

**CITY OF LOVINGTON**  
**LODGER'S TAX BOARD MEETING**  
WEDNESDAY, SEPTEMBER 25, 2013 @ 5:15 P.M.  
TO BE HELD AT 214 S. LOVE STREET

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**AGENDA**

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**OPEN MEETING**

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**Call to Order**

**Consideration of Approval of the Minutes of June 26, 2013**

**ACTION ITEMS**

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<b>Request from Lea County Museum – Jim Harris</b>	<b>TAB 1</b>
<b>Request from Wild Bunch Tournament – Alfredo Gomez</b>	<b>TAB 2</b>
<b>Request from Lovington Main Street – Tabatha Lawson</b>	<b>TAB 3</b>
<b>Request from Lovington Chamber of Commerce – RaeLynn Stuart</b>	<b>TAB 4</b>
<b>Lodger's Tax Financial Report</b>	<b>TAB 5</b>

**PUBLIC COMMENT**

**ADJOURNMENT**

**MEETING OF THE LODGERS' TAX BOARD  
WEDNESDAY, JUNE 26, 2013 5:15 P.M.  
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

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

**NOT PRESENT:** Members Robbie Roberts and 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 5:45 p.m. due to a delay of a member for personal reasons.

**APPROVAL OF AGENDA:** Chairman Richards called for a motion to approve agenda as submitted. Member Spears so moved to amend the agenda to add a request from Lea County Museum. Member Valencia seconded. Motion was approved.

**APPROVAL OF REGULAR MEETING MARCH 20, 2013 MINUTES:** Member Valencia moved to approve the minutes of March 20, 2013. Member Spears seconded. Motion was approved.

**REQUEST FROM LOVINGTON CHAMBER OF COMMERCE:** Lovington Chamber Executive Director RaeLynn Stuart addressed the members to request \$7,000 for the third quarter of 2013. Executive Director Stuart indicated that \$3,000 is for Upkeep of the Visitor Center (1,000/month) that will be used for in house printing and publishing of the Relocation and Visitor's Packets distribution. Other funds will be allocated for Advertising of Events and Lovington Promotional Items for Visitors.

**REQUEST FROM LOVINGTON MAINSTREET:** Lovington MainStreet Director Tabatha Lawson addressed the members to request \$9,987 for the third quarter of 2013 to host the 2<sup>nd</sup> Annual Lovington Downtown Farmer's Market. This draws participants from Lovington, Hobbs, Tatum, Seminole and visitors from other states. The markets are being held every Saturday from 8a.m. to noon and will continue through October of this year. They have added a weekly Story Time for Children and entertainment to the markets in order to make them regular "family outings." Nor Lea General Hospital District is partnering to widen the impact of the Lovington Downtown Farmer's Market for vendors and consumers in the community. Another event that will be hosted by Lovington MainStreet is a Sidewalk Sale Promotion during the week of August 2-10, 2013. The downtown businesses and LDFM vendors are holding a campaign to encourage people to shop in the Historic Downtown Lovington. This will bring outside dollars to Lovington and keep local money downtown as patrons shop for Back -to- School, Fair & Rodeo, dining, groceries, crafts, etc. The funds will begin the promotion of the "Halloween on the Plaza" during late September.

**REQUEST FROM LEA COUNTY MUSEUM:** Lea County Museum Director Jim Harris addressed the members to request \$10,000 for the third quarter of 2013. Mr. Harris indicated that funds would be used for upcoming cost for advertisement for summer concerts and programs. Including the Bobby Flores Band Concert on July 13th, Billy Joe Shaver Concert on August 17th, Till Keller Art Show on August 9<sup>th</sup> – November 14th, Carol Hammond Art Show on November 15<sup>th</sup> and the Hispanic Heritage Celebration in September. Book Launchings and signings will be announced later.

