

CITY OF LOVINGTON
LODGER'S TAX BOARD MEETING
WEDNESDAY, JUNE 26, 2013 @ 5:15 P.M.
TO BE HELD AT 214 S. LOVE STREET

AGENDA

OPEN MEETING

Call to Order

Approval of Agenda

Consideration of Approval of the Minutes of March 20, 2013

ACTION ITEMS

Request from Lovington Chamber of Commerce - RaeLynn Stuart

TAB 1

Request from Lovington Main Street – Tabatha Lawson

TAB 2

Lodger's Tax Financial Report

TAB 3

PUBLIC COMMENT

OTHER BUSINESS

ADJOURNMENT

**MEETING OF THE LODGERS' TAX BOARD
WEDNESDAY, MARCH 20, 2013 5:15 P.M.
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

PRESENT: Chairman Kallie Richards, Members Maria Valencia, Lisa Spears and Shannon Pettigrew.

NOT PRESENT: Member Robbie Roberts and Finance Director Mashell Stephens

ALSO PRESENT: City Manager James Williams, City Clerk Carol Ann Hogue and Administrative Assistant Imelda Gutierrez.

CALL TO ORDER: The meeting was called to order by Chairman Richards at 5:15 P.M.

APPROVAL OF AGENDA: Chairman Richards called for a motion to approve agenda. Member Valencia so moved. Member Spears seconded. Motion was approved.

APPROVAL OF REGULAR MEETING DECEMBER 18, 2012 MINUTES: Member Valencia moved to approve the minutes of December 18, 2012. Member Pettigrew seconded. Motion carried unanimously.

REQUEST FROM LOVINGTON USSSA BASEBALL LEAGUE: President Evelyn Holguin addressed the members to request \$2,500 for the 7th Annual Baseball League Tournament for 2 days in June 1st & 2nd, 2013. The tournament has brought in over 16-20 teams from out of town. The age groups are from 7-15. The teams were from as far as Pojoaque, Odessa, Andrews, Carlsbad, Artesia, Silver City, and Roswell. 1st place will receive a gold ring and 2nd place will receive a silver ring. Umpires will be brought in from El Paso, Texas for three days to avoid conflict of interest.

REQUEST FROM LOVINGTON MAINSTREET: Lovington MainStreet Director Tabitha Lawson addressed the members to request \$15,173 to host the "Annual Beautification Day" that will take place on Saturday, April 20, 2013. This serves as the major clean-up day for Lovington, helping to greatly reduce the amount of litter in the community. The next major event is the 2nd Annual Farmer's Market. This draws participants from Lovington, Hobbs, Tatum, Seminole and other communities. This event will be larger by adding entertainment and Nor Lea General Hospital District is partnering to widen the impact of the Farmer's Market for vendors and consumers in the community. This event will be held every other Saturday beginning in June and going through October. The 4th Annual Smokin' on the Plaza will be held June 14-15, 2013. This event is sanctioned by the International Barbecue Cookers Association (IBCA) and is attracting the attention of contestants from not only New Mexico, but also surrounding states. We will be adding a Music Festival, ventriloquist, games and a motorcycle rally to the Smokin' on the Plaza event. Pat Wise mentioned the State Statute (Section 3-38-21 NMSA 1978) cannot use money for prizes.

REQUEST FROM LEA COUNTY MUSEUM: Lea County Museum Director Jim Harris addressed the members to request \$10,000 for the second quarter of 2013. Mr. Harris indicated that funds would be used for upcoming cost for advertisement for summer concerts and programs. Including the New Mexico-Texas Challenge Marathon free concert with Alejandro Escovedo, a concert in the Town Hall in June with local singers/songwriters Duck Soup, Jimmie Dale Gilmore Band, Bobby Flores Band, Tim Keller and Billy Joe Shaver. A concert on March 14, 2013 in the Town Hall with touring musicians Coleen & Neal Walters and various programs in 2013. All of these programs are designed to bring 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.

REQUEST FROM LOVINGTON CHAMBER OF COMMERCE: Lovington Chamber Executive Director RaeLynn Stuart addressed the members to request \$5,750 for the second quarter of 2013. Executive Director Stuart indicated that \$3,000 is for Upkeep of the Visitor Center (1,000/month). Other funds will be for Home & Garden Show and Party in the Park advertisement and \$750 will go towards the Visitor Tent Rental.

REQUEST FROM NEW MEXICO HIGH SCHOOL RODEO ASSOCIATION: RaeLynn Stuart addressed the members on behalf of the NMHSRA to request sponsorships. The rodeo state finals will be coming to Lea County June 5-9, 2013. This event will be held at Jake McClure Arena in Lovington. They will be awarding 14 saddles and 46 buckles at State Finals. It is a 501c3 non-profit corporation and all donations go directly to support the student's rodeo athletes. Various sponsorship packages were presented for the 2012-2013 New Mexico State High School Finals Rodeo.

