

**Lodgers Tax Advisory Board
Special Meeting
Video Conference
1700 N. Grand Avenue Las Vegas NM, 87701
Tuesday May 11, 2021 at 2:00 pm**

Call to Order

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

Roll Call

Present:

Krutik Bhakta
Gabriel Garcia
Shawna Sandoval

Absent:

Allan Affeldt
Georgina Ortega-Angel

Approval of Agenda

Board Member Sandoval made a motion to approve the agenda.

Board Member Garcia seconded the motion.

Motion passed.

Public Input

None

Approval of the Minutes

Board Member Sandoval made a motion to approve the minutes.

Board Member Garcia seconded the motion.

Motion passed.

Business Items

1. Friday's Al Fresco Summer Concert Series \$9,145.00

Board Chairman Bhakta asked if they are asking for an increase from the \$5,000.00 awarded.

Chuck Griego responded yes.

Board Chairman Bhakta stated that during the Council meeting you have connected this to an event in July as a mini Fiestas.

Chuck Griego stated it is all part of Friday Al Fresco.

Board Chairman Bhakta asked where in the packaging is showing for Fiestas.

Chuck Griego restated it as part of Friday's Al Fresco.

Board Chairman Bhakta asked what the plans are for the event.

Chuck Griego explained the breakdown of the concerts.

Board Chairman Bhakta asked if the July 4th concert weekend advertising was included in the asking price.

Chuck Griego responded yes.

Board Chairman Bhakta asked if it is only radio advertising that will be used.

Chuck Griego stated that he knows Steve Leger is advertising on various radio stations.

Board Chairman Bhakta asked if he came up with any other digital advertising.

Chuck Griego stated he is aware that Vadio Suave was another station going to be included.

Board Chairman Bhakta wants to know if there is a way to figure out how to track visitors.

Board Member Garcia made a motion to approve funding.

Steve Leger stated to track the attendees they will be given a free raffle ticket, when they see they are from out of town they will be given a short survey.

Board Member Sandoval asked for clarification on the amount being asked.
Chuck Griego clarified the amount being asked.

Board Member Sandoval stated that she does not know how fruitful advertising in Trinidad would better the event.

Board Chairman Bhakta asked for the motion again and stated if there is not a second the motion dies.

Board Member Garcia made a motion to approve the \$9,145.00

There was no second.

Motion dies.

2. CCHP: NM Cruise and tour event \$4,500

Jane Beurskens gave a description on what the event is or does for Las Vega.

Board Member Garcia asked the start and end dates of the event.

Jane Beurskens responded August 13th to 15th.

Board Member Garcia asked about venues and road closures.

Jane Beurskens it will be on Railroad and Bridge St. and there will not get closed.

Board Chairman Bhakta asked how they will be able to track.

Jane Beursken responded that there is a registration fee.

Board Chairman Bhakta stated that he does not see any ad buying on the application so wanted clarification if it was for event marketing funding or infrastructure.

Frank Beurskens stated he did not realise he submitted the infrastructure application instead of the marketing assistance application.

Jane Beurskens stated that it could be considered infrastructure because the items listed on the application for purchasing can be used year after year.

Board Chairman Bhakta needed more clarification.

Jane Beurskens gave more details and explained what promotion marketing is being done for the event.

Board Member Garcia stated that he was ok with approving the amount as long as the money is going to advertisement and not funding the event.

Board Member Sandoval made a motion to fund this action item.

Board Member Garcia seconded the motion.

Motion passed with all in favor.

3. CCHP: Solar Challenge event \$5,000.00

Jane Beurskens stated again the application is a combination of event and infrastructure. She explained what the dates were for the solar car challenge and a description of what the solar car challenge is.

Board Chairman Bhakta asked if the banners could be used year after year.

Frank Beurskens stated yes they will be vinyl and placed on buildings on the path of the solar car challenge.

Board Chairman Bhakta asked if they were also going to have a registration table.

Jane Beurskens responded yes.

Board Chairman Bhakta asked how the event will be promoted.

Jane Beurskens stated that they will create and place ads in magazines and some newspapers.

Board Member Sandoval made a motion to fund the action item.

Board Member Garcia seconded the motion.

Motion passed with all in favor.

4. CCHP: Santa Fe channel mobile app \$3,500.00

Frank Beurskens explained the request for the \$3,500.00. He explained how useful the app has been with bringing people to Las Vegas. He stated 42% of the mobile app activity is from out of state viewers.

Board Chairman Bhakta asked if it was infrastructure or an event.

Frank Beurskens it would be infrastructure like the original app.

Board Chairman Bhakta asked if the content would stay on the app so people can refer back to this edition.

Frank Beurskens stated it will permanently stay on the app.

Board Member Garcia asked if they have QR code stickers in various places around town that tourists can take a picture of and find out what the app is.

Frank Beurskens advised Board Member Garcia where some of those QR codes are located.

Board Member Garcia made a motion to approve the action item.

Board Member Sandoval seconded the motion.

During the roll call vote there was a pause due to one board member having technical difficulties.

Motion passed with all in favor.

5. LV1st IBA visitor guide and folding rack card \$38,530.00

Melissa Greene stated what the plans are for a visitor guide. She advised the board that she made a mistake on the total ask for the folding rack card. The total for that should be \$10,530. She gave a breakdown of the amounts for the guide and the folding rack cards.

Board Chairman Bhakta stated that on the application all he sees is print.

Melissa Greene stated that the visitor guide could be completely digital but the folding rack card would be printed.

Board Chairman Bhakta asked what the amount was for the fold rack card.

Melissa Greene responded \$10,530 and that will be for 180 locations.

Bill Hendrickson asked if the folding rack card would come out before the guide would get printed.

Melissa Greene stated that the folding rack card can get printed in May or June.

Board Chairman Bhakta asked if the online version was included in the price.

Melissa Greene responded yes.

Board Chairman Bhakta stated the presentation given is on print.

Board Member Garcia asked how the board feels about the folding rack card.

Board Chairman Bhakta stated they are more interested in the folding rack card compared to the visitor guide.

Board Member Garcia stated that the folding rack card is a good compromise.

Board Member Sandoval made a motion to approve the folding rack card and table the visitor guide.

Board Member Garcia seconded the motion.

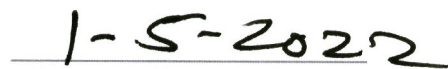
Motion passed with all in favor.

Adjournment

Meeting adjourned at 4:06 pm.



Board Chairman Bhakta



Date