**ACTION:** Member Spears moved to allocate as follows:  
Lovington Chamber of Commerce \$5,000; Lovington MainStreet \$8,500; and Lea County Museum \$8,500. Member Valencia seconded. Member Spears moved to withdraw the motion and to allocate as follows:

Lovington Chamber of Commerce	\$ 5,600.00
Lovington MainStreet	\$ 8,000.00
<u>Lea County Museum</u>	<u>\$ 8,000.00</u>
Total:	<u>\$ 21,600.00</u>

Member Valencia seconded. Motion was approved.

**ADJOURNMENT:**

There being no further business, Chairman Richards moved for adjournment. Member Spears seconded. Motion carried unanimously. Meeting adjourned at 6:10 p.m.

**APPROVED:** \_\_\_\_\_  
**KALLIE RICHARDS, CHAIRMAN**

**ATTEST:** \_\_\_\_\_  
**CAROL ANN HOGUE, CITY CLERK**

**LEA COUNTY MUSEUM**  
**EXPERIENCE THE HISTORY OF SOUTHEAST NEW MEXICO**

Sept. 25, 2013

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

Dear Board Members,

For the next quarter, July through Sept. of 2013, I am requesting **\$10,000** from the Lovington Lodgers Tax to advertise a number of programs, including (1) the Will Banister Concert; (2) the Fall Fiesta; (3.) the Tim Keller Art Show; (4) the opening for the Carol Hammond Art Show; (5) the New Mexico Texas Challenge Marathon; (6) a local talent night for musicians and singers; (7) Halloween at the Museum; (8) Christmas at the Museum; (9) Columnist Sherry Robinson. power point presentation on Apache Indians in Lea County; and (10) annual Athletic Hall of Fame Induction and Dinner.

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

## **Lea County Programs September-December, 2013**

1. Will Banister Concert
2. Fall Fiesta
3. Tim Keller Art Show
4. the opening for the Carol Hammond Art Show
5. New Mexico Texas Challenge Marathon
6. local talent night for musicians and singers
7. Halloween at the Museum
8. Christmas at the Museum
9. Columnist Sherry Robinson power point presentation on Apache Indians in Lea County
10. Annual Athletic Hall of Fame Induction and Dinner.

4TH ANNUAL

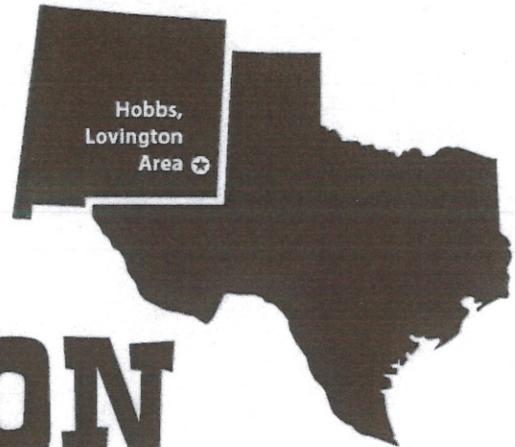
# NEW MEXICO

# 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](http://www.nmtexchallengemarathon.com)

**SPONSORS**

University of  
the Southwest

New Mexico  
Junior College

Lea County  
Museum

# Fall Fiesta & Independencia Celebracion



**San Francisco &  
Rebeldia Norteña  
Bands**



**Sat., Sept. 28 ~ 7 p.m.**

**Free Family Entertainment**

*Matachines Dancers ~ Folklorico ~ Snacks & Drinks*

Chairs Available but bring your lawn chairs for under the stars seating

**Lea County Museum Pavilion**

**Across from the Courthouse**

**More Info: 575-396-4805**

# *Eastern Plain*

*Photographs by Tim Keller*  
**Including New Photographs  
of Lea County, New Mexico**



