

**Lodgers' Tax Advisory Board
Special Meeting
City Council Chambers
1700 N. Grand Avenue, Las Vegas NM 87701
Tuesday March 10, 2020 2:00 pm**

Call to Order:

Board Chairman Bhakta called the meeting to order at 2:01 pm.

Roll Call:

Present:

Krutik Bhakta
Shawna Sandoval
Gabriel Garcia
Georgina Ortega-Angel

Absent:

Allan Affeldt (telephonically 2:30)

Approval of Agenda:

Board Chairman Bhakta asked for a motion to approve the Agenda.

Board Member Ortega-Angel made a motion to approve agenda. Board Member Sandoval seconded the motion.

Roll Call Vote:

Georgina Ortega-Angel: Approve
Gabriel Garcia: Approve
Shawna Sandoval: Approve

Motion passed with unanimous vote for approval.

Approval of Minutes:

Board Member Ortega-Angel made a motion to approve the minutes from the meeting on February 18, 2020 with the exception to correct public input #4 on the amount of \$19,000.00 to \$19,600.00.

Board Member Garcia seconded the motion.

Roll Call Vote:

Georgina Ortega-Angel: Approve
Gabriel Garcia: Approve

Shawna Sandoval: Approve

Motion passed with unanimous vote for approval.

Agenda:

Item #1 Approval/Disapproval to adopt application form for the purposes of funding

Board Chairman Bhakta was hoping the Board read through the funding application for marketing assistance discussed in the previous meeting.

Board Member Garcia asked if it was to everyone.

Board Chairman Bhakta stated yes, online and printed out, published, emailed, to previous

Board Member Ortega-Angel wants to know the number of times they have previously applied for.

Board Chairman Bhakta said it could be open for discussion to change the amount of years (over 3 years).

Board Member Garcia asked if it would be like a cap.

Board Member Ortega-Angel thinks adding a number of years for assistance to be provided and a cap should be in place because the organization should become established in that time, and give an opportunity to others.

Board Chairman Bhakta said it can be amended to say for 5 years.

Board Member Ortega-Angel asked when they would start with this process.

Board Chairman answered in April would be the start over, that is why you do not see any events on the agenda. He wants to see if this would be good to use as a standardized item for an RFP. He also wants the application for event funding to be set up twice a year to people more organized.

Board Member Ortega-Angel asked if the RFP would start in April.

Board Chairman Bhakta responded no, the RFP needs more discussion and so that would not start until next fiscal year. He hopes to get that done between this meeting and next. The April meeting he will have events that have requested funding.

The Board Chairman asked if there were any more questions. The Board responded no. The Board Chairman asked if a motion would be made.

Board Member Garcia made a motion to approve.

Board Member Ortega-Angel seconded the motion

The Board voted unanimously in favor of motion. No disapproval votes.

Roll Call Vote:

Georgina Ortega-Angel: Approve

Gabriel Garcia: Approve

Shawna Sandoval: Approve

The motion is carried.

Item #2 to establish a \$2,500 minimum and \$5,000 maximum cap for event marketing

The Board Chairman thinks it is a good idea on how to grade the event and see its effectiveness and to promote and advocate events.

Board Member Sandoval wanted to know if it was under \$2,500 there would not be an application process.

Board Chairman Bhakta stated there would be two tiers, a cap of \$2,500 and \$5,000.

Board Member Sandoval asked if \$5,000 was for one event. What if they only need \$500?

Board Chairman Bhakta said the item can be amended to say from \$0-\$2,500.

Board Member Garcia asked if it is for event marketing.

Board Chairman Bhakta answered they would do marketing and promotion on their own from the monies that we give them. In the past there was a cap but, somewhere along the way it went from \$5,000 to \$18,000. In the previous discussion that we have had, was that method effective?

Board Member Ortega-Angel asked what the lowest amount the board had approved of.

Board Chairman Bhakta stated he does not think there should be a minimum because it is to help promote events locally. When they become inflated with larger amounts, it becomes something else.

Board Member Ortega-Angel stated I like that you said \$0-\$2,500, so it does not intimidate smaller organizations looking to promote their event.

