

**MEETING OF THE LODGERS' TAX BOARD
WEDNESDAY, SEPTEMBER 25, 2013 5:15 P.M.
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

PRESENT: Chairman Kallie Richards, Members Maria Valencia, Robbie Roberts and Lisa Spears

NOT PRESENT: Member Shannon Pettigrew

ALSO PRESENT: City Manager James Williams, Assistant City Manager Jared Cobb, City Clerk Carol Ann Hogue, Finance Director Mashell Stephens and Administrative Assistant Imelda Gutierrez.

CALL TO ORDER: The meeting was called to order by Chairman Richards at 5:20 p.m.

APPROVAL OF MINUTES OF JUNE 26, 2013: Member Valencia moved to approve the minutes of June 26, 2013. Member Spears seconded. Motion was approved.

REQUEST FROM LEA COUNTY MUSEUM: Lea County Museum Director Jim Harris addressed the members to request \$10,000 for the fourth quarter of 2013. Mr. Harris indicated that funds would be used for upcoming cost for advertisement for fall concerts and programs. Including the Will Banister Concert, Fall Fiesta on September 28th, Tim Keller Art Show on August 9th – November 14th, Carol Hammond Art Show on November 15, Halloween at the Museum, Christmas at the Museum, Columnist Sherry Robinson power point presentation on Apache Indians in Lea County, and Annual Athletic Hall of Fame Induction and Dinner.

REQUEST FROM WILD BUNCH TOURNAMENT: Alfredo Gomez addressed the members to request \$3,000 for the fourth quarter of 2013. Mr. Gomez gave thanks to the City Manager Williams for the great crew he has at the Recreation Department and good job done at the softball fields. The funds would be used to purchase t-shirts for the teams. The tournament will take place November 9-10, 2013.

REQUEST FROM LOVINGTON MAINSTREET: Lovington MainStreet Director Tabatha Lawson addressed the members to request \$12,062 for the fourth quarter of 2013 to host the 2nd Annual Lovington Downtown Farmer's Market. This draws participants from Lovington, Hobbs, Tatum, Seminole and a couple from New York. The markets are being held every Saturday from 8a.m. to noon and will continue through October of this year. They have added a Sidewalk Sale Promotion, 3rd Annual Halloween on the Plaza, Shop Local Holiday Campaign on October 26th, Decorations for the Historic Downtown District, Christmas on the Plaza, Annual Electric Light Parade, and Light Up Lea County. A pumpkin contest in the downtown district and the winner will win \$50 to shop in the downtown businesses.

REQUEST FROM LOVINGTON CHAMBER OF COMMERCE: Lovington Chamber Executive Director RaeLynn Stuart addressed the members to request \$8,000 for the fourth quarter of 2013. Mrs. Stuart indicated that \$3,000 is for Upkeep of the Visitor Center (1,000/month), \$3,500 for the Fall Arts & Crafts Show Advertising to recruit more vendors, and \$1,500 for the Christmas Light Parade Advertising on December 12th.

OTHER COMMENTS: Member Roberts suggested to have some guidelines and prioritize and have a mission on what the City expects and where the money should be spent either on lodging, food, or shopping. City Manager Williams stated that a mission would be great idea and maybe have a survey for all people who attend all events. Chairman Richards asked Jim Harris for an itemized statement for all the events he requested.

ACTION: Member Robbie so moved to allocate two-thirds of the request submitted.

Lea County Museum- Jim Harris	\$ 6,667.00
Wild Bunch Tournament- Alfredo Gomez	\$ 2,000.00
Lovington MainStreet- Tabatha Lawson	\$ 8,042.00
Lovington Chamber of Commerce- RaeLynn Stuart	\$ 5,334.00

Total: \$ 22,043.00

Member Valencia seconded. Motion was approved.

ADJOURNMENT:

There being no further business, Chairman Richards moved for adjournment. Member Roberts seconded. Motion carried unanimously. Meeting adjourned at 6:15 p.m.