Giles Lee

## **Opening Reception**

*Meet the Photographer*

*Refreshments Served*

**6~8 p.m. ~ Friday, August 9**

**Lea County Museum's Art Gallery**

**114 E. Central Street**

**(Across from the Courthouse)**

**Lovington**

**MORE INFO: LEA COUNTY MUSEUM  
396-4805**

## Lodgers Tax Request for Wildbunch "Fall Brawl" Tournament

T-shirts: 120 total

20 - 3x @ \$27 each	\$540
20 - 2x @ \$27 each	\$540
20 - XL @ \$24 each	\$480
20 - L @ \$24 each	\$480
20 - M @ \$24 each	\$480
20 - S @ \$24 each	\$480

This includes a two color screen print on all t-shirts

50 golf size towels @ \$10 each \$500

This includes a one color screen print on all towels

Total \$3500.00

We are requesting \$3000.00 from Lodgers Tax  
4th Annual Wildbunch "Fall Brawl" Tournament Lovington, NM 2013  
Thank you, we appreciate the help from the city of Lovington

Alfredo Gomez  
Wildbunch Softball



P.O. Box 1418  
201 S. Main Street  
Lovington, NM 88260  
Ph. 575-396-1418  
director@lovingtonmainstreet.org  
[www.lovingtonmainstreet.org](http://www.lovingtonmainstreet.org)

September 18, 2013

Dear Members of Lovington Lodger's Tax Committee:

Lovington MainStreet is excited about several events/promotions we will be hosting this Quarter (October 1-December 31, 2013.) The 2nd Annual Lovington Downtown Farmers' Markets is in full swing and has proven to be an extremely successful weekly event. LDFM draws customers from Lovington, Tatum, Hobbs, Seminole and visitors from other states. The markets are being held every Saturday from 8 am to Noon through October 26. We are requesting funding to continue promoting the event for the four (4) remaining markets this season.

Lovington MainStreet will be hosting a Sidewalk Sale Promotion during the final Farmers' Market on October 26. We will partner with downtown businesses and LDFM vendors to hold a campaign encouraging people to shop in Historic Downtown Lovington. We will ask business owners to be open during the specified time(s) and encourage them to have sales/incentives within their stores, along with a community pumpkin decorating contest and Fall-Themed events. The winners of the contest will be awarded with Downtown Dollars, which must be spent in local businesses. The Sidewalk Sale Campaign will bring outside dollars to Lovington and keep local money downtown as patrons shop for football, Fall, Halloween, Thanksgiving and possibly early Christmas items.

On October 31, Lovington MainStreet will host the 3<sup>rd</sup> Annual Halloween On the Plaza. Local merchants and organizations set up booths around the Lea County Courthouse and distribute candy to local children. This event has grown each year, attracting over 5,000 people in 2012!

During November, Lovington MainStreet works hard to decorate the storefronts in the Historic Downtown District, as well as Fran Atchley Plaza and a Community Christmas Tree on the Courthouse lawn. We encourage local businesses to participate in the decorating and Holiday festivities as well. During late November to mid-December, we will be partnering with New Mexico MainStreet and the downtown Lovington Businesses to promote a Shop Local Holiday Campaign. We will provide advertising for participating businesses that are willing to offer promotions and sales to the community.

Lovington MainStreet will partner with the Lovington Chamber of Commerce and the Lea County Museum to provide cookies and cocoa to the community on the evening of the Annual Electric Light Parade. We are also partnering with Lea County to co-host the ice-skating event, Light Up Lea County. This three-day event brought thousands of people downtown last year and expected to be even larger in 2013.

Lovington MainStreet has expanded our promotional efforts this year to better inform the community of each event and seek more participation from individuals and area organizations. So far, each LMS event hosted in 2013 has been the biggest to date!

The detailed budget below reflects promotional expenses that will be incurred during the fourth quarter of 2013 for each of the events explained above.