Chuck Griego advised Board Chairman Bhakta the reason for the minimum cap to be placed at \$2,500 was because it would be staff discretion to approve if under that amount.

Board Chairman Bhakta replied, they would keep the amended minimum cap at \$0-\$2,500 as first stage and \$2,500-\$5,000 as second stage.

Board Member Sandoval asked if up to \$2,500 was open for staff discretion.

Board Chairman Bhakta said it was open for discussion like previously discussed approvals on this \$0-\$2,500 or \$2,500-\$5,000.

Board Member Ortega-Angel asked how long it would take staff.

Board Chairman Bhakta responded it should be straightforward and simple.

Ann Marie jumped in and said if you would give staff the discretion to approve \$0-\$2,500 it would still have to be taken to the Mayor and Council for approval.

Board Chairman Bhakta stated the total number of points on the form would be the overall cap. The point system will have 70 points as the max, 45 points will qualify for the first threshold of \$0-\$2,500 and 45+ points will qualify for \$2,500 to \$5,000. By this it will tighten how funds get awarded.

Board Member Garcia asked about putting a point system on the form.

Board Chairman Bhakta stated he wants to keep it simple. He asked if a motion would be made.

Board Member Sandoval made a motion to approve the item with the new amounts added.

Board Member Garcia seconded the motion.

Roll call vote was taken.

Board Member Allan Affeldt came into the meeting telephonically at 2:30 pm

Roll call vote was amended:

Georgina Ortega-Angel: Approve

Gabriel Garcia: Approve

Shawna Sandoval: Approve

Allan Affeldt: Approve

Motion passes with a unanimous vote of approval.

Item #3 Approval/Disapproval to establish a timely approval system for advertising

Board Chairman Bhakta stated, this item is more redundant, it is to talk about establishing dates throughout the year, instead of continuously talking about funding throughout the year.

The idea was a good portion of the marketing was to approve two times a year. January would be a good time to begin and this will include any RFPs we want to get out. Santa Fe does their RFPs in January. The end of the fiscal year would be a good time, but not because there is a lot going on like budget and preparing for future events. We do need to create dates for funding months ahead of the event.

Board Member Sandoval asked what the advantage would be in January.

Board Chairman Bhakta explained his reasoning on why he believes January would be a good date.

Board Member Ortega-Angel asked what date in January.

Board Chairman Bhakta answered, the second Tuesday in January because that is when a quarterly meeting happens. This is a time that it will happen year after year and the public knows that is one of the times to apply.

Board Member Sandoval asked if the second date could be in April.

Board Chairman Bhakta said it could work for some people that did not make it in January. Make sure to keep in mind the next time would be in January which is nine months away.

Wid Slick asked the Chairman if we would like to get input from the events on the dates you are setting.

Board Chairman Bhakta responded that dates have not been set at this point but, it is for the board to be able to vote on whether there will be two dates set to apply for funding.

Board Member Sandoval stated, what would be fair is to enact this for next year.

Board Chairman Bhakta stated what he will do is table this item until the next meeting

Board Member Sandoval made the first.

Board Member Garcia made the second.

Roll Call Vote:

Allan Affeldt- Approve

Gabriel Garcia- Approve

Georgina Ortega-Angel- Approve

Shawna Sandoval- Approve

Board Chairman stated motion passes.

Item #4 approval/disapproval of visitor guide in the amount of \$19,600.00

Las Vegas 1st told the board they appreciate Lodgers assistance for the \$19,600.00. This year if you look in your packet we are asking for \$26,000. The guide has 28 pages of advertising for the city. Their hope is for more money so they do not have to reduce the size of the visitor guide. The City's full page ads would get cut to half page ads, and half page ads to quarter page ads, to create more.

Board Chairman Bhakta stated we are here to approve for the \$19,600 because of the time crunch you have and we will have a discussion on expansion of distribution next. We can approve the \$19,600 immediately, and that number came from you guys.