APPROVED: _____
KALLIE RICHARDS, CHAIRMAN

ATTEST: _____
CAROL ANN HOGUE, CITY CLERK

City of Lovington (New)
Standard General Ledger
From 9/1/2013 Through 11/30/2013

Session Date	Document Description	Transaction Description	Name	Debit	Credit
			Opening Balance	17,461.20	
9/16/2013	Western Inn	Lodger's Tax for August 2013		319.65	
9/17/2013	Reimb Museum for Quarter June-Sept, 2013-Lodgers Tax	Reimb Museum for Quarter June-Sept, 2013-Lodgers Tax	Lea County Museum		6,000.00
9/17/2013	Reimb Museum for Quarter June-Sept, 2013-Lodgers Tax	Reimb Museum for Quarter June-Sept, 2013-Lodgers Tax	Lea County Museum		6,000.00
9/17/2013	Reimb Museum for Quarter June-Sept, 2013-Lodgers Tax	Reimb Museum for Quarter June-Sept, 2013-Lodgers Tax	Lea County Museum	6,000.00	
9/17/2013	Reimb Museum for Quarter June-Sept, 2013-Lodgers Tax	Reimb Museum for Quarter June-Sept, 2013-Lodgers Tax	Lea County Museum		6,000.00
9/17/2013	Reimb Museum for Quarter June-Sept, 2013-Lodgers Tax	Reimb Museum for Quarter June-Sept, 2013-Lodgers Tax	Lea County Museum	6,000.00	
9/17/2013	Mack's Motel	Lodger's Tax for August 2013		636.95	
9/18/2013	Lodgers Tax-Visitor Upkeep Sept 2013	Lodgers Tax-Visitor Upkeep Sept 2013	Lovington Chamber of Commerce		1,000.00
9/20/2013	South Plains Investors/DBA Lovington Inn	Lodger's Tax for August 2013		4,158.85	
9/23/2013	Budget 7 Motel	Lodger's Tax for August 2013		433.55	
10/3/2013	Lodgers Tax-Advertising Explore Magazine	Lodgers Tax-Advertising Explore Magazine	Clovis Media Inc		543.10
10/9/2013	Western Inn	Lodger's Tax for September 2013		424.95	
10/15/2013	Lodgers Tax-3rd Qtr Advertising	Lodgers Tax-3rd Qtr Advertising	Lovington Main Street		3,642.91
10/15/2013	South Plains Investors DBA/Lovington Inn	Lodger's Tax for September 2013		3,433.21	
10/16/2013	Lodger Tax-Vistor Up-Keep Oct 2013	Lodger Tax-Vistor Up-Keep Oct 2013	Lovington Chamber of Commerce		1,000.00
10/21/2013	Mack's Motel	Lodger's Tax for September 2013		682.20	
10/23/2013	Lodgers Tax-Advertising for Softball Oct 2013	Lodgers Tax-Advertising for Softball Oct 2013	Alfredo Gomez		2,000.00
10/23/2013	Museum Lodgers Tax-Reimb 2nd Quarter	Museum Lodgers Tax-Reimb 2nd Quarter	Lea County Museum		4,021.79
10/23/2013	Budget 7 Motel	Lodger's Tax for September 2013		354.00	
10/28/2013	Pyburn House	Lodger's Tax for July, August, September 2013		106.55	
11/7/2013	Lodgers Tax-Advertising Fall Festival	Lodgers Tax-Advertising Fall Festival	Artesia Daily Press		275.97
11/7/2013	Lodgers Tax-Advertising Arts/Crafts Oct 2013	Lodgers Tax-Advertising Arts/Crafts Oct 2013	Lovington Leader		350.00
11/7/2013	Lodgers Tax-Vistor Upkeep Nov 2013	Lodgers Tax-Vistor Upkeep Nov 2013	Lovington Chamber of Commerce		1,000.00
11/7/2013	Lodgers Tax-Advertising Arts/Crafts	Lodgers Tax-Advertising Arts/Crafts	KLEA Radio		300.00
11/14/2013	South Plains Investors, LLC DBA Lovington Inn	Lodger's Tax for October 2013		4,065.89	
11/21/2013	Mack's Motel	Lodger's Tax for October 2013		811.85	
11/25/2013	Budget 7 Motel	Lodger's Tax for October 2013		448.85	
11/25/2013	Lodgers Tax-Advertising Fall Festival	Lodgers Tax-Advertising Fall Festival	Noalmark Broadcasting Corp.		170.90
11/25/2013	Lodgers Tax-Advertising Fall Festival	Lodgers Tax-Advertising Fall Festival	Noalmark Broadcasting Corp.		170.90
			Transaction Total	27,876.50	32,475.57

