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LODGERS TAX ADVISORY BOARD SPECIAL MEETING MINUTES CITY COUNCIL CHAMBERS

1700 N. GRAND AVENUE, LAS VEGAS NM 87701

Tuesday May14, 2019

2:00pm -5:00pm

ROLL CALL:

Meeting called at 2:05p.m.

PRESENT:

Emilio Aragon

Allan Affeldt

Krutik Bhakta

ABSENT:

Lisa Saiz

Abraham Garcia

APPROVAL OF AGENDA:

Kruik Bhakta asks to amend the agenda to add the item of replacing Lisa Saiz.

Virginia Marrujo made them aware they may address the issue on item of board positions. She then made the board aware of two important items which need to be added to the agenda.

Item #1 - Economic Impact - Southwest Marketing and Planning

Item #2 - Hall of Fame Museum

Krutik Bhakta makes a motion to approve the agenda with the amendment of the two additional items before budget item.

Emilio Aragon seconded the motion.

All vote Yes.

APPROVAL OF MINUTES:

Virginia Marrujo indicated all minutes were presented to the board and the April minutes were emailed to the board prior to the meeting.

All minutes are included in meeting packets.

Krutik Bhakta asked if everyone replied and voted to the email agenda items?

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Virginia Marrujo stated the emails were sent. Everyone replied except Emilio Aragon due to restricted access to the internet.

Krutik Bhakta stated that one of the problems with email is that there is a trail. If we don't see them then how do we know what was voted upon.

Virginia Marrujo stated all votes and responses are recorded in the minutes and copies of the emails may be provided as well.

Krutik Bhakta asked Virginia Marrujo if she has a copy in front of her.

Virginia Marrujo replies "Yes" and asked if the board had an amendment to the minutes.

Krutik says "Yes" and explains the answers seem to be out of sequence with the questions. Virginia Marrujo states she will make the corrections and add copies of the emails to the minutes.

Krutik asks if Mariachi passed and asks Emilio Aragon if he made the votes through phone?

Emilio Aragon responded yes.

Virginia Marrujo states the Mariachi did pass approval.

Krutik asks if "we amend the actual minutes to the email?" Krutik also states if the decision is to be made through email then it needs to stay in email or we need to amend voting during this meeting and that is it.

Virginia Marrujo states it is preferred the voting take place during the meeting. This is the first email voting since the approval of email votes. The only one who did not respond through email is Emilio Aragon because he had a house fire and no access to email. He did call in his vote and verified today at the meeting.

Krutik asks to include the emails with the minutes.

Virginia Marrujo stated she will include the minutes.

Emilio Aragon motions to approve minutes.

Allan seconded the motion as amended and all vote "Yes".

Motion Passes.

PUBLIC INPUT:

Virginia Marrujo states there is no public input for this meeting.

UPDATE ON BOARD POSITIONS:

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Virginia Marrujo states the last meeting was voted Krutik Bhakta would be the Chairman of the board and Lisa Saiz, if accepted, would be the Vice Chair of the board. Virginia Marrujo stated they may look at what the next approach would be for the position.

Krutik Bhakta makes a motion to select a new board member.

Emilio Aragon seconded the motion as amended and all vote "Yes".

Motion Passes.

Allan Affeldt suggests as part of protocol for Lisa to submit a letter of resignation.

Virginia Marrujo agrees with Allan.

Allan Affeldt indicates it would be formalized just to show she resigned.

FUNDING THE NM TRUE GRANT:

Virginia Marrujo stated the grant was approved for \$60,000 at the last meeting. Since the meeting it has been discussed about adding a two day video shoot rather than one day and adding Pandora to the list of marketing. The video and additions will increase the amount by \$12,868. Virginia Marrujo stated the Lodger Tax increased for the year and would allow for the additional funding.

Allan Affeldt asks what we get for the additional money.

Virginia Marrujo states the money would allow the additional day of video and Pandora. Virginia then refers the question to Wid Slick.

Wid slick states the additions are correct and also allow for digital billboards.

Allan Affeldt asks if the grant is a match.

Virginia Marrujo states "Yes"

Krutik Bhakta asks if this is a raise in funds from the additional money already increased from last year.

Virginia Marrujo says "Yes"

Krutik Bhakta states he understands but is concerned with the additional raise as it was already raised from the \$48,000 last year to the \$60,000 this year.

