friday. It will be at 6:00 p.m. to 10:00 p.m.

Ms. Tarson asked if they gathered information on out of town attendees. Mr. Messick advised they tried to but he estimated 98% local. They are going to push for out of town attendees this year.

##### **Armed Forces Rodeo**

Request - \$15,000

Event Date - November 2-4, 2023

Mr. Messick advised this organization was founded in Clovis in 2000. They have gone to Oklahoma, Arizona and Topeka. Out of the 15 that submitted bids they narrowed it down to 3, Clovis, Missouri and Nevada. They decided on Clovis for the next 3 years. They had 229 members last year. Since announcing they moved to Clovis they have 338 members. The organization has blocked 60 rooms for that week and they anticipate 320 room nights with the additional attendees.

Ms. Padilla advised the budget breakdown and request is different. Mr. Lynn advised the organization would be adding in their own funding for the event.

Ms. Tarson asked if the QR questionnaire would be filled out before the event. Mr. Messick advised that would be part of their check in packet.

Ms. Padilla asked how many award saddles they would give out. Mr. Messick advised it was \$16,800 worth. He thought there were 15-16.

Ms. Tarson asked what radio stations they were going to advertise on. Mr. Messick advised they would ask the organization where their target audience was and would also advertise local.

### **Draggin Main**

Request - \$58,600

Event Date - June 16-22, 2024

Ms. Wilson advised they had five school reunions that occurred during Draggin Main this year. They had a 361,077 reach on Facebook and reached 50 states on their website visits.

Mr. Martin advised they have discussed making the event self sustaining. He asked if they charged for anything other than gearhead gathering. Ms. Wilson advised they don't have anywhere else they can charge.

Mr. Martin asked if there was a way to trace who comes to Clovis through advertising. Do the impressions mean anything. Ms. Wilson advised an increase in hotel rooms is the only way they could really see.

Commissioner Porter advised it costs to track the people that come to an event. It would be worth doing it, but they have been focused on using funds from a marketing standpoint. Mr. Martin asked if this was something Lodger's Tax could purchase and then everyone could use. Mr. Howalt advised there was a company that would ping cell phones and track the location. The software is around \$30,000 annually and is something they have discussed with different organizations and splitting that cost. Ms. Tarson asked if whoever purchased it could use the program all year. Mr. Howalt advised if this was something that the board thought it was a good purchase it would come out of the funds they have to distribute annually.

### **Clovis Music Festival**

Request - \$40,000

Event Date - April 12-13, 2024

Ms. Tipton advised they are close to signing entertainment and will have country and rock. Albuquerque was their top city.

Commissioner Garza asked which theaters they were going to advertise on. Ms. Tipton advised they would advertise with Allen Theaters and then would choose others. Ms. Padilla asked what the promotional giveaways were. Ms. Tipton advised mugs, hats, etc.

Mr. Bryant asked where the billboards would be. Ms. Tipton advised they would have digital billboards in Clovis and out of state. Mr. Bryant asked if they could cut costs if they didn't put billboards in

Clovis. He didn't see any need for the ones in Clovis. Ms. Tipton advised it helps for anyone out of town that is staying in Clovis.

Ms. Tarson advised it would be good to list where they are going to utilize the advertising.

Mr. Howalt asked if there was a way to put a question in asking people how they heard about the event before they can purchase the ticket. Ms. Tipton advised she could do that.

### **2024 community profile**

Request - \$10,000

Ms. Tipton advised the book is designed to encourage people to eat, sleep and play in Clovis. This is also online. They gave out 2600 bags this year.

Mr. Howalt asked if they get feedback from the chambers that receive profiles. Ms. Tipton advised she does get phone calls from chambers that request profiles.

### **Christmas Light Parade**

Request - \$16,500

Event Date - December 2, 2023

Ms. Spear advised this was the largest Christmas parade held in New Mexico. They are working on more advertising with Cannon and are encouraging them to bring their floats from their parade. They also work with Portales and encourage participation from them since their parade is Friday night. There are usually 90 floats and about 15%-20% are from out of town. They will expand marketing this year to Cannon, Spotify, Snapchat, Google and Pandora.

They will have less smaller signs but would like to purchase two new banners to place at 7th and Main and on 60/84. They also partnered with the schools to put signage there.

