

**WORK SESSION MEETING OF THE LODGERS' TAX BOARD  
TUESDAY, AUGUST 18, 2015 AT 4:30 P.M.  
CITY COMMISSION CHAMBERS, 214 SOUTH LOVE STREET**

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

**NOT PRESENT:** Members Shannon Pettigrew and Art Sanchez

**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 4:40 p.m.

**NON ACTION ITEMS:**

**BUDGET BOARD WORK SESSION:** Member Roberts called for a work session to discuss situation of funds in the Lodger's Tax and entities request. Members discussed updating the questionnaire on items that require a yes or no answer or questions carry more weight than other. Members discussed funds being used as advertising on shirts versus prize. Members and staff discussed the point system, completion of questionnaire, and lodging on questionnaire. City Manager Williams stated Farmers Downtown Market does fit more than one criterion and does promote community tourism, even though it does not generate additional room nights. Member Roberts stated Lodger Tax funds should be used to bring people to Lovington, funds should be distributed fair and equally, and entities should be bringing in people to stay overnight. Members discussed local advertising is not creating overnight stays and creating a group column to advertise all entities activities; and consider advertising in magazines. Elaine Vigil stated advertising needs to reach the whole community, including the Hispanic communities that do not speak English. RaeLynn Stuart suggested radio PSA (Public Service Announcement) for advertising in the community. Member Roberts asked Mrs. Stuart to look over budget of \$1000.00 a month is removed; Mrs. Stuart will visit with the chamber board and follow up with Members, funds are used for salary for executive director. Jim Harris and Member Roberts discussed the laws that were created by legislative and how legislative considered other factors besides overnight stays; for example tourism eating, shopping, and spending on gas in the community.

Members discussed changes to questionnaire as follows:

- Question A. 20 points, remove #2
- Question B. 15 points, remove #2 & #3
- Question C. 30 points, remove #2, add question G. #1
- Question D. 20 points
- Question E. 20 points, edit #2 "XXX mile radius" to "of Lea County"
- Question F. remove
- Question G. move to question C. #2

Members discussed scheduling another work session for September 8, 2015 at 4:30 p.m.

**PUBLIC COMMENT:** None

**OTHER:** None

**ADJOURNMENT:**

There being no further business, meeting adjourned at 5:48 p.m.

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

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