- Platinum Package-\$2,000
- Gold Package-\$1,200
- Bronze Package-\$500
- Copper Package-\$250
- Copper Package-\$100

REQUEST FROM WILD BUNCH TOURNAMENTS: Isaiah Sanchez on behalf of Alfredo Gomez addressed the members to request \$8,000.00 for the Wild Bunch Tournaments which will be held on July 21-22, 2013. The league has decided to expand and add another division which means more teams. Members have asked for a more detailed request from Alfredo Gomez.

ACTION: Member Spears moved to allocate as follows:

Lovington MainStreet	\$ 10,000.00
Lea County Museum	\$ 6,000.00
Lovington USSSA Baseball League	\$ 1,000.00
Chamber of Commerce	\$ 4,500.00
Total:	<u>\$ 21,500.00</u>

Member Valencia seconded. Motion carried unanimously.

ADJOURNMENT:

There being no further business, Member Pettigrew moved for adjournment. Member Spears seconded. Motion carried unanimously. Meeting adjourned at 6:00 p.m.

APPROVED: _____

KALLIE RICHARDS, CHAIRMAN

ATTEST: _____

CAROL ANN HOGUE, CITY CLERK



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

June 20, 2013

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

Dear Board Members:

Please find the attached request for Third Quarter Funding to be utilized by the Lovington Chamber of Commerce by promoting tourism in Lovington and throughout Lea County for prospective events and program management. The funds considered by the Lovington Lodgers Tax will be designated for the advertising and management of programs.

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.

This quarter the Chamber would like to request financial support in promoting Lovington with funds assigned to the purchase of new promotional items that may be distributed within the Visitor's Packet given to prospective visitors and residences.

I like to encourage allocating Advertizing money that will be utilized for upcoming events this quarter. We are planning a potential Team Roping and Barrel Race Event. Thank you for your time and consideration of this request.

Sincerely,

RaeLynn Stuart
Executive Director



Lovington
Chamber of Commerce

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

Lodgers' Tax Request

July – September, 2013

- \$3,000 Upkeep of the Visitor Center (\$1,000/month)
- \$2,000 Allocated for Advertising of Events
- \$2,000 Lovington Promotional Items for Visitors

Requested Total - \$7,000



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

June 24, 2013

Dear Members of Lovington Lodger's Tax Committee:

Lovington MainStreet is excited about several events/promotions we will be hosting this Quarter (July 1-September 30, 2013.) The Lovington Downtown Farmers' Markets kicked off the 2nd Annual Season on June 8. The first market drew over 300 shoppers to the Lovington Square, who spent approximately \$1,000 during the four hour event. The second market was held in conjunction with Smokin' On the Plaza, which attracted nearly 500 shoppers who spent over \$1,800 in downtown Lovington! LDFM currently has 11 vendors signed up to sell locally-grown produce, eggs, plants, food and hand-crafted items. Our markets are selling to customers from Lovington, Tatum, Hobbs, Seminole and visitors from other states. The markets are being held every Saturday from 8 am to Noon and will continue through October of this year, for a total of 21 market dates (13 in Quarter Three) this season. We have added a weekly Story Time for children and entertainment to the markets in order to make them regular "family outings." We have also expanded our marketing efforts and teamed up with Nor-Lea Hospital to widen the impact of LDFM for vendors and consumers in our community.

Lovington MainStreet will be hosting a Sidewalk Sale Promotion during the week of August 2-10, 2013. 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. We hope to target local shoppers, as well as those in town for the Lea County Fair & Rodeo. The Sidewalk Sale Campaign will bring outside dollars to Lovington and keep local money downtown as patrons shop for Back-to-School, Fair & Rodeo, dining, groceries, crafts, etc.

Finally, LMS will need funds to begin promoting Halloween On the Plaza during late September. This annual event has grown each year, attracting over 5,000 people in 2012! We will need to begin designing and printing the Print Media (banners, posters, flyers, etc.) during this quarter in order to start distributing them at the end of September/beginning of October.

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 third quarter of 2013 for each of the events explained above.

Lovington Downtown Farmers' Market

Newspaper Ads (Lovington Leader):	13@\$189/each	\$2457
Newspaper Ads (Hobbs News-Sun):	13@\$200/each	\$2600
Radio Ads (KLEA):	50@\$10/each	\$500

Lovington MainStreet 2013 Board of Directors: President Connie Sevier • Vice President Alice Mainello • Secretary Elaine Vigil • Rachel Gallagher • Dianna Luce • Donna Williamson • Julia Myers • Kallie Windsor • Pat Wise • Traysa Zimmerman

Radio Ads (W105):	50@\$10/each	\$500
Radio Ads (Noalmark):	50@\$10/each	\$500
Posters (11x17):	50@\$10/each	\$500
Social Media Advertising:	25@\$10/day	<u>\$250</u>
	Total	\$7,307