Las Vegas 1st responded I do not believe it did. I overheard you saying you would give us the same amount as last year, and I went and spoke with Chuck about it but you already typed up this agenda. The City has more pages than money right now and to rectify that we either have to reduce the size of the ads. There are 29 pages of content right now and the City is only paying for 19.5 pages.

Board Member Sandoval asked, right now the \$19,600 pays for 19 pages, and the \$26,000 would pay for the 29 pages.

Las Vegas 1st responded we basically were giving the extra 10 pages.

Board Chairman Bhakta asked for clarification on the \$26,000 because he thought that was to include distribution.

Las Vegas 1st answered no that was something you told us we could come back in April and apply for.

Board Member Sandoval asked if the \$19,600 was close to the 75% of the \$26,000.00.

Las Vegas 1st responded no, last year you had almost 34 pages of content and that comes out of our production fee, we pay for the extra 10 pages.

Board Chairman Bhakta stated last year you were able to provide something with the \$19,600.00.

Las Vegas 1st said this is a city and county visitor guide that goes out to the state to advertise our town and events.

Board Chairman Bhakta states you have a breakdown of the amounts, aren't the 10 pages for city events? You had a breakdown for all the separate entities that are paying for it.

Las Vegas 1st said no one is paying for anything you see attached in that proposal. We do not get money from any of those people.

Board Chairman Bhakta stated all our events are representative there.

Las Vegas 1st stated if it stays at the 19,600 it will get smaller. There are printing and production costs, and we were hoping for more support from the city. The Board Chairman asked if the county was in the book.

Las Vegas 1st responded yes they have about 8 pages.

Board Member Ortega-Angel asked why the City is in the back of the book.

Las Vegas 1st answered page 5 is where the City starts with a letter from the Mayor. There is an editorial on what to do in Las Vegas.

Board Member Ortega-Angel asked if they paid for that.

Las Vegas 1st answered no they did not, but the writer did get paid like \$300 to do it.

Board Chairman Bhakta stated to be clear that it is that included in the 29 pages.

Las Vegas 1st answered it is not, that would be main street.

Board Chairman Bhakta asked if it was put in their own kind

Las Vegas 1st said there is more advertising of Las Vegas on pages 13 and 14. I also have to make my advertisers happy to and I cannot put them all in the back.

Board Member Ortega-Angel asked where all the money is going.

Board Chairman Bhakta stated we are discussing the number of pages.

Board Member Sandoval asked if the numbers were similar to last years.

Board Chairman Bhakta jumped in and said I think the confusion that is happening is from the application that you filled out on the breakdown.

Board Member Sandoval asked if the 26,000 was for printing and when delivered is there additional funding for distribution.

Las Vegas 1st first responded yes.

Board Chairman Bhakta stated he is not trying to make it difficult, it was the time crunch for getting the amount approved for the visitor guide. Hopefully by next year you will have a certain amount of rules and guidelines to follow.

Las Vegas 1st asked if that would be a possible RFP.

Board Chairman Bhakta answered yes he hopes to. He also stated how the board can recommend on the RFP guidelines to follow. The overall idea is that you would work with a bigger entity.

Board Chairman Bhakta brought up how different cities like Santa Fe and Taos have their visitor guide front and center on their website.

Las Vegas 1st stated they do have their guide online as well.

Board Chairman Bhakta stated he wants to make it more valuable with ads, have countable numbers, and do it efficiently.

Board Member Sandoval asked what the 19,600 covers again.

Board Chairman Bhakta made the clarification on what the 19,600 and the 26,000.

Board Member Affeldt made a motion to increase the budget with the additional pages for the visitor guide.

Board Member Sandoval seconded the motion.

Roll Call Vote:

Gabriel Garcia: Approve

Shawna Sandoval: Approve

Allan Affeldt: Approve

Georgina Ortega-Angel: Disapprove

Motion was carried with 3 out of 4 to approve.

Discussion:

A. Expanded Distribution of Visitor Guide

Las Vegas 1st spoke about how they were in front of the board the previous and how they discussed adding insertions of the guide to the ABQ Journal, maybe Los Alamos, and Rio Rancho. This would allow us to put in the hands of over 100,000 homeowners. Spoke about the cost for extra printing and the insertion fees in the different newspapers.

