

**MEETING OF THE LODGERS' TAX BOARD  
MONDAY, JANUARY 5, 2015 AT 5:15 P.M.  
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

**PRESENT:** Chairman Kallie Windsor, Members Shannon Pettigrew, Robbie Roberts, Lisa Spears

**NOT PRESENT:** Member Art Sanchez

**ALSO PRESENT:** Assistant City Manager Jared Cobb, City Clerk Carol Ann Hogue, and Administrative Assistant Anna Juarez.

**CALL TO ORDER:** The meeting was called to order by Chairman Windsor at 5:30 p.m.

**Approval of Agenda:** Chairman Windsor called for a motion to amend the agenda separating request of Farmers Market from Main Street. Member Roberts so moved to approve amending agenda. Member Spears seconded.

**APPROVAL OF REGULAR MINUTES OF SEPTEMBER 30, 2014:** Chairman Windsor called for a motion to approve the regular minutes of September 30, 2014. Member Roberts so moved. Member Spears seconded. Motion was approved.

**ACTION ITEMS:**

**REQUEST FROM LEA COUNTY MUSEUM:** Lea County Museum Director Jim Harris addressed the members to request:

- **5<sup>th</sup> Annual NM-TX Challenge Marathon** **\$ 6,140.46**
- **LCM Newsletter "The Paisano" fall/winter 2014/15** **\$ 1,922.66**
- **Open Mic** **\$ 2,679.76**

Mr. Harris indicated that funds would be used for upcoming cost for advertisement for publication of newsletters and radio station advertisement.

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

- **LMS Brand Launch** **\$ 5,974.26**
- **Beautification Day** **\$ 4,149.67**

The funds will be allocated to be used for advertisement from promotional marketing items, via newspaper, radio, posters, banners, flyers, and social media for the community.

**REQUEST FROM WILD BUNCH TOURNAMENT:** Alfredo Gomez addressed the members to request:

- **Wild Bunch Tournament** **\$ 2,600.00**

The funds would be used to purchase t-shirts for the teams. The tournament will take place March 14-15, 2015.

**REQUEST FROM THE LOVINGTON DOWNTOWN FARMERS' MARKET:** Elaine Vigil addressed the member to request:

➤ **Farmers Market** **\$ 22,600.00**

The funds would be used to purchase promotional materials and advertise the event to the public for year round activities.

**NON ACTION ITEMS:**

**LODGER'S TAX FINANCIAL REPORT:** Assistant City Manager Cobb submitted the Lodger's Tax Financial Report to the members for review. Member Roberts discussed the funds available to allocate with keeping \$3000.00 for the dedicated funding for the Chamber and \$4,000.00 as cushion and to consider projection of a 20% decrease for this quarter.

Funding Quarter: January 1, 2015 – March 31, 2015

Estimated Funding Available	\$ 23,371.68
Dedicated Chamber Funding	\$ - 3,000.00
Adjusted Estimated Funding	\$ 20,371.68
Funding Cap	\$ 16,371.68
Estimated Remaining	\$ 4,000.00

**ACTION:**

After calculations were computed:

Lea County Museum - 5 <sup>th</sup> Annual NM-TX Challenge Marathon	\$ 2,519.37
Lea County Museum - LCM Newsletter "The Paisano" fall/winter 2014/15	\$ 311.78
Lea County Museum - Open Mic	\$ 675.39
Lovington Main Street – LMS Brand Launch	\$ 1,949.27
Lovington Main Street – Beautification Day	\$ 1,175.58
Alfredo Gomez – Wild Bunch Tournament	\$ 909.28
Nor-Lea Hospital/Downtown - Farmers Market	\$ 8,831.00

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**TOTAL:** **\$ 16,371.67**

Member Roberts asked Elaine Vigil if she is expecting to ask for this amount of funding every quarter. Mrs. Vigil said no. Member Roberts stated to possibly exam request setting an amount or limiting fund per single request percentage maximum. Assistant City Manager Cobb suggested altering the recommendation; Concerning Farmers Market after adding expenses \$18,420 is for advertising only. Mrs. Vigil stated music,

banners and advertisement is the main thing. Chairman Windsor stated her concern with activities with larger request get the most funding. Member Roberts stated Lodger Tax is working with a limited amount of funds. Members Roberts made a motion which no single event can receive funding in this quarter, no more than 25% of total available funds; the Farmer’s Market excess amount will be reallocated as original funding to other requests. Member Spears seconded. Mr. Harris stated he approves and stated amount he requested is the exact cost. Chairman Windsor stated allocation of funds is difficult to distribute fairly. After no further discussion, all voted. Motion was approved.

Member Robbie so moved to allocate the funding as recommended:

Lea County Museum - 5 <sup>th</sup> Annual NM-TX Challenge Marathon	\$ 4,092.92
Lea County Museum - LCM Newsletter “The Paisano” fall/winter 2014/15	\$ 507.69
Lea County Museum - Open Mic	\$ 1,099.77
Lovington Main Street – LMS Brand Launch	\$ 3,174.07
Lovington Main Street – Beautification Day	\$ 1,914.24
Alfredo Gomez – Wild Bunch Tournament	\$ 1,480.61
Nor-Lea Hospital/Downtown - Farmers Market	\$ 4,092.92

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**TOTAL:** **\$ 16,362.22**

Member Spears seconded. Motion was approved.

**PUBLIC COMMENT:** None

**ADJOURNMENT:**

There being no further business, Member Pettigrew so moved for adjournment. Member Roberts seconded. Motion was approved. Meeting adjourned at 6:50 p.m.

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

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