

**Lodgers Tax Advisory Board
Regular Meeting
Video Conference
Google Meet
October 12, 2021 at 2:00 pm**

Call to Order

Board Chairman Bhakta called the meeting to order at

Roll Call

Krutik Bhakta- Present
Allan Affeldt- Present
Georgina Ortega-Angel- Present
Shawna Sandoval- Absent
Gabriel Garcia- Absent

Approval of Agenda

Montana Baca advised the board that item 1 under business items needs to be changed from approval to presentation.

Board Member Affeldt made a motion to change agenda item.

Board Member Ortega-Angel seconded the motion.

Motion passed with all in favor.

Public Input

None

Approval of Minutes

Board Chairman Bhakta made a motion to approve the minutes.

Board Member Ortega-Angel seconded to motion.

Motion passed with all in favor.

Finance Report

Jesus Baquera stated based on the activity for this year revenues are \$176,212.00. The expenditures are at \$64,064.00. Leaving a net worth of \$111,607.00.

Frank Beurskens asked if they could break down the percentage of those expenditures for marketing.

Jesus Baquera responded he would have to work with Montana to find out what expenditures are for marketing.

Board Chairman Bhakta stated they do need to keep an eye that the appropriate percentage is spent on marketing.

Virginia Marrujo stated the only marketing that has been done so far is for the New Mexico True campaign and billboards.

Business Items

1. Presentation of Marketing Plan

Virginia Marrujo stated that Veronica black and the chair Margo Segura will be presenting the marketing plan. She gave a brief explanation what the marketing plan was about.

Margo Seguro explained the different packages and prices they the committee came up with. The approved package was \$70,958.94. If everything on the on the proposal is approved it will be \$160,305.94

Board Member Affeldt asked if the visitor guide was in the marketing plan.

Virginia Marrujo responded no, she has not received prices for the guide.

Board chairman Bhakta stated that the town still needs to have a visitor's guide, and wants to know if it has been discussed.

Virginia Marrujo explained that Bill Hendrickson was the one working on the visitor's guide.

Board chairman Bhakta asked if the presentation was completed.

Virginia Marrujo explained the three campaigns: Old Town, New Adventures, the Regional Tours, and Live Las Vegas.

Frank Beurskens was curious about the visitor guide and if Virginia was not able to get a hold of Las Vegas 1st of Melissa and Andy.

Virginia Marrujo responded that she has not ever received a price card from them.

Board chairman Bhakta asked who chose the campaigns. Why were they chosen? What is the overall theme of the campaign going forward? How did they decide on sports and so on?

Virginia Marrujo explained that they talked about Las Vegas, what attracts people to Las Vegas, the history, and what is available in the city right now.

Board chairman Bhakta asked for the campaigns.

Virginia Marrujo stated 1. Old Trails, New Adventures. Focuses on all trails in and surrounding Las Vegas. 2. Live Las Vegas and is a combination of old living in Las Vegas and living in Las Vegas now. 3. Outdoor Adventures is focused on all outdoor activities.

Board member Affeldt advised the board he sent a message to Andy and Melissa and they told him Montana told them they had until Oct 31, 2021 to submit an application and they dropped off 10,000 folding rack cards at the city.

Board chairman stated he hasn't seen the folding rack cards at the hotels.

Montana Baca explained Melissa did drop off a box of 10,000 folding rack cards for the City and 30,000 were sent to Brochure Distribution out of Santa Fe, NM, so they will be distributing them.

Board chairman Bhakta asked if the three campaigns would encompass the events and groups in town to market them as a whole throughout the year.

Virginia Marrujo responded yes.

Board member Affeldt stated that New Mexico for the foreseeable future is a drive market, it is people within a couple hours from their destination. He is concerned about the focus of their marketing.

Veronica Black stated that they have discussed the marketing heavily and Virginia is working with them to see what the reach is for some of the placements.

Board chairman Bhakta stated that the reach should be Texas, Arizona, and Colorado.