Board Chairman Bhakta asked what their initial turnaround is for printing the first batch.

Las Vegas 1st responded I know our press wants to know whether or not we are going to print 143,000 guides. They are willing to set the date back further than usual to wait for the April meeting, but are not sure if the producer will need additional press time to complete the 100,000 guides after the first 40 of them. The more we print the less expensive it is.

Board Chairman Bhakta asked if there is any other insert you can put with the guide so there will be symmetric. The reason being part of discussion is because compared to your budget it is a good amount of money for distribution. Tracking needs to be clearly, count room numbers by the amount of number of rooms rented. Spoke about ideas on how to get the visitor's guide to people other than a printed copy. Every city has a visitor guide and it needs to be advertised in the most efficient way.

Las Vegas 1st knows the future for the guide is becoming digital. That is why they place stories in the guide the way they do.

Board Chairman Bhakta stated that is why he put it for discussion because if it is not in their window then maybe they can partner up with someone and Lodgers Tax can help with that.

Board Member Sandoval stated maybe if we wanted to do 100,000 copies in Albuquerque, Rio Rancho maybe it could be abbreviated, I am not sure how much it would cost.

Las Vegas 1st stated those costs were for this size book.

Board Chairman Bhakta stated I think that was the cost just for the insert of the book.

Las Vegas 1st stated if we print 145,000 it drops the cost down to about \$0.36 per issue and that is the full guide.

Board Chairman Bhakta stated the only issue he has seen with the guide is how they can make it to where everybody can see it. We are back at square one and need to create a basic portal, websites, where people go to visit. We have placed a lot on city staff instead of getting it professionally done. The board can look at those sites as examples.

Board Member Ortega-Angel asked if the city website is running.

Ann Marie Armijo and Chuck Griego answered yes

Board Chairman Bhakta stated since they did not continue with the professional marketing that we built, we relied on staff and that does not help something like the visitor guide.

Board Member Sandoval stated about how if she is going to visit a new place, she will not go to the city's website.

Board Chairman Bhakta stated if you go online and look at Santa Fe one of the first things that pop up is their website and visitor's guide.

Las Vegas 1st stated they have not had their guide online for about 3 or 4 years.

Board Chairman Bhakta said he wants the number of people seeing the visitor guide to grow. He understands that they want to print much more but is it viable. Whether it is in print or online it needs to get done.

Board Member Ortega-Angel stated she just looked Las Vegas up and there are about five different ads there.

Board Chairman Bhakta asked if the board had any more discussion on this item.

Board Member Garcia stated as an idea maybe having a page in there of all the businesses in town and letting us know how they heard about it.

Board Chairman Bhakta stated if this is something they wanted to continue to discuss it can get placed on the next meeting agenda.

B. Marketing service Contract

Board Chairman Bhakta as previously discussed the town needs to be advertised as a whole. It needs to have a great website, social media campaign; this is being done by City staff. I know we can contract out and do better.

Board Member Ortega-Angel asked if there is a full time staff member in that position.

Chuck Griego responded yes and you will be discussed in item #D.

Board Chairman Bhakta stated what I have seen is when the Fiestas come around it takes up a lot of staff time and I think that a professional entity assisting with the marketing would be better. There has been a time where the City has not been able to do that. There is a certain level of expertise to achieve if we put it out for an RFP and get it in the best hands we can. In that RFP we can have deliverables and we can hold their feet to the fire. There needs to be a separation and what they do and what we are asking for.

Board Member Affeldt stated they have discussed this issue extensively and would like to move on this item. We would leave it up to city staff to create an RFP for professional services.

Board Member Ortega-Angle told the board to look in their packet to see a copy of RFP from 2016-2017 for 250,000.

Board Chairman Bhakta asked Board Member Affeldt if that was a motion and he responded yes.

Board Member Ortega-Angel made a second.

Chuck Griego reminded the board that was not an action item. It is only up for discussion.

C. Discussion of the RFP Process for Infrastructure

Board Chairman Bhakta asked if there was any information in the RFP process in the packet.

Chuck Griego advised the board there were two employees there to discuss the RFP process.