City of Lovington (New)
 Standard General Ledger
 From 9/1/2013 Through 11/30/2013

<u>Session Date</u>	<u>Document Description</u>	<u>Transaction Description</u>	<u>Name</u>	<u>Debit</u>	<u>Credit</u>
	Report Opening/Current Balance			17,461.20	0.00
	Report Transaction Totals			27,876.50	32,475.57
	Report Current Balances			45,337.70	32,475.57
	Report Difference			12,862.13	



201 South Main Street
Lovington, New Mexico 88260
Business: (575) 396-5311
Facsimile: (575) 396-2823

December 2, 2013

Lovington Lodgers' Tax Board
PO Box 1268
Lovington, NM 88260

Dear Board Members:

Please find the attached request for future funding to be utilized by the Lovington Chamber of Commerce by promoting tourism in Lovington and throughout Lea County.

The money allocated for the Visit Center Upkeep will be used for in house printing and publishing of the Relocation and Visitor's Packets distributed. These materials are to be used to generate interest and enhancing economic and business growth.

Thank you for your time and consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Stuart".

RaeLynn Stuart
Executive Director
Lovington Chamber of Commerce



201 South Main Street
Lovington, New Mexico 88260
Business: (575) 396-5311
Facsimile: (575) 396-2823

December 2, 2013

Lodgers' Tax Request January-March, 2014

Program & Activities Request

- \$3,000 Upkeep of the Visitor Center (\$1,000/month)

Total - \$3,000

Dear, board members I'm Alfredo Gomez with the Wildbunch softball. A new year is fast approaching and soon it will be time for the start of the softball season. The tournament in November brought in 20 teams from the surrounding areas such as southeast nm and west tx We continue to grow and put Lovington on the map. This year we are gonna expand into two different division in mens which will bring an average of atleast 8 more teams to Lovington We are hoping to have an estimate of 20 to 28 teams coming in for this tournament. teams that come to play usually have a roster of 15 to 16 players plus their families i think this event does put alot of exposure for the great city of lovington and the bussniess here. When I talk with and welcome the teams that come play these events they always ask when the next tournament is and that they like the people and the atmoshere here and are always ready to come back to lovington. Togehter with the lodgers tax board and the great city of Lovington we can "Make it happen."

This year for the 5th annual wildbunch opener I am requesting \$3480 in funding for the cost of t-shirts. The tournament is set for March 15 & 16 of 2014

T-shirts: 140 total	
20 – 3X @ \$27 each	\$540
20 – 2X @ \$27 each	\$540
25 – XL @ \$24 each	\$ 600
25 – L @ \$24 each	\$ 600
25 – M @ 24 each	\$600
25 – S @ 24 each	\$600

**This includes a two color screen print on all t-shirts
Includes Lovington Lodgers Tax and City of Lovington on t-shirts**

Total \$3480

**Thank you for your support
Alfredo Gomez
Wildbunch Softball**

LEA COUNTY MUSEUM
EXPERIENCE THE HISTORY OF SOUTHEAST NEW MEXICO

Dec. 19, 2013

Lovington Lodger's Tax Board
City Hall
Lovington, New Mexico

Dear Board Members,

For the next quarter, January through March of 2014, I am requesting **\$15,000** from the Lovington Lodgers Tax to advertise a number of programs, including four concerts, an open-mike talent night, the openings of several new art shows, the grand opening of new exhibits, and the New Mexico-Texas Challenge Marathon.

