

**MEETING OF THE LODGERS' TAX BOARD  
WEDNESDAY, MARCH 30, 2016 AT 5:15 P.M.  
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

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

**ALSO PRESENT:** City Manager James Williams, City Clerk Carol Ann Hogue, and Administrative Assistant Anna Juarez

**CALL TO ORDER:** The meeting was called to order by Chairman Windsor at 5:17 p.m.

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

**APPROVAL OF REGULAR MINUTES OF JANUARY 6, 2016:** Chairman Windsor called for a motion. Member Spears so moved to approve the regular minutes of January 6, 2016 as written; Member Roberts seconded. All ayes, motion was approved.

**NON ACTION ITEMS:**

**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:

- **7<sup>th</sup> Annual Smokin' on the Plaza** **\$13,262.00**
- **Summer Concert Series** **\$ 8,037.00**

Funds will be utilized for advertisement for newspaper ads, radio ads, promotional items for contestant bags and portable restroom facilities.

**REQUEST FROM CHAMBER OF COMMERCE:** Lovington Chamber of Commerce Director RaeLynn Stuart addressed the members to request:

- **Lovington's Guide to Everything** **\$ 3,000.00**
- **Party in the Park** **\$ 1,900.00**

Chamber of Commerce Director RaeLynn Stuart discussed how the new mobile app for Lovington's Guide to Everything will benefit the City of Lovington. Mrs. Stuart stated the Lovington 360 commercials will be linked to mobile app; the goal is to for the Chambers' memberships to increase and to engage our community. Funds for the Lovington's Guide to Everything will be utilized for providing marketing tools for App to be displayed and advertised. Funds for the Party in the Park will be utilized for advertising in Lovington and the surrounding areas using radio, newspapers and a regional magazine.

**REQUEST FROM SPECTRA MANAGEMENT:** Lea County Fair and Rodeo request:

- **Lea County Fair and Rodeo** **\$30,000.00**

Funds will be utilized for cost of musical talent for the Fair & Rodeo. Not present. Members decided to postpone request for next quarter.

**REQUEST FROM THE LEA COMMUNITY FOUNDATION FOR THE ARTS:** Lea Community Foundation for the Arts President Connie Sevier addressed the member to request:

- **Marketing and Promotion** **\$ 3,240.00**

Funds will be utilized to market and promote Lea Theater’s weekly movies and the Classic Car Show event in downtown Lovington. LCFA have partnered with the schools and Good Sam to bring in more attendance to Movie Theater during the week.

**REQUEST FROM LOVINGTON EDC:** Lovington EDC Director Evelyn Holguin addressed the members to request:

- **Cinco de Mayo Celebration** **\$ 2,450.00**

Funds utilized for advertisement in newspaper, radio, and posters that will be distributed throughout Lea County. Event will be held Downtown on May 7, 2016.

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

- **Kaufman Art Opening** **\$ 2,426.32**
- **Carl Lane Johnson Program** **\$ 2,426.32**
- **Health Fair** **\$ 2,426.32**
- **Starbucks Writers & Readings Program** **\$ 2,426.32**

Funds for the Museum events will be utilized for advertisement for publication of newsletters and radio stations advertisement. Mr. Harris updated Members of finished hardwood floors at the Town Hall, thanks to J.F. Maddox Foundation.

**DISCUSS LODGER’S TAX FINANCIAL REPORT:** City Manager Williams submitted the Lodger’s Tax Financial Report to the members for review. Members decided to move request from Lea County Fair and Rodeo to next quarter.

Funding Quarter: April 1, 2016 – June 30, 2016

Estimated Funding Available	\$ 14,510.32
Dedicated Chamber Funding	\$ - 3,000.00
Adjusted Estimated Funding	\$ 11,510.32
Funding Cap	\$ 7,510.32
Individual Funding Cap	\$ 1,877.58
Estimated Remaining	\$ 4,000.00

**ACTION ITEMS:**

**CONSIDER DISBURSEMENT OF LODGER’S TAX FUNDS TO EVENT HOLDERS:**

After calculations were computed: Member Spears so moved to accept revised recommended funding for this quarter as such:

Lovington Main Street – Smokin’ on the Plaza	\$ 2,860.67
Lovington Main Street – Summer Concert Series	\$ 1,574.86
Chamber of Commerce – Lovington’s Guide to Everything	\$ 455.11
Chamber of Commerce – Party in the Park	\$ 304.75
Spectra Management – Lea County Fair & Rodeo	\$ 0.00
Lea Community Foundation for the Arts – Marketing and Promotion	\$ 688.64
EDC – Cinco de Mayo Celebration	\$ 456.85
Museum –Kaufman Art Opening	\$ 452.44
Museum – Carl Lane Johnson Program	\$ 299.07
Museum – Health Fair	\$ 230.05
Museum – Starbucks Writers & Readings Program	\$ 187.88

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**TOTAL:** **\$ 7,510.32**

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

**PUBLIC COMMENT:**

No public comment was made.

**OTHER:**

Comfort Inn will open 2<sup>nd</sup> week of May 2016.

**ADJOURNMENT:**

There being no further business; meeting adjourned at 6:16 p.m.

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

**ATTEST:** \_\_\_\_\_  
**MEMBER, ROBBIE ROBERTS**