Ann Marie Gallegos introduced Helen Vigil and Dominic Chavez and their position.

Helen Vigil stated anything from \$20,000.00 to \$59,999.99 required three written and signed quotes and anything over \$60,000.00 requires a sealed bid RFP process. In the process we have a standard form that is followed.

1. Then the Department creates a scope of work which is attached to the form.
2. Then they send it to us for review, if everything is good we send it for signatures.
3. We advertised it for 21 days. We cannot open the packets for 21 days.
4. The vendors have 21 days to put their packets together and deliver them to our city clerk's office.
5. On the day of opening we pick them up from there. There is no public audience for the opening.

Board Chairman Bhakta asked if there was a grading system or if it was based on lower bids.

Helen Vigil responded on an RFP it is not based on the lower bid it is based on deliverables. You pick by who is best qualified.

Chuck Griego stated it is the criteria you set out on your type of work and what comes in.

Helen Vigil stated when the envelopes come in we open them up with city staff, from there we verify to make sure we have all information needed and then the city will have an evaluation committee take the applications and evaluate them somewhere else and they will decide who to award the RFP to.

Ann Marie Gallegos advised the board when the committee evaluates the applications they will get graded on a point system.

Board Chairman Bhakta asked if that system would work for tourism. What if there was only one person qualified for the job, would an RFP still be used.

Ann Marie Gallegos responded even if there was only one company that could do the work it would still follow the RFP process.

Helen Vigil stated if it is not over the \$60,000 then we need to sole source it. If we sole source it there is a state form we have to follow and we have to advertise it for 30 days. If no one protests that sole source we can move on and award it.

Board Chairman Bhakta asked if the board recommends an amount for infrastructure will they have to go through his process or would City Council have to for it to get done.

Ann Marie Gallegos answered we would not know if there is only one person for a sole source until they are opened.

Board Chairman Bhakta wants it clarified to see if it is something that needs to be done. He does not want to replace the will if it already has a process for tourism infrastructure.

Ann Marie Gallegos responded we would allow the board to bring it back to staff and determine if it is a sole source, or a three quotes, and the three quotes would be the \$0-\$59,999.99.

Dominick Chavez stated that if it is an RFP it still needs to get advertised 21 days and a sole source 30 days.

Board Chairman Bhakta said it is all about timing.

Helen Vigil advised the board it does take about a week or two for all signatures. Then we set opening dates and RFP numbers. If the scope of work is not good it can go back and forth. You need to be detailed on what you want for your scope of work.

Ann Marie Gallegos stated the Sisneros' contract will give you a good idea what needs to be done for marketing RFP.

Board Chairman Bhakta asked if the form he picked up from the front desk marked request for infrastructure assistance was the form for event funding assistance.

The board passed around the application to verify it was the same application for event funding.

D. 2019-2020 Marketing Update

Virginia Marrujo stated she was Interim Community Development Director but has been moved to Media Coordinator. That position was created so a marketing company did not need to be brought in. Hopes to fulfill the position in the best capacity as needed. Spoke about the remainder amount from the FY20 grant and what is included to come out such as the billboards, campaign for the dive-in. There is a test video running on their social media page and also on the city website.

Board Chairman Bhakta asked about the video.

Virginia Marrujo spoke about the pictures that were placed in the packets, about New Mexico magazine.

Board Chairman Bhakta asked about the billboards.

Virginia Marrujo explained the concern the billboards were getting and what was fixed on them.

Board Chairman Bhakta stated if they do a marketing services campaign they could get the framework that if they do billboards, there is a certain criteria that needs to be followed.

Virginia Marrujo explained how there are guidelines that need to be followed but no one has enforced those guidelines to be followed. Even explained how anyone receiving Lodgers' Tax funds need to be placing the City of Las Vegas logo and their advertisements.

Board Chairman Bhakta asked if the guideline is not followed is that entity serviced to get funding.

Virginia Marrujo explained how the contracts state the Funded by City of Las Vegas Lodgers' Tax logo needs to be implemented.

Board Chairman Bhakta stated hopefully they are not funding entities that are not following the rules.