Allan Affeldt asks if the production is done by NM True?

Virginia Marrujo states the assets are submitted to NM True and they are responsible for creating the advertorials.

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Allan Affeldt states he is concerned with the quality of their work. The billboards can not be seen from the highway.

Virginia Marrujo states Wid Slick did send the concerns to NM True about the tagline logo concern about not being able to read and see Las Vegas. She said NM State Tourism is working to address concerns and has recently hired a graphic designer.

Allan Affeldt states the letters are way too small. He is concerned with us giving money to the state when the NMHU Media Arts department can provide better graphic work.

Virginia Marrujo states the agenda includes hiring interns to provide creative work through the summer.

Krutik Bhakta asks if billboards can be removed and use the money for the additional video.

Virginia Marrujo states they can remove the billboards and replace with the video and not have to increase the amount.

Allan Affeldt states he is not opposed to billboards but is concerned about wasting money on billboards where the lettering can not be seen.

Allan Affeldt states he believes if we spend money on creative then it should be spent on locals creating the artwork.

Emilio Aragon asks if the board can be shown changes if NM True makes the creative changes to the billboards.

Krutik Bhakta states the board is not happy with the current template and asks if could budget for the video rather than the billboards.

Wid Slick states they have had their best designer on the changes but do not have them ready yet.

Virginia Marrujo states the billboards are part of the FLEX grant and can be brought back to the board at a later date pending the new design.

Krutik Bhakta suggests bringing it back to the board and presenting it on the screen to show the changes. He asks who is producing the video?

Virginia Marrujo indicates the NM True videographers will be the ones shooting the video.

Allan Affeldt states the board went through the process already with a design firm paying \$350,000. He suggests approving any artwork on the billboards.

Virginia Marrujo states the agenda does include hiring interns to do the job. She also states NM True pays half the costs of the video creation and marketing placement. The video is a start to professional footage which will encourage the interns. The board did indicate in previous meeting, they would like to see professional video

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and this aspect of the grant will allow for the request. She then states next year the board can move into discussion of hiring local or interns to produce the creative work.

Allan Affeldt asks if the one day video shoot is \$12,000?

Virginia Marrujo states the \$12,000 is for additional print, an additional day of video and expanding the billboard selections.

Krutik Bhakta asks if the video will be a 30 second video?

Virginia Marrujo states they will be able to create a 30 second video and a 60 second video. The video can then be used to create new video.

Krutik Bhakta states video is expensive and asks if the video will be placed somewhere or is the video just being made?

Virginia Marrujo states the video will be made and placed on NM True TV and digital platforms. The City can then use the video for commercial placement.

Allan Affeldt states the NMHU Media Arts department created a video installation for Jemez Springs and asks why we are not creating one.

Virginia Marrujo states she was once a part of the program and she is working with the director to approach the idea of an installation.

Emilio Aragon motion to table the \$12,868.

Krutik Bhakta seconded the motion as amended and all vote "Yes".

Motion Passes.

MAIN STREET DE LAS VEGAS PRESENTATION FOR FUNDING WAYFINDING:

Michael Peranteau introduces himself as Executive Director of Main Street de Las Vegas. Michael then introduces Kenneth Francis from Surroundings. Michael states they are at the point of fabricating and will be presenting and talking about what has been completed and the next steps in the wayfinding process.

Kenneth Francis begins the presentation with a timeline of when the wayfinding began in 2013 to today. The wayfinding is being done with the idea of five intersection points to lead visitors from the highway to the Downtown Historic District.

Kenneth Francis explains how visitors get off exit 343 and be directed to University Ave. He also explains the current signage which has some confusion and get lost with its current placement. Kenneth then indicates the five intersection points:

- 1) 6th and University - Decision point
- 2) 6th and National

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- 3) 6th and Douglas
- 4) Douglas and 12th
- 5) National and 12th

Kenneth Francis states they had a public meeting and provided designs for the public to provide input on their ideas of the signage. He showed the photos of the design the public voted upon during the public meeting. He indicated the design aspects were specific based on elements of Las Vegas.

Allan Affeldt states the sign would need to include NM or New Mexico or they miss something fundamental.

Emilio asks if there were problems with the schools in the process?

Kenneth Francis states they did meet with the President of the University about the roadway alignments and running traffic through the University to the Plaza. He then explains some of the proposed plans for the roads running through the University and redirecting traffic. The idea of the locations is to also create an experience through the loop.

