

**MEETING OF THE LODGERS' TAX BOARD
WEDNESDAY, JANUARY 4, 2017 AT 5:15 P.M.
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

PRESENT: Chairman Kallie Windsor, Members Art Sanchez Jr, Khalid Farooq, and Lisa Spears.

NOT PRESENT: Member Robbie Roberts

ALSO PRESENT: City Manager James Williams, and Administrative Assistant Anna Juarez

CALL TO ORDER: The meeting was called to order by Chairman Windsor at 5:15 p.m.

Approval of Agenda: Chairman Windsor called for a motion. Member Spears so moved to approve agenda; Member Farooq seconded. All ayes, motion was approved.

APPROVAL OF REGULAR MINUTES OF SEPTEMBER 27, 2016: Chairman Windsor called for a motion. Member Spears so moved to approve the regular minutes of September 27, 2016 as written; Member Farooq seconded. All ayes, motion was approved.

DISCUSSION/PRESENTATION OF EVENT HOLDERS DISBURSEMENT OF LODGER'S TAX FUNDS:

REQUEST FROM LOVINGTON MAINSTREET: Lovington Main Street Director Tabitha Lawson addressed the members to request:

➤ Business Seminar	\$ 2837.00
➤ Brand Promotion	\$ 4401.87
➤ Shop.Win.Love. Downtown Campaign	\$ 2814.00

Funds will be utilized to promote these events in Lovington and surrounding communities via newspaper, radio, posters, banners, flyers, social media and magazine advertising. Business Seminar is scheduled for January 26, 2017, everyone is invited.

REQUEST FROM LEA COUNTY MUSEUM: Lea County Museum Director Jim Harris request:

➤ Focus on Lea Magazine Ad	\$ 614.98
➤ Llano Estacado Art Show	\$ 3,610.96
➤ Travel Host Magazine Ad	\$ 975.00
➤ Writers Reading at Undergrounds	\$ 2,498.32
➤ Wren Best Art Show	\$ 3,610.32

Funds for the Museum events will be utilized for advertisement for publication of newsletters and radio stations advertisement.

REQUEST FROM WILDBUNCH SOFTBALL: Wildbunch Softball Coordinator Alfredo Gomez addressed the members to request:

➤ **8th Annual Wildbunch Spring Bash** **\$ 1,923.32**

Funds will be utilized for purchasing long-sleeve shirts which will promote event, City of Lovington, and Lodger's tax. Mr. Gomez informed Members of team members' excitement of the hotel which is in walking distance; event keeps getting bigger and better.

DISCUSS LODGER'S TAX FINANCIAL REPORT:

City Manager Williams submitted the Lodger's Tax Financial Report to the members for review.

Funding Quarter: January 1, 2017 – March 31, 2017

Estimated Funding Available	\$ 35,968.86
Dedicated Chamber Funding	\$ - 3,000.00
Adjusted Estimated Funding	\$ 32,968.86
Funding Cap	\$ 28,968.86
Individual Funding Cap	\$ 7,242.22
Estimated Remaining	\$ 4,000.00

City Manager Williams explained to Members the increase of funds in Lodger's Tax due to softball and football tournaments.

ACTION ITEMS:

CONSIDER DISBURSEMENT OF LODGER'S TAX FUNDS TO EVENT HOLDERS: After reviewing calculations: Member Sanchez so moved to accept staff recommendation to fund January through March 2017 quarter as listed:

Lovington MainStreet – Business Seminar	\$ 2,310.13
Lovington MainStreet – Brand Promotion	\$ 4,401.87
Lovington MainStreet – Shop.Win.Love. Downtown Campaign	\$ 4,007.86
Lea County Museum – Focus on Lea Magazine Ad	\$ 614.98
Lea County Museum – Llano Estacado Art Show	\$ 3,610.96
Lea County Museum – Travel Host Magazine Ad	\$ 975.00
Lea County Museum – Writers Reading at Undergrounds	\$ 2,498.32
Lea County Museum – Wren Best Art Show	\$ 3,610.96
Wildbunch Softball – 8 th Annual Wildbunch Spring Bash	\$ 1,917.82

TOTAL: **\$ 14,660.75**

Member Spears seconded. After no further discussion, all voted Aye. Motion was approved.

PUBLIC COMMENT:

No public comment was made.

OTHER:

No other comment was made.

ADJOURNMENT:

There being no further business; meeting adjourned at 5:35 p.m.

APPROVED: _____
CHAIRMAN, KALLIE WINDSOR

ATTEST: _____
MEMBER, LISA SPEARS