Virginia Marrujo explained what happens with the New Mexico True Campaign. A good portion of that is focused on events and non-profits. The other portion is to market and promote Las Vegas in general.

Board Chairman Bhakta asked if she finds it efficient to market it as an individual event with the vinyl cost you see.

Virginia Marrujo answered based on what she has seen with the analytics and insights that are created throughout the year they do receive quite a bit from the billboards, but receive more if it is in print of digital.

Board Chairman Bhakta asked Board Member Affeldt the concern he had about the billboards.

Virginia Marrujo explained to the Board what top five items that have been looked up on the website for the year. Explained what remaining marketing will be coming out in April. The website is currently on a 30 day status and they need to move forward on getting the board's approval on paying it. The website is a huge part of the New Mexico True Grant.

Board Chairman Bhakta asked if it was only the registration.

Virginia Marrujo responded yes and stated it is a small fee.

Board Chairman Bhakta stated to make sure that is placed on the next agenda as an action item.

Board Member Ortega-Angel asked if there is a deadline.

Virginia Marrujo informed her there was not a deadline per say but it needs to be done as soon as possible.

Board Chairman Bhakta told Virginia Marrujo they do need someone like her to work on the City's ends of things but to work with a marketing company would be a better way to get what they need done.

E. Conflict of Interest Form

Board Chairman Bhakta asked Chuck Griego if there was an actual form that could be signed by the Board Member.

Chuck Griego advised the Board Chairman that the City Charter is what the Board has to follow because they do sit at the pleasure of the Mayor. He read the City Charter to the Board.

- **Definitions item 1 letter a**
- **Page 32 item c : disqualifications**

Board Member Garcia gave an example

Board Chairman Bhakta asked Chuck to get clarification on this item from the City Attorney on how to move forward with the votes.

Board Member Ortega-Angel asked if they are not clear on being able to vote on an agenda will the new city attorney give clear direction.

Chuck Griego responded yes and he will get with the new attorney at that point.

Board Chairman Bhakta stated to note that in the minute for the next time.

F. Robert Archuleta Presentation on Wayfinding Update

Michael Branch Director of Main Street has been working with Robert for the past 15 months on the wayfinding project. He has Kenneth Frances from Surrounding in Santa Fe helping with the design. They have had two community meetings where a design was voted on.

Kenneth Frances will be showing a presentation on the project. There is some new content on the design from the last meeting they were at. He gave the history on how the project came about. They developed a plan mainly around the historic core and commercial district, and looked at all arrival points from the highway. An analysis was created; they looked at architectural characteristics, existing signs, a unified design program that was easily visual but not overbearing.

Spoke about the different issues and placement of the signs to direct people to the correct districts (Historic District, Shopping District).

Board Chairman Bhakta asked if there was a way to add signage at the southbound exit coming from the North where the majority of Hotels are.

Kenneth Frances agreed but did state their primarily focus is how to direct traffic to the proper location from University Avenue.

Board Chairman Bhakta wants the other issues of Way Finding included in the master plan.

Kenneth Frances advised Chairman they are still in the first phase of the project. They do have the sign family created and further down the line if a sign needs to be created at another exit it is possible but it also needs to be in budget.

Michael Branch stated up to this point the total amount has been \$24,000, and did get awarded \$46,000 after that.

Board Chairman Bhakta asked if they were still in the bid stage of the project.

Michael Branch and Kenneth Frances answered yes

Board Chairman Bhakta asked if they could add two points on the place to help guide people from the hotels. The point from the visitor center is important but proper way finding from 300 rooms is also.

Kenneth Frances responded our time will not be that much to do. It will be a little bit more added to service to create the two additional signs.

The Board Chairman is pleased with the plan. He wanted to get updated on what stage the project was in.

Kenneth Frances stated they are waiting for bids to get back to them. They have given the City two potential contractor recommendations.

Board Member Ortega-Angel asked if they were clear with city ordinance on sign specification.

Kenneth Frances explained how the signs will meet city ordinance.

Board Chairman Bhakta asked if there was any way they could apply for funding from the state to help pay for the signs.