Krutik Bhakta says he would have to wrap his head around it if he were a visitor.

Michael Peranteau states there is no signage currently directing visitors to the Plaza. The biggest questions at visitor center is how to get to the Plaza.

Krutik Bhakta explains he does not normally direct traffic to University to find the Plaza. He would be sending visitors passed national to University which would have then make a right to National. He states he would direct them to National.

Kenneth Francis states the 0 on the map at Grand and University shows an archway to welcome visitors and is a decision making point.

Krutik Bhakta asks if he is a hotel at the north side of Grand Avenue, would he be telling them to go past the street which is direct?

Kenneth Francis states the contract originally is to work on the five signs. He states they may have to include, at a later date, multiple signs directing traffic. He states the original scope of work was for the five signs but they can expand the scope of work.

Emilio Aragon explains the Universities proposal to close National and make the one-way on University a two-way lane and direct traffic down University rather than National.

Allan Affeldt explains the proposal would make National a pedestrian mall in the center of campus and make University a two-way as it was originally. He sees the wayfinding as a starting point.

Virginia Marrujo suggests adding the two additional signs on Grand Ave. as visitors entering from the 343 exit head directly into University to find the Plaza.

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Krutik Bhakta asks what the importance of the 6th and National Ave. signage?

Kenneth Francies states due to the instruction given, there would be an archway at Grand and University welcoming visitors sending them to 6th and University leading to directional signs for visitors. Kenneth states if the archway goes away there could be a new plan for signage.

Allan Affeldt states it doesn't go away because it never existed.

Kenneth Francies states there had been plans through Main Street to create the archway.

Krutik Bhakta suggested moving the following:

- 1) 6th and National to Grand and National
- 2) 6th and University to Grand and University
- 3) 6th and Douglas to Grand and Douglas

Kenneth Francis states it would be possible but it is a DOT road and would require certain permission.

Michael Peranteau states they should keep them and continue working on getting the archway placed.

Allan Affeldt states it is a good start but they should work on placing the archway.

Krutik Bhakta asked if the archway would be placed across the street on University and Grand when entering through 343 exit?

Kenneth Francis states he is correct

Emilio Aragon asks how soon they plan to construct and place the archway. He states he heard about it a few years ago being placed in front of NMHU administration building.

Allan Affeldt states he thinks it is a good start and execute the project and expand the scope of work to include the additional signage.

Kenneth stated the two additional intersections will require additional funding for survey and civil engineering. He also stated the plan may include murals on the intersection buildings as a use of signage. The funding currently covers the five signs at estimated cost of \$45,000.

Krutik Bhakta asks if the archway is part of the scope.

Kenneth Francis states it is not part of the scope of work and the archway was a separate project.

Allan Affeldt asks if there is an action item.

Kenneth Francis states the action item was to get funding to continue to the next phase of wayfinding.

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Virginia Marrujo states the board had originally approved \$50,000 and gave them the first \$24,000 and they are now ready for the additional \$26,000.

Michael Peranteau states the original estimate was \$26,000 but realize the cost is \$45,000 to complete the construction.

Allan Affeldt he would move to allocate an additional \$20,000 for the other two signs.

Krutik Bhakta states he would like them to return with an option B in case the archway is not built.

Michael Peranteau states he will be working to complete the archway. He states he is not familiar with the project but willing to get the history and move forward with the project.

Allan Affeldt states he made a motion to allocate the additional \$20,000. Krutik Bhakta seconded the motion as amended and all vote “Yes”.

Motion Passes.

Allan Affeldt states he would like them to come back to the board with the estimated costs of the civil engineering for the cross intersection signs.

MAIN STREET DE LAS VEGAS FUNDING FOR CASTANEDA UNDER THE STARS:

Micheal Peranteau states he would like to come back to the board in July to present Castaneda Under the Stars.

Emilio Aragon makes a motion to table Castaneda Under the Stars till the next meeting.

Allan Affeldt seconded the motion and all vote “Yes”

Motion Passes.

FUNDING FOR SKATEPARK DESIGN:

Virginia Marrujo states Diana from the Skatepark Advocates will be helping to present. She indicates the City and Skatepark Advocates met with a Skatepark design firm to start creating plans. She states the firm will create plans for three separate locations within the City. Virginia explains the three possible designs as follows:

- 1) Skatepark with a bike pump track around the outer edge.
- 2) Kids bike park which includes signs obstacles and various assets to educate the youth on bike rules on the street.
- 3) A plaza skatepark which is a skatepark with benches, landscaping and a possible stage.