Veronica Black stated to Virginia Marrujo that maybe the Grammy's should come off the marketing plan for now.

Board member Ortega-Angel stated that her focus for the marketing plan was the three states that surround New Mexico.

Micheal Perateau asked if the logs at the visitor center have been checked to see where people are coming from, because it has been busy.

Board chairman Bhakta explained what he would want the next presentation to be presented.

Virginia Marrujo suggest to the board that they show up to the next marketing committee on Nov 2, 2021 and can put input of what they would want on the marketing plan.

Discussion Items

1. Funding Applications

Montana Baca advised the board that no application had been submitted as of now but is aware of about four applications that should be submitted by the 31st deadline. If no applications are committed by the deadline discussion can be held for setting up another application deadline date.

Board chairman Bhakta asked if it was being advertised for application deadlines.

Montana Baca responded yes, it has been advertised since September 1, 2021, in the Optic, radio stations, and on the city website.

Board chairman Bhakta asked if Montana can make the packets be sent to her and not any of the board members.

Montana Baca advised the board that on the advertisement it does say for them to be submitted to her.

2. Repaint of Calumet Girl

Montana Baca stated she spoke with Chuck Griego to have it place on the Film Commission agenda and asked about the name change and he said that probably will not happen. Also was advised by City Manager/Interim CD Director Leo Maestas that the building is privately owned and it should be up to the owner to have it repainted.

Board chairman Bhakta asked if she spoke with the film commission to have it on their agenda.

Montana Baca responded yes but is not sure if it went on their last agenda or will be on their next agenda.

Board chairman Bhakta asked if Allan Affeldt had anymore more information about the repaint.

Board member Affeldt stated that he believes that is an important historical sign that should not be lost.

Board chairman Bhakta stated that the first thing that needs to be done is seeing if the building owner wants to do this and having someone willing to do it.

Micheal Perateau stated that he could find out who the building owner is and talk to them about their plans for the painting

3. Marketing Statistics

Virginia Marrujo did a breakdown of the website analytics. So far there have been about 19,736 new users. She explained the top ten most visited pages.

Board chairman Bhakta asked going forward with the marketing plan will the website change in any way or would it be changed to the events page.

Virginia Marrujo explained that it is not only events that attract people, there are also different aspects added to the website.

4. Update of E. Romero Firehouse and Acequia Museum

Shane Flores explained that everything on the list of deliverables are done

Board chairman Bhakta asked if the museum was fully opened.

Shane Flores responded not yet.

5. Update of CCHP Mobile Application

Frank Beurskens broke down usage stats on the mobile app.

Board chairman Bhakta asked if the QR code is leading to downloading the app or to a specific spot on the app.

Frank Beurskens responded that it automatically downloads the app.

Board chairman Bhakta asked what the target was for how many people have downloaded the app.

Frank Beurskens stated it has been since February and more people are downloading it on an I-phone than an android phone.

Board chairman Bhakta asked if it is on the visit Las Vegas page.

Frank Beurskens stated he has asked Virginia Marrujo about it but has not heard anything back and has not seen it on the website.

Frank Beurskens pointed out that he is no longer with CCHP and the Lodgers tax funding was for last year and there is no one maintaining the app anymore. The City has shown interest in carrying on the app. CCHP did pay for the license for one more year. There are two options: the city's marketing department can carry it on and Frank can consult with them to add more content, or he could do a lodger's tax request through one of the other non-profits to carry on the app.

6. Update of Wayfinding

Micheal Perateau stated they have put it out for bid and two companies applied. They are going with P&M Mountain Air to fabricate and install up the signs for \$47,000. Leo Maestas is working on the contract for them.

Board chairman Bhakta stated that hopefully for the next meeting that contract will be approved and signs began to be installed.

Adjournment

Board member Ortega-Angel made a motion to adjourn the meeting.

Board member Affeldt seconded the motion.

Motion passed.

Meeting adjourned at 4:08 pm.



Board Chairman Bhakta

1-05-2022

Date