Kenneth Frances responded no. The DOT did say the signs were fine and that they would install the signs. They also are not the ones paying or helping pay for the signs.

Board Member Ortega-Angel stated she wants it to be clear that the project will follow state and local ordinances.

Kenneth Frances responded they are following all ordinances and statutes and they deliberately did not place any signage on Grand Avenue for that reason.

Board Member Ortega-Angel asked what they will be doing with the old signs in the historic district.

Kenneth Frances responded he was not sure what they would do with them.

G. Friends of the Museum Presentation of Fire house and Acequia

Bob Mishler and Shane Flores

Bob Mishler stated it is an infrastructure project that has been going for years. I Hope to have something open by June.

Shane Flores states the project is being funded on a shoestring right now. There was not a huge plan on getting the building ready. He did an analysis and consulted with places that would know building out the museum at a minimum would have been a quarter million two hundred thousand dollar budget. They only received \$70,000 from the State. The money has paid for items needed to prepare the museum.

Board Chairman Bhakta asked if their application was in the packets. He asked for a breakdown of the application.

Chuck Griego responded that the application is not.

Shane Flores broke down the items on the application. Filling in the gaps before the museum opens.

Bob Mishler stated there needs to be a certain amount of archived and reservation on items collected.

Board Chairman Bhakta asked if it was not only the scanning of items but also the equipment.

Bob Mishler stated when they see the packet there will be a breakdown of all the services.

Board Member Ortega-Angel asked about the storage space to preserve items and is the facility set at the right temperature to preserve the items.

Shane Flores responded not in the Fire House but where it is being stored now it does.

Board Member Sandoval was trying to ask a question, but was spoken over by Board Chairman Bhakta.

Board Chairman Bhakta stated there was a 1% increase of Lodgers Tax to go towards tourism infrastructure only. It would be a good discussion to have to see if it is in our scope.

Board Member Ortega-Angel asked if it has ever been done before.

Bob Mishler stated a discussion has been held to see if there can be something done. Main Street had funds to begin 8500 plus Lodgers Tax. This is the third time to request \$3,500 it was on the CCHP.

Shane Flores stated the City Museums can straighten tourism.

Board Member Ortega-Angel you see historic not cultural.

H. Vince Chavez Presentation

Vince Chavez from the Albuquerque Journal. He was with guest Belinda with internet information.

Vince Chavez sent Virginia and Chuck the information and believes it is in the packet. There was a summer guide done and also on social media.

Belinda discussed how many people it reaches, samples of marketing over a course of a year. Talks about a \$30,000 proposal that includes 30 print ads, 6 social takeovers for their social platform, 6 high impact page takeovers and 850,000 impressions of their website.

Vince Chavez can give information on last year.

Belinda discussed the amount of people that view it and how they get their numbers.

Board Chairman Bhakta asked if they work with a professional person they can work with.

Vince Chavez responded no they worked directly with Virginia.

Board Member Ortega-Angel stated it is nice to know they are still in town.

Vince Chavez stated in the future they would apply for an RFP.

Board Chairman Bhakta asked if they were willing to join forces with the visitor guide instead of competing.

I. Senate Bill 106

Chuck Griego advised the Board the bill passed in January 2019. The bill will tax short term rentals such as air B&Bs.

Board Member Sandoval asked about hospital employees.

Board Chairman Bhakta stated it is the duty as a board.

Chuck Griego advised it will need to be sent to the Mayor and Council to get adopted. He will contact Representative Keys.

Board Chairman Bhakta asked if everyone was clear about the bill. It needs to be an agenda item. It will be published in April/May.

Chuck Griego states he wants the Municipality to adopt.

Public Input (3 mins.)

1. Eileen Richardson- Guest Life Magazine statewide 60,000, tourist sites (20,000). There is a very large feature of Las Vegas NM a total of 6 pages. The events need to be publicized out there. There are only two spaces left. They are hardback books. I Need to know by next week.

Board Chairman Bhakta asked if Las Vegas was already being featured.

Eileen Richardson said yes they already have some vendors. Again it is 6 pages long

Board Chairman Bhakta asked if they wanted us to purchase ads.