Virginia Marrujo states two possible locations which would need to be approved through council:

- 1) Rodriguez Park
- 2) Old Safeway parking lot

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Virginia Marrujo states the cost for the design process would be around \$12,000.

Diana introduces herself and explains the skatepark advocates. She states they have been working on this project for about 10 years and have not been able to move forward. She states the ideal location would be the Safeway parking lot.

Allan Affeldt states the parking lot is full at times and the local businesses need the parking lot.

Virginia Marrujo states the big trucks and film productions are the ones which most often use the parking lot. She states the business customers prefer to park on the street or at the base of the old Safeway parking lot.

Emilio Aragon asks if they thought about a centralized location near the Riverwalk.

Diana stated they did consider the space behind Bridge St.

Allan Affeldt states it would work with the Hermit's Watershed Alliance project. He states a location should be chosen before making the final decision. Allan asks if the City owns the property behind the Plaza?

Diana states the biggest problem has always been the location.

Allan Affeldt asks why the company from Missouri was chosen.

Virginia Marrujo states the company has been working with the City and Skatepark Advocates for many years.

Krutik Bhakta asks if there are examples of Santa Fe.

Virginia Marrujo states there is no examples of Santa Fe but the packets do include examples of the types of Skatepark designs.

Krutik Bhakta states the money is supposed to be for tourism related so he feels there should be some examples of surrounding areas and how is it going to promote tourism.

Virginia Marrujo states they will be hosting events and competitions to draw the crowd from other NM communities rather than the youth leaving Las Vegas to attend these events.

Krutik Bhakta states he would like the Skatepark Advocates to return with more data and information about how they plan to attract visitors. He is unsure it is viable as a tourism project.

Allan Affeldt states he believes Rodriguez Park would not be a good spot to attract tourism but behind the Plaza would be a better location. The best spot would be off Valencia if the City owns it and will it be big enough.

Virginia Marrujo states the paved parking lot is City property but the grass area is privately owned.

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Krutik Bhakta states they are in a build it and they will come, at this point. He states they need to bring more information to support their project.

Allan Affeldt says they will.

**Allan Affeldt makes a motion to table the project until the next meeting.
Emilio Aragon seconded the motion and all vote "Yes".
Motion Passes.**

FUNDING FOR TIERRA ENCANTADA FARMER MARKET EVENT LA LLORONA:

Diane Lindsey introduces herself and explains about the Farmer's Market. She states they hold the La Llorona festival each year which brings entertainment and visitors from all over. They are asking for \$500 to help with marketing the event.

Emilio explains the Farmer's Market has things for the entire family during the event.

Allan Affeldt asks about the building on the Farmer's Market parking lot.

Diane states the City owns the lot and the building on the lot.

Virginia Marrujo states the City owns the building but it is not in a condition to be used for events at the moment. She states the conversation had been started about fixing the building and making it a community building.

Allan Affeldt states it makes sense to fix the building to be a multifunctional space.

Virginia Marrujo informs the board the location will be presented to City Council at tomorrow's meeting for a zone change to a C-1.

**Allan Affeldt makes a motion to approve the \$500.
Emilio Aragon seconded the motion and all vote "Yes".
Motion Passes.**

CITY OF LAS VEGAS - FUNDING FOR FIESTAS AND REINAS:

Virginia Marrujo states last year the Reinas did get approval to purchase a trailer for the Reinas. This year the request is to purchase a new Gazebo for the Reina float. Virginia states the Gazebo will be made locally and specific to the trailer size. She states the float travels throughout the state and does include two banners indicating visit Las Vegas. She says the amount for the Gazebo is \$1700.

Emilio Aragon asks if it will replicate the Gazebo in the Plaza Park.

Virginia Marrujo states it does have similarities but is not the same shape.

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Allan asks if the City owns the trailer

Virginia Marrujo verifies the City owns the trailer.

Krutik Bhakta asks if the upkeep would be by the City?

Virginia Marrujo states the upkeep would be done by the City to last for many years.

Allan Affeldt makes a motion to approve the \$1700.

Emilio Aragon seconded the motion and all vote "Yes".

Motion Passes.

