

**MEETING OF THE LODGERS' TAX BOARD  
THURSDAY, DECEMBER 19, 2013 5:30 P.M.  
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

**PRESENT:** Members Shannon Pettigrew, Maria Valencia, Robbie Roberts and Lisa Spears

**NOT PRESENT:** Chairman Kallie Richards and City Clerk Carol Ann Hogue

**ALSO PRESENT:** City Manager James Williams, Assistant City Manager Jared Cobb, Finance Director Mashell Stephens and Administrative Assistant Imelda Gutierrez.

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

**APPROVAL OF MINUTES OF SEPTEMBER 25, 2013:** Member Valencia moved to approve the minutes of September 25, 2013. Member Spears seconded. Motion was approved.

**ACTION ITEMS:**

**LODGER'S TAX FINANCIAL REPORT:** Finance Director Stephens submitted a Lodger's Tax financial report to the members for review.

- The available balance as of December 19, 2013 is \$11,592.60
- Total projected revenue from December 2013 – February 2014 is \$17,263.76
- The projected available cash is \$28,856.36

**REQUEST FROM LOVINGTON CHAMBER OF COMMERCE:** Lovington Chamber Executive Director RaeLynn Stuart addressed the members to request \$3,000 for the first quarter of 2014. Mrs. Stuart indicated that \$3,000 is for Upkeep of the Visitor Center (1,000/month).

**REQUEST FROM WILD BUNCH TOURNAMENT:** Alfredo Gomez addressed the members to request \$3,480 for the first quarter of 2014 for the 5<sup>th</sup> Annual Wild Bunch Tournament. Mr. Gomez gave thanks to the members and the City for their help. The tournament in November brought in 20 teams from the surrounding areas such as Southeast NM and West TX. This coming year we expect to expand into two (2) different men's division which will bring an average of eight (8) more teams to Lovington. The estimate teams are 20 to 28 teams. There are usually 15 to 16 players in each team. The tournament will be March 15 & 16, 2014.

**REQUEST FROM LEA COUNTY MUSEUM:** Lea County Museum Director Jim Harris addressed the members to request \$15,000 for the first quarter of 2014. Mr. Harris gave thanks for the support and indicated that funds would be used for upcoming cost for advertisement of programs, including four concerts, an open-mike talent night, the openings of several new art shows, the grand opening of new exhibits, the New Mexico-

Texas Challenge Marathon, Veterans-Military Exhibit Grand Opening, Lane-Johnson Room Exhibit Opening, and Local Talent Night at the Town Hall.

- Wayne Salzman Concert-February 28, 2014
- W.C. Jameson Concert- May 10, 2014
- Anthony R. Wright Concert- March 28, 2014
- Buck Vandemeer @ the Hammond Organ Concert- January 31, 2014
- NM-Texas Challenge Marathon- April 19, 2014
- Joan McMahan Animal/Art Show Opens- January 17, 2014
- David Sadler Art Opening- March 21, 2014

**REQUEST FROM LOVINGTON MAINSTREET:** Lovington MainStreet Director Tabatha Lawson addressed the members to request \$8,981 for the first quarter of 2014 to advertise the Annual Beautification Day it serves as a major clean-up date for Lovington, helping to greatly reduce the amount of litter in the community. Last year, they partnered with Comcast & the Lovington Public Library and had nearly 200 volunteers. The funds will help cover the cost of the new “Brand” Tri-Fold Brochures. This is a valuable tool to help inform the community of not only Lovington MainStreet’s presence, but also educate the public about the Vision, Goals, and Achievements of the organization. Recently, Lovington MainStreet has formed the Lea County Foundation for the Arts. The foundation is purchasing and renovating the Historic Lea Theatre. The theatre will serve as a cinema for the community, as well as a performing arts center. The funds requested will help begin to promote the Lea Theatre and the hosting of a Fundraising Event. Lovington MainStreet will be hosting a series of concerts during the month of June, July, August and September and will be inviting different vendors. The fund request is to begin the promotion of these events.

**NON ACTION ITEMS:**

**DISCUSSION OF LODGER’S TAX FUNDING METHOD:** City Manager Williams addressed the members that the City would like to discuss a better way of allocating the funds. This is a grant process and the City came up with an application for the purpose to draw people from out of town and increase the lodging revenue.

**PUBLIC COMMENT:**

**OTHER COMMENTS:** Member Roberts suggested to have some guidelines and prioritize and have a mission on what the City expects and where the money should be spent either on lodging, food, or shopping. City Manager Williams stated that a mission would be great idea and maybe have a survey for all people who attend all events. Chairman Richards asked Jim Harris for an itemized statement for all the events he requested.

**ACTION:** Member Valencia so moved to allocate the funding as recommended.

Lovington Chamber of Commerce- RaeLynn Stuart	\$	3,000.00
Wild Bunch Tournament- Alfredo Gomez	\$	1,740.00
Lea County Museum- Jim Harris	\$	5,528.00
Lovington MainStreet- Tabatha Lawson	\$	5,076.00
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Total:	\$	<u>15,344.00</u>

Member Spears seconded. Motion was approved.

**ADJOURNMENT:**

There being no further business, Member Pettigrew so moved for adjournment. Member Valencia seconded. Motion carried unanimously. Meeting adjourned at 6:13 p.m.

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

**ATTEST:** \_\_\_\_\_  
**MEMBER, LISA SPEARS**