Ms. Padilla asked what the registration fee was. Ms. Spear advised it was a \$10 donation. Ms. Tarson asked where funds come from. Ms. Spear advised Lodger's Tax and sponsorships.

Ms. Spear advised they have free photos with Santa at the Railroad Park that are posted on the MainStreet Facebook with the city logo and they have story time and crafts at the library prior to the parade. They also had 24 businesses open for an open house that day.

### **Halloween on Main - Boos & Brews**

Request - \$6,550

Event Date - October 27, 2023

Ms. Spear advised this year is the 6th annual Boos & Brews. They want to encourage people to come to Clovis to visit the fairgrounds for the Halloween Party as well as the pub crawl since it is the same weekend.

Ms. Spear advised 11% of ticket sales were from out of town and meeting with people she found that they did have some out of town visitors.

### **Cultural Arts Series**

Request - \$9,500

Event Date - September 2023 - April 2024

Ms. Mendoza advised this is their 22nd season of performances. They have 8-9 performances and will have four outreaches. They will open on September 27th at Marshall.

Ms. Tarson asked if they have tracked how many people are coming from out of town. Ms. Mendoza advised it was hard for them to track but they would try more with QR codes this year.

### **Holiday Bazaar**

Request - \$12,500

Event Date - November 11 & 12, 2023

Ms. Stevens advised this will be November 11th and 12th. This is a free community event. They usually have around 3,000 people over the 2 days. They will advertise with Lonestar which covers Amarillo and Lubbock as well as local radio. The promotional items will be purchased through Sir Logo.

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

Mr. Howalt advised adding up the events that haven't come to the board yet that would total \$119,000 which would only leave \$40,000 for three meetings.

Ms. Tarson advised everyone is asking for more and the intention was for these events to be self sufficient. The requests should be reducing.

Mr. Martin advised he understood they all want to grow their events but when they don't have the budget they will have to make the difficult decisions.

Mr. Martin advised they need to look at how efficient and affective the marketing dollars are.

Commissioner Garza advised when promoting an event they have to spend money to bring people in. Ms. Tarson advised she was looking at the events that bring people in for overnight stays. Commissioner Garza advised they can't say no to someone because they can't monitor how many people stay the night. Mr. Martin advised if they don't have the budget to fund the requests they can't help that.

Commissioner Porter advised they believe the ask is justified and they applied early to get a portion from this quarter and then could come back to ask for more later if possible. Mr. Martin advised just this budget is \$68,000.

Ms. Tarson advised they have advertised with less than requested in the past. Mr. Martin advised this was the biggest event they have in Clovis. Ms. Tarson advised they also expect these events to fund themselves.

Ms. Spear advised the increase was for larger banners because their current ones are in need of repair. They can cut costs in other areas if need be.

Ms. Padilla advised the cultural arts series does bring in a lot of rooms. Mr. Howalt advised the last time they were awarded funds they did not request reimbursement. They have not utilized the funds that have been awarded in the past.

Mr. Howalt advised the revenues are not decreasing but they are getting more requests with larger amounts.

Ms. Tarson advised they need to understand that this cannot be part of their main budget.

	<b>Request</b>	<b>Recommendation</b>
Haunted Fair Grounds	\$ 7,500	\$ 3,000
Armed Forces Rodeo	\$15,000	\$ 7,500
Draggin Main	\$58,600	\$40,000
Clovis Music Festival	\$40,000	\$20,000
2024 Community Profile	\$10,000	\$ 5,000
Christmas Light Parade	\$16,500	\$ 8,000
Boos & Brews	\$ 5,000	\$ 3,000
2023-2024 Cultural Arts Series	\$ 9,500	\$ 3,000
Holiday Bazaar	\$12,500	\$ 4,000
<b>TOTAL</b>	<b>\$176,200</b>	<b>\$93,500</b>

**RESULT:**      **APPROVED [UNANIMOUS]**

**MOVER:**      Alfred Bryant

**SECONDER:** Stephen Rodriguez

**AYES:**      Thomas Martin, Alfred Bryant, Gail Tarson, Juan Garza, Stephen Rodriguez, Latasha Padilla

**NAYS:**      None

**ABSENT:**    None

**V)      FOR THE GOOD OF THE ORDER**

None.

**VI)      ADJOURNMENT**

There being no further business to come before the board the meeting adjourned at 7:20 p.m.

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Chairman

SEAL  
(ATTEST)

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City Clerk