HERMIT'S PEAK WATERSHED ALLIANCE RIVERFEST REQUEST FOR FUNDING:

Reina Fernandez explains the 3rd Annual River Festival. She explains it has helped with the Gallinas River project. She states she would like to market the event to attract more visitors and particularly families. Long term goals are to work on the river from Montezuma to Grand Ave. but right now they are working on the downtown stretch.

Allan Affeldt asks what is the request for funding?

Reina Fernandez states they are asking for \$5000 for marketing.

Allan Affeldt asks what they will do with the money?

Reina Fernandez states the variety of places they will advertise, radio and flyers.

Allan Affeldt asks who is producing the artwork and stories.

Reina Fernandez indicates the organization is creating the work. She states last year they hired Gabe Garcia to create the creative.

Emilo Aragon states lots of students fish, walk and run through the riverwalk.

Reina Fernandez states it is true. She explains they held a public meeting to gather information on what the community would like to see on the riverwalk.

Allan Affeldt asks how it relates to tourism?

Reina Fernandez states they are planning on targeting people from surrounding areas. They plan to get more accurate numbers to count the visitors from out of town. They are not looking to market nationwide but are planning on marketing statewide.

Krutik Bhakta suggests approving \$1500 until they come back with more detail on how they plan to spend the money.

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Reina Fernandez states the breakdown to the budget of spending is in the packets.

Virginia Marrujo verifies the packet and makes the board aware the packets are in order of the agenda.

Allan Affeldt makes a motion to approve the \$5000.

Emilio Aragon seconded the motion and all vote "Yes".

Motion Passes.

LAS VEGAS FIRST BUSINESS ALLIANCE FUNDING FOR THE ART AUCTION:

Linda Anderle introduces herself and states she will be providing the numbers and data for last year's art auction. Linda States the information as follows:

- 1) 102 local artists were asked to participate
- 2) 34 participated with a total of 85 pieces of work
- 3) 59% items received bids from 145 bidders, 24 from New Mexico, 25 from 17 other states and India
- 4) Raised over \$4,700 for the artists
- 5) 83% were sold outside San Miguel County
- 6) 13 items went out of state
- 7) 11 stayed in New Mexico
- 8) 6 stayed in Las Vegas

Linda Anderle states Wid will be asking for funding to hire a publicity company to work with the art auction. She states they would like to purchase ads in magazines, Albq. journal for social media.

Wid Slick states the board should have a break down in their packets.

Allan Affeldt asks Wid to explain how the art auction relates to tourism?

Wid states it is not to bring people to Las Vegas but to sell Las Vegas and make people aware of Las Vegas as a center for art. It is the best measurement for the Lodger Tax dollars and finding how many people visit the las vegas tourism website.

Allan Affeldt asks how many people visited the site last year.

Wid Slick states he is not sure as the Google Analytics was not set up last year.

Virginia Marrujo informs Wid the Google Analytics is free if they have a website set up.

Krutik Bhakta asks if it would be easier and more feasible to work with other art auctions?

Wid Slick states the auction does use a national charity site.

Allan Affeldt asks about the labor costs associated with the art auction?

Wid Slick states the County is covering the running of the auction and the rest is up to the artist.

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Krutik Bhakta states they will be selling art and travel packages and how has it flushed out?

Wid Slick states they range from free rooms to dinner and meet and greets.

Krutik Bhakta asks if the board funded last year's event?

Virginia Marrujo states they did fund the project last year in its kick off year.

Krutik Bhakta asks if the auction happened in person?

Virginia Marrujo states it was all online.

Wid Slick states it is an online auction set to establish Las Vegas as an art location.

Krutik Bhakta asks if it can be said that anyone of those people online made a trip to Las Vegas?

Wid Slick says they may have visited the website. That is why the packages are offered so they are encouraged to visit Las Vegas and get a great discount to a hotel room. Wid states online marketing is the next thing.

Allan Affeldt states he is not convinced an online auction has a lot to do with tourism in Las Vegas.

Wid Slick states he not convinced but it does get lots of advertising dollars out there.

Allan Affeldt asks about the radio station ads?

Wid Slick states they are contributing the ads.

Allan Affeldt states the leverage is great if it gets people to come to Las Vegas but if it only selling art online and not coming to Las Vegas then it is not meeting the Lodger Tax needs.

Emilio Aragon makes a motion to disapprove the funding.

Krutik Bhakta seconded the motion and all vote "Yes".

Motion Passes.

LAS VEGAS FIRST BUSINESS ALLIANCE FUNDING FOR FRIDAYS EL FRESCO:

Steve Ledger introduces himself and explains he is at the meeting to discuss a summer event which happens on Fridays at the Plaza Park called Fridays El Fresco. Las Vegas First Independent Business Alliance has been funding the event. Steve hands out a poster to the Lodger Tax board. He states the Las Vegas Fiestas brings lots of people for the music as well as a Salute to the Troops. The Plaza Park is well known all over the state and further for the music. He states the request will help to advertise to attract more people to the Fridays El Fresco event. He states they would like to expand the marketing to attract those people and get them to stay the night.

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Emilio Aragon asks if they have information on the people who attend the event from out of town?

Steve Ledger states the crowds are growing and with the advertising dollars requested would draw more people.

Andy Kingsbury states he has requested a sponsorship from the local bank to provide bouncy house, popcorn, and cotton candy for the 13 weeks to attract the families.

Virginia Marrujo states the bouncy house may not be allowed in the Plaza Park. She states the City was awarded the Film Liaison Summit and part of the decision was made because of Fridays El Fresco.

Steve Ledger states the funding will help to promote the event and double the event.

Krutik Bhakta states the event has had problems with attendance in the past.

Steve Ledger states people know the park for music because of Fiestas and a Salute to the Troops.

Allan Affeldt states it is a great event and mostly for locals and not well attended. He states his concern to attract tourists to the event.

Krutik Bhakta states the non attendance is a shame because it is a good event. He asks if there are better ways to promote.

Steve Ledger states they will be promoting much of it on the radio to attract more people.

Emilio Aragon states 98.1 will provide an interview.

Allan Affeldt states the University has a radio station which is being missed and not reaching all the students.

Steve Ledger explains they have been operating on a marketing budget of zero dollars.

Allan Affeldt states they would need some way to measure the success of the money for marketing and how would it be evaluated.

Steve Ledger states he can create a sign in sheet.

Allan Affeldt states it would be good to provide data.

Steve Ledger states he will record the information and provide data. He states he will make sure they assess the crowd attendance and how many are from out of town.

Allan Affeldt asks who is producing the ads?

Steve Ledger states he does the voice overs for radio ads and Linda produces the posters.

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Allan Affeldt states they should look into working with Virginia Marrujo and NMHU Media Arts to help produce those materials.

Steve Ledger states he would be willing to look into those options.

Allan Affeldt makes a motion to approve the \$5000.

Emilio Aragon seconded the motion and all vote "Yes".

Motion Passes.

LAS VEGAS FIRST BUSINESS ALLIANCE FUNDING FOR PUBLICITY CAMPAIGN:

Elmo Baca introduces himself and states he is a member of Las Vegas First Business Alliance. He states this is a banner year for Las Vegas and for publicity to come out of Las Vegas. He states they do not have a publicity firm and the reason things are not getting posted in many areas. He mentions the target would be major and national newspapers. Elmo states the stories such as Castaneda and Railroad District, TV & Film Hall of Fame are hot topics. Elmo states they are ask for \$26,000 for a professional publicity firm.

Emilio Aragon asks if the firms are going to be doing the copy or printed locally.

Elmo Baca states they would like to get into some major markets.

Krutik Bhakta asks if this is the same as the marketing discussed earlier with the video.

Virginia Marrujo states it is not the same marketing plan.

Krutik Bhakta states a large portion of the request is for video and asks if it is correct or if it is coming from New Mexico True.

Elmo Baca states it is matching funds.

Allan Affeldt states from experience he is skeptical of having an outside professional tell us how to market Las Vegas. The authenticity is from the people in Las Vegas doing cool stuff and the professionals are here such as Wid doing this work. Allan states hundreds of dollars were spent on a professional marketing firm under the theory that we need some outside expert and was misguided from the beginning. Allan states he has had lots of articles written in major papers because it was his personal story and he made the call to get the story printed. Allan states he agrees it is the time for Las Vegas but not the time to hire someone else to tell the story. Allan states it is the time for Media Arts and professionals here to tell our story and focus on doing that job.

Elmo Baca states he partially agrees but does not know who has the time and energy.

Allan States Media Arts wants to work in the capacity but understands they do not have the budget. Allan mentions they would be willing to do the work if they had the budget but they just can't do it all for free. He states they could take the money and give it to Media Arts to produce the work instead of taking it to Albuquerque.

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Elmo Baca states he does not believe they would say yes and it would be a longer process.

Virginia Marrujo asks if once they get the firm, who is going to pay for the cost of placement and creative work?

Elmo Baca states these are not ads, they are stories.

Virginia Marrujo states the stories also need assets and asks who will pay to collect them and submit and who is going to manage the content?

Allan Affeldt states \$15,000 is an afternoons work and will not buy much.

Elmo states we are not looking for creative but for ad placement.

Krutik Bhakta states he agrees the amount of money will not get very much.

Emilo Aragon states they will be doing the type setting and we have people in Las Vegas who can do the type setting.

Allan Affeldt states it just takes a phone call to these places.

Elmo Baca states he would make those calls if he had the time. Elmo states the publicity firm makes the contacts.

Allan Affeldt asks what the firm will do for the money?

Krutik Bhakta states they are hoping the PR company has the leverage to get you into the market you want.

Elmo Baca states yes and has the proper contacts.

Emilio Aragon asks if the proposals figure is from the publicity firm?

Elmo Baca states the proposals are from the firm and he has more detailed proposal from the firm.

Allan Affeldt mentions giving the money to Art Council, Media Arts or to the City to have money to hire someone to do the job instead of hiring someone from Albuquerque.

Elmo Baca states he agrees with the point of view but it is a matter of capacity. If all of the nonprofits were operating properly and doing their own publicity he would not need to present the proposal.

Krutik Bhakta states the board mentions locals should do the job but it has not happened yet.

Elmo Baca states if they could find someone local, they would do it.

Virginia Marrujo states the last time a publicity firm was hired it was through a process.

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Krutik Bhakta states they went through a full RFP process and scoring. Krutik mentions he believes it can be done if it is thought out and through the correct process.

Allan Affeldt asks Virginia Marrujo if \$26,000 is available for the request?

Virginia Marrujo states the last meeting the board allocated \$155,000 plus the allocations for the current meeting.

Allan Affeldt states he would propose they go to New Mexico Highlands University and talk to President Minner and Angela. He mentions talking to them about proposal to market the City and may take an institutional commitment.

Krutik Bhakta states they would have to figure out how to make it sustainable so if the President or staff leave, the program will continue.

Elmo Baca states the talent is in Las Vegas but everyone is busy.

Virginia Marrujo states the City will have two students helping over the summer with marketing which means there is a way to work with the schools.

Allan Affeldt makes motion to table the request till the next meeting. Allan suggests they bring back a proposal showing whether or not Media Arts wants to work with the idea.

Virginia Marrujo states someone will have to oversee the project whether it is the firm or Media Arts students.

Allan Affeldt agrees.

Allan Affeldt makes a motion to disapprove the request.

Emilio Aragon seconded the motion and all vote "Yes".

Motion Passes.

LAS VEGAS FIRST BUSINESS ALLIANCE DISTRIBUTION OF VISITOR GUIDE:

Andy Kingsbury and Melissa Greene introduce themselves. Andy states they completed delivery of the Visitor Guide. He states they traveled Northern New Mexico and 1300 miles South and East to deliver around 14,000 visitor guides and asking \$5,200 for distribution. He states they make the deliveries twice a year and want to get reimbursed for mileage, gas and wear and tear.

Allan Affeldt asks if the \$500 in the request is for their time.

Andy Kingsbury responds yes.

Virginia Marrujo asks if they need help with distribution as the City can assist?

DRAFT

Andy Kingsbury states the trick is carrying the weight and the cities that are hard to get too. Andy states they have never asked for money except this year and last year.

Emilio Aragon asks why the board does not receive a consolidated proposal instead of all the little proposals?

Krutik Bhakta states it is already happening and there is nothing the board can do.

Emilio Aragon states it bothers him because every meeting is representative from Las Vegas First Business Alliance asking for funding for a different project.

Allan Affeldt states he would be in favor of the funding but would like distribution information.

Andy Kingsbury states they have a map and information about the distribution.

Virginia Marrujo states it was included in the previous packet for the visitor guide funding request.

Krutik Bhakta asks if delivering in person is better than mailing the guides?

Andy Kingsbury explains it costs a lot of money to mail out that many guides.

Virginia Marrujo verifies the cost is