Eileen Richardson said yes.

Board Member Ortega-Angel asked if she would work with Virginia.

Chuck Griego asked Board Chairman Bhakta for direction on how he wants him to proceed.

Board Chairman Bhakta asked if he wanted it outside of approval. Not sure how it will get in before the next meeting to approve.

Chuck Griego asked the Board for direction on how to work with Eileen.

The Board gave Chuck direction to meet with the City Manager and City Attorney.

2. Pamela Daves- lives at 531 12th Street. Came to ask in the future, as you are aware the City has had a lot of issues with transparency to allow the public to put their input first about the agenda.

Board Chairman Bhakta stated it will not stay this way. At this time we are still trying to catch up and we have a lot of items we need to get through. That was the only reason for the change and it has nothing to do with transparency

Pamela Daves stated people want to give information before action is taken and they cannot if it is being discussed first.

3. Bob Mishler- did not show up
4. Doyle Daves- wants to commend the Board and the Chairman for the process of trying to make the system regular predictable and we know what to do and when. I have been working with this board for 17 years. The thing that helps is those that volunteer hundreds of hours in this town is predictability. Krutik your idea of knowing when, what, and where, we need those things. You tabled a motion about when you make the funding decision. I would ask you to take that time and fix it early. Summer programs, if we want to be in the guide we need to prepare our advertisements as early as March. If we do not know what funding we have available it makes it hard. January was a good idea for the first half and if you can do the other half in June or July that would be good and give us enough time to prepare.

Board Chairman Bhakta stated the reason he tabled it was to give the new Board members time to think about it.

5. Wid Slick- he wants to give the Board an understanding on why he goes before them quickly a bit. After losing the Plaza Hotel after the last economic turn down. I have been trying to market Las Vegas to try and keep other businesses from failing. Marketing Las Vegas fits the mission of Las Vegas 1st IBA to support locally owned businesses, in addition Wells Fargo Bank saw that better marketing can give an economic boost to Las Vegas and they are supporting this effort with grant money. When I come to you sometimes I am representing a particular marketing effort by Las Vegas 1st, other times like today I represent marketing Las Vegas in general on behalf of Wells Fargo. Gave a setup of occupancy and Lodgers Tax.

New and Other Business:

Chuck Griego discussed two items

- 1) The Mariachi Youth Conference is asking for \$10,320 and it starts March 20th.
- 2) Heritage week- Cowboy days. A motion was made in 2019 by Board Member Krutik Bhakta to approve \$4,975 for marketing. Abe Garcia seconded the motion. Emilio Aragon voted no. Allan Affeldt removed himself from the vote. There was not a roll call vote taken.

Chuck Griego stated according to him that is considered a dead motion because there was not a call for the vote.

Board Chairman Bhakta stated it was either it did not happen or it did not get onto the minutes.

Chuck Griego stated all he knows is what he sees because it was prior to him.

Board Chairman Bhakta asked if he got it verified by the city attorney.

Chuck Griego responded he spoke with the city attorney and they agreed with him it was a dead vote. He needs direction from the Board on how to go about the invoice getting paid.

Board Chairman Bhakta responded he will leave it up to the Mayor and Council.

Board Member Sandoval asked if they can do anything with the proposal.

Board Chairman Bhakta stated it is not an agenda item.

Board Member Sandoval asked if it is Lodgers Tax.

Chuck Griego stated he met with the City Attorney, it is an event that has happened for a long time it is big on culture and traditions in New Mexico

Board Chairman Bhakta wants to leave it to the City Council to make a decision.

Board Member Sandoval stated her idea is to fund the 1000 ads.

Board Member Ortega-Angel stated it falls under the same thing as the Romero Fire infrastructure.

Board Chairman Bhakta stated this is not the first time it has come in late. It needs to be marketed better

Adjournment:

Board Chairman Bhakta asked for a motion to adjourn the meeting.

Board Member Ortega-Angel made a motion to adjourn. All voted to adjourn the meeting.

Meeting adjourned at 5:32 pm.



Board Chairman



Date