Sidewalk Sale Promotion

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

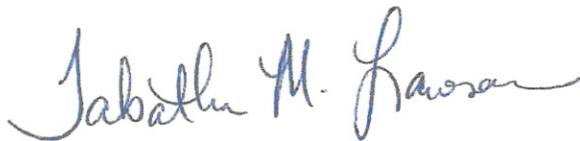
Halloween On the Plaza

Posters:	50@\$250/each	\$125
Flyers:	500	\$205
Banners (8'x2.5'):	2@\$85/each	<u>\$170</u>
	Total	\$500

Total Amount Requested for 3rd Quarter 2013 \$9,987

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

City of Lovington (New)
Standard General Ledger
From 4/1/2013 Through 6/30/2013

Session Date	Document Description	Transaction Description	Name	Debit	Credit
		Opening Balance		12,986.27	
4/10/2013	Western Inn	Lodger's Tax for March 2013		297.90	
4/15/2013	South Plains Investors DBA Lovington Inn	Lodger's Tax for March 2013		3,977.03	
4/17/2013	Lodgers Tax-Reimb Advertising	Lodgers Tax-Reimb Advertising	Lovington Main Street		200.00
4/17/2013	Lodgers Tax-Reimb Advertising	Lodgers Tax-Reimb Advertising	Lovington Main Street		33.00
4/17/2013	Lodgers Tax-Reimb Advertising	Lodgers Tax-Reimb Advertising	Lovington Main Street		134.62
4/17/2013	Lodgers Tax-Reimb Advertising	Lodgers Tax-Reimb Advertising	Lovington Main Street		192.36
4/17/2013	Lodgers Tax-Reimb Advertising	Lodgers Tax-Reimb Advertising	Lovington Main Street		160.00
4/17/2013	Lodgers Tax-Reimb Advertising	Lodgers Tax-Reimb Advertising	Lovington Main Street		403.99
4/23/2013	Pyburn House	Lodger's Tax for Jan., Feb., March 2013		120.21	
4/24/2013	Lodgers Tax-Art Across New Mexico ad	Lodgers Tax-Art Across New Mexico Ad	Lovington Leader		188.10
4/25/2013	Budget 7 Motel	Lodger's Tax for March 2013		466.90	
4/25/2013	Mack's Motel	Lodger's Tax for March 2013		778.65	
5/1/2013	Western Inn	Lodger's Tax for April 2013		618.50	
5/1/2013	Lodgers Tax-Vistor Upkeep May 2013	Lodgers Tax-Vistor Upkeep May 2013	Lovington Chamber of Commerce		1,000.00
5/15/2013	Reverse Lovington Chamber invoice paid to wrong fund	Reverse Lovington Chamber invoice paid to wrong fund			1,000.00
5/17/2013	South Plains Investors, Inc. DBA Lovington Inn	Lodger's Tax for April 2013		3,658.20	
5/21/2013	Mack's Motel	Lodger's Tax for April 2013		735.75	
5/24/2013	Budget 7 Motel	Lodger's Tax for April 2013		430.01	
6/10/2013	Lodgers Tax-Upkeep June 2013	Lodgers Tax-Upkeep June 2013	Lovington Chamber of Commerce		1,000.00
6/11/2013	Western Inn	Lodger's Tax for May 2013		294.55	
6/11/2013	The Outskirts Restaurant	Lodger's Tax for April 2013		3,531.82	
6/13/2013	Mack's Motel	Lodger's Tax for May 2013		565.40	
6/18/2013	Museum Lodgers Tax-Reimb for Advertising	Museum Lodgers Tax-Reimb for Advertising	Lea County Museum		4,113.89
6/18/2013	Museum Lodgers Tax-Advertising Neal & Walters, Art Gallery	Museum Lodgers Tax-Advertising Neal & Walters, Art Gallery	Lovington Leader		927.50
6/18/2013	Museum Lodgers Tax-Advertising Spanish Commercials	Museum Lodgers Tax-Advertising Spanish Commercials	KLMA		160.03
6/18/2013	Museum Lodgers Tax-Advertising Spanish Commercials	Museum Lodgers Tax-Advertising Spanish Commercials	KLMA		320.06
6/18/2013	Museum Lodgers Tax-Advertising Southern Plains	Museum Lodgers Tax-Advertising Southern Plains	Hobbs News-Sun		478.52
6/20/2013	Arrind N. Bahakta DBA Budet 7 Motel	Lodger's Tax for May 2013		410.07	
		Transaction Total		15,884.99	10,312.07
	Report Opening/Current Balance			12,986.27	0.00
	Report Transaction Totals			15,884.99	10,312.07

City of Lovington (New)
Standard General Ledger
From 4/1/2013 Through 6/30/2013

<u>Session Date</u>	<u>Document Description</u>	<u>Transaction Description</u>	<u>Name</u>	<u>Debit</u>	<u>Credit</u>
Report Current Balances				28,871.26	10,312.07
Report Difference				18,559.19	