**Lovington Downtown Farmers' Market**

Newspaper Ads (Lovington Leader):	4@\$189/each	\$756
Newspaper Ads (Hobbs News-Sun):	4@\$200/each	\$800
Radio Ads (KLEA):	50@\$10/each	\$500
Radio Ads (MTD Radio):	50@\$10/each	\$500
Radio Ads (Noalmark):	50@\$10/each	\$500

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

Social Media Advertising:	26@\$10/day	<u>\$260</u>
	Total	\$3,316
<b>Sidewalk Sale Promotion</b>		
Newspaper Ads (Lovington Leader):	4@\$125/each	\$500
Newspaper Ads (Hobbs News-Sun):	4@\$125/each	\$500
Radio Ads (Noalmark):	25@\$10/each	\$250
Radio Ads (KLEA):	25@\$10/each	\$250
Radio Ads (W105):	25@\$10/each	\$250
Posters:	50@\$2.50/each	\$125
Flyers:	500	\$205
Social Media Advertising:	10@\$10/day	<u>\$100</u>
	Total	\$2,180
<b>Halloween On the Plaza</b>		
Newspaper Ads (Lovington Leader):	4@\$189/each	\$756
Radio Ads (KLEA):	30@\$10/each	\$300
Radio Ads (MTD Radio):	30@\$10/each	\$300
Social Media Advertising	10@\$10/day	<u>\$100</u>
	Total	\$1,456
<b>Shop Local Holiday Campaign</b>		
Newspaper Ads (Lovington Leader):	6@\$125/each	\$750
Newspaper Ads (Hobbs News-Sun):	6@\$125/each	\$750
Radio Ads (Noalmark):	30@\$10/each	\$300
Radio Ads (KLEA):	30@\$10/each	\$300
Radio Ads (W105):	30@\$10/each	\$300
Posters:	50@\$2.50/each	\$125
Flyers:	500	\$205
Social Media Advertising:	20@\$10/day	<u>\$200</u>
	Total	\$2,930
<b>Christmas On the Plaza/Light Up Lea County</b>		
Newspaper Ads (Lovington Leader):	4@\$125/each	\$500
Newspaper Ads (Hobbs News-Sun):	4@\$125/each	\$500
Radio Ads (Noalmark):	25@\$10/each	\$250
Radio Ads (KLEA):	25@\$10/each	\$250
Radio Ads (W105):	25@\$10/each	\$250
Posters:	50@\$2.50/each	\$125
Flyers:	500	\$205
Social Media Advertising:	10@\$10/day	<u>\$100</u>
	Total	\$2,180

**Total Amount Requested for 3<sup>rd</sup> Quarter 2013      \$12,062**

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

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



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

September 18, 2013

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

Dear Board Members:

Please find the attached request for Fourth Quarter Funding to be utilized by the Lovington Chamber of Commerce by promoting tourism in Lovington and throughout Lea County and New Mexico for prospective events and program management. The funds considered by the Lovington Lodgers Tax will be designated for the advertising and management of programs. A portion of the staff's time is committed to generating interest and enhancing economic and business growth.

This quarter the Chamber is welcoming crafters from throughout New Mexico and Texas for the Annual Arts & Crafts Fall Festival. The funds provided by the Lodgers Tax will be utilized for all advertising and promotion of the event.

Thank you for your time and consideration of this request.

Sincerely,

RaeLynn Stuart  
Executive Director



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## Lodgers' Tax Request October-December, 2013

- \$3,500 Fall Arts & Crafts Show Advertising & Printing

- 2013 Advertising Allocations

Hobbs News Sun	\$500.00
Lovington Leader	\$400.00
KIX/KZOR	\$500.00
KPER	\$400.00
KLEA	\$400.00
W105	\$500.00
Surrounding Areas	<u>\$800.00</u>

- \$1,500 Christmas Light Parade Advertising

- 2013 Advertising Allocations

Hobbs News Sun	\$500.00
Lovington Leader	\$500.00
KIX/KZOR	<u>\$500.00</u>

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

**Requested Total - \$8,000**