

**MEETING OF THE LODGERS' TAX BOARD
MONDAY, MARCH 30, 2015 AT 5:15 P.M.
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

PRESENT: Chairman Kallie Windsor, Members Shannon Pettigrew, Robbie Roberts, Lisa Spears and Art Sanchez

ALSO PRESENT: City Manager James Williams, Assistant City Manager Jared Cobb, City Clerk Carol Ann Hogue, Finance Director Gary Chapman, 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. Member Spears so moved to approve agenda; Member Roberts seconded. All ayes, motion was approved.

APPROVAL OF REGULAR MINUTES OF JANUARY 5, 2015: Chairm an Windsor called for a motion. Member Spears so moved to approve the regular minutes of January 5, 2015; Member Pettigrew seconded. All ayes, motion was approved.

ACTION ITEMS:

REQUEST FROM HIGH PLAINS JUNIOR RODEO ASSOCIATION: High Plains Junior Rodeo Association director Bob Holt addressed the members to request:

- **HPJRA Rodeo Weekend** **\$ 5,000.00**

Funds will be utilized for advertisement for newspaper, website, and advertising spots on all of participants' jackets to promote tourism by assisting the HPJRA.

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

- **Classic Barrel Race** **\$ 2,715.00**
- **Party in the Park** **\$ 2,050.00**

Funds for the Classic Barrel Race will be utilized for advertising purposes only, advertising in the All Around Cowboy Journal and 150 Polo shirts will be purchased to be given as prizes to the competitors. 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 LEA COUNTY MUSEUM: Lea County Museum Director Jim Harris request:

- **Advertising** **\$ 481.28**
- **Art Show Openings** **\$ 2,743.64**

- **Spring Concerts and Open Mic** **\$ 3,846.64**
- **NM-TX Challenge Marathon** **\$ 4,421.00**

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

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

- **Cinco de Mayo Celebration** **\$ 5,974.26**

Funds utilized for advertisement in newspaper, radio, and posters that will be distributed throughout Lea County. Event will be held Downtown on May 9, 2015.

REQUEST FROM LOVINGTON MAINSTREET: Lovington Main Street Director Alice Mainello addressed the members to request:

- **Beautification Day** **\$ 3,156.00**
- **Smokin' on the Plaza** **\$18,602.00**
- **Summer Concert Series** **\$11,769.00**

Funds will be utilized for advertisement for newspaper ads, radio ads, posters, banners, flyers, and social media for community events.

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

- **Lights Camera Action Gala Event** **\$ 5,051.00**

Funds will be utilized to purchase promotional materials and advertise the event to the public for a fundraising event to bring in potential donors and sponsors to the Lea Theater.

REQUEST FROM THE LOVINGTON DOWNTOWN FARMERS' MARKET: Lovington Downtown Farmers Market President Elaine Vigil addressed the member to request:

- **Farmers Market** **\$ 11,510.00**

Funds will be utilized to purchase promotional materials and advertise the event to the public for year round activities.

NON ACTION ITEMS:

LODGER'S TAX FINANCIAL REPORT: City Manager Williams 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, leaving \$11,500 available for events. Members discussed having a work session to re-evaluate requests and/or adjust category on filling out requests correctly and weighting events, and/or cap on the amount of funding or events

proposed; Members are working with a limited number of funds. Chairman Windsor stated Lodger’s tax needs to be focused on what event brings in the most people to town to eat, spend money in town, and with a night stay. Member Spears stated estimated funds allocated each quarter is \$11,000. Assistant City Manager Cobb challenged requestors to get information on how many people stay at hotels and stated to consider promoting website to advertise events. Members, Staff and Event Holders discussed various ways to allocate funding and projected funding with impact of oil field and new Comfort Inn.

Funding Quarter: April 1, 2015 – June 30, 2015

Estimated Funding Available	\$ 18,547.65
Dedicated Chamber Funding	\$ - 3,000.00
Adjusted Estimated Funding	\$ 15,547.65
Funding Cap	\$ 11,547.65
Estimated Remaining	\$ 4,000.00

ACTION:

After calculations were computed: Member Robbie so moved to accept proposal to take 20% of the total funding cap of \$11,547.65 is the maximum funding event is \$2,309.00 and using evaluation scores submitted by members as follows, eliminating one event:

HPJRA – HPJRA Rodeo Weekend	\$ 1,095.00
Chamber of Commerce – Classis Barrel Race	\$ 1,125.00
Chamber of Commerce – Party in the Park	\$ 899.49
Museum – Advertising	\$ 179.18
Museum – Art Show Openings	\$ 834.04
Museum – Spring Concerts and Open Mic	\$ 926.14
Museum – NM-TX Challenge Marathon	\$ 1,141.05
EDC – Cinco de Mayo Celebration	\$ 936.38
Lovington Main Street – Beautification Day	\$ 0.00
Lovington Main Street – Smokin’ on the Plaza	\$ 1,284.32
Lovington Main Street – Summer Concert Series	\$ 1,197.33
Farmers Market – Downtown Farmers Market	\$ 787.99
Lea Community Foundation for the Arts – Gala Event	\$ 1,141.05

TOTAL: \$ 11,547.65

Member Spears seconded. Members, Staff and Event Holders discussed difficulty of getting information on availability and rates on hotel rooms for events in advance. City Manager Williams explained recommendation and stated Beatification Day is not receiving funding, but City will absorb funding for advertising. After no further discussion, all voted. Motion was approved.

PUBLIC COMMENT: None

OTHER: Members discussed scheduling a work session. Assistant City Manager Cobb suggested for Members to consider using the Lodgers Tax to develop a website for marketing Lovington. One option is to use an online local directory service, such as 360 Directories. Member Pettigrew stated concerns with event holders who request funding for jackets and shirts. Assistant City Manager responded some funding could still be available for certain items.

ADJOURNMENT:

There being no further business, Member Sanchez so moved for adjournment. Member Roberts seconded. Motion was approved. Meeting adjourned at 6:22 p.m.

APPROVED: _____
CHAIRMAN, KALLIE WINDSOR

ATTEST: _____
MEMBER, ROBBIE ROBERTS