All of these programs are designed to bring a significant number of individuals from outside of Lovington into town and to bring Lovington residents into the center of the community.

In 2012 the Lea County Museum had 13,087 visitors, approximately half of those at the summer concerts and programs.

Thank you for supporting advertising for the Lea County Museum's many programs.

And thank you for considering this request.

Sincerely,



Jim Harris
Director

103 South Love St., Lovington, NM 88260
575-396-4805, email: leacomuseum@leaco.net, www.leacountymuseum.org

Newspaper Ad Costs

Lovington Leader:

2 col. x 8 " = \$120

1/4 page = \$224

1/2 page = \$441

Hobbs News sun

2 col. 8 " = \$128

1/4 page = \$258

1/2 page = \$516

Lea County Programs January-April, 2014

1. Wayne Salzmann Concert
 - (1) Leader: $6 \times \$120 = \720
 - (2) N-Sun: $12 \times \$128 = \1280

2. W.C. Jameson Concert
 - (1) Leader: $6 \times \$120 = \720
 - (2) N-Sun: $12 \times \$128 = \1280

3. Anthony Ray Wright Concert
 - (1) Leader: $6 \times \$120 = \720
 - (2) N-Sun: $12 \times \$128 = \1280

4. Buck Vandemeer at the Hammond Organ Concert
 - (1) Leader: $6 \times \$120 = \720
 - (2) N-Sun: $12 \times \$128 = \1280

5. New Mexico Texas Challenge Marathon
 - (1) Leader: $4 \times \$224 = \896
 - (2) N-Sun: $6 \times \$228 = \1648

6. Joan McMahan Animal Art Show Opens

(1) Leader: 6 x \$120 = \$720

(2) N-Sun: 12 x \$128 = \$1280

7. David Sadler Art Opening

(1) Leader: 6 x \$120 = \$720

(2) N-Sun: 12 x \$128 = \$1280

8. Veterans-Military Exhibit Grand Opening

(1) Leader: 6 x \$120 = \$720

(2) N-Sun: 12 x \$128 = \$1280

9. Lane-Johnson Room Exhibit Opening

(1) Leader: 6 x \$120 = \$720

(2) N-Sun: 12 x \$128 = \$1280

10. Local Talent Night at the Town Hall

(1) Leader: 6 x \$120 = \$720

(2) N-Sun: 12 x \$128 = \$1280

**TOTAL
NEWSPAPER:**

\$20,544.00

Museum Uses Radio Ads

Lovington
Hobbs
Brownfield
Seminole
Andrews
Lubbock
Portales
Artesia
Levelland

OnLine Advertising

**NEW MEXICO-TEXAS
CHALLENGE
MARATHON**

April 19, 2014

Advertising in area newspapers

and

Runners World

Texas Runner Triathlete News

Flyers in these Marathons

**Dallas
Ft. Worth
Houston
San Antonio**

4TH ANNUAL

NEW MEXICO TEXAS CHALLENGE MARATHON HALF MARATHON/10K/5K



SATURDAY, APRIL 19, 2014 ☆ HOBBS/LOVINGTON, NM



**FOR MORE
INFO**

Jim Harris (575) 396-4805 ☆ leacomuseum@leaco.net
www.nmtexchallengemarathon.com

SPONSORS

University of
the Southwest

New Mexico
Junior College

Lea County
Museum



P.O. Box 1418
201 S. Main Street
Lovington, NM 88260
Ph. 575-396-1418
director@lovingtonmainstreet.org
www.lovingtonmainstreet.org

December 11, 2013

Dear Members of Lovington Lodger's Tax Committee:

As you know, Lovington MainStreet has been extremely busy this past year, serving as the catalyst for beautifying and revitalizing Historic Downtown Lovington. We are excited about several additional endeavors planned for 2014, and would like to thank you in advance for your continued support.

For many years Lovington MainStreet has sponsored an Annual Beautification Day. This has been a hugely positive event in fostering cooperative community involvement and city improvement. The Beautification Day serves as the major clean-up date for Lovington, helping to greatly reduce the amount of litter in our community. Last year, we partnered with Comcast & The Lovington Public Library and were able to enlist the help of nearly 200 volunteers!

As last year, we wish to again expand on our efforts, with greater promotional activities to better inform the community of the event and seek greater participation from area organizations and individuals. We are requesting promotional funding for this event in the First Quarter, as it actually occurs very early in the Second Quarter. The majority of the advertising efforts will be made during February & March of 2014. It is our hope that this Lovington Beautification Day will be the largest and most successful to date.

Lovington MainStreet has been working diligently toward a new "Brand" for our Organization, which is representative of our entire Downtown District and the community as a whole. We hope to have this finalized in January and begin our marketing efforts in early 2014. We are also requesting funds to help cover the cost of our Tri-Fold Brochures. These are valuable tools to help inform the community of not only Lovington MainStreet's presence, but also educate the public about the Vision, Goals, and Achievements of our organization.

As you are aware, Lovington MainStreet has recently formed the Lea County Foundation for the Arts. This Foundation is purchasing and renovating the Historic Lea Theatre. The theatre will serve as a cinema for the community, as well as a performing arts center. We would like to request funding to begin promotion of the Lea Theatre, and the hosting of a Fundraising Event.

Lastly, Lovington MainStreet will be hosting a series of four concerts during the months of June, July, August and September. We would like to request funding to begin promoting these events this quarter, as has been done in the past.

The detailed budget below reflects promotional expenses that will be incurred during the first quarter of 2013.

Beautification Day

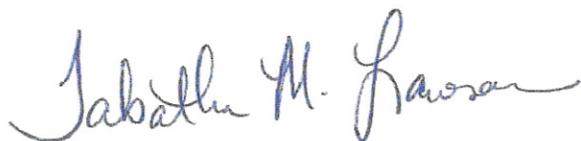
Newspaper Ads (Lovington Leader):	4 @ \$189/each	\$756
Social Media Ads (Facebook)		\$100
Radio Ads (KLEA):	20 @ \$8/each	\$160

Lovington MainStreet 2013 Board of Directors: President Connie Sevier • Vice President Alice Mainello • Secretary Kallie Windsor • Rachel Gallagher • Dianna Luce • Donna Williamson • Anna Bruehart • Pat Wise

Radio Ads (W105):	20@ \$10/each	\$200
Mailers:	100	\$50
Posters (11X17):	50@\$10/each	\$500
Postage:		<u>\$25</u>
	Total	\$1791
Tri-Fold Informational Brochures:	250	\$250
Full Page Ad in Chamber Banquet Program	1	\$150
Theatre Promotion		
Newspaper Ads (Lovington Leader):	5@\$189/each	\$945
Newspaper Ads (Hobbs News-Sun):	5@\$200/each	\$1,000
Social Media Ads (Facebook):		\$100
Radio Ads (KLEA):	20@\$8/each	\$160
Radio Ads (W105):	20@\$10/each	\$200
Radio Ads (Noalmark):	25@\$8/each	\$200
Posters (11x17):	50@\$10/each	\$500
Mailers:	500	\$250
Postage:		\$150
	Total	\$3,505
Summer Concert Series:		
Magazine Ad (New Mexico Magazine):	1@\$1,212/each	\$1,212
Enchantment Magazine	¼ page @\$591/month	\$1,773
Social Media Advertising (Facebook)	\$100/month	<u>\$300</u>
	Total	\$3,285
Total Requested Amount		\$8,981

We appreciate your continued support of Lovington MainStreet and our efforts to make Lovington a better place to live and prosper.

Sincerely,



Tabatha M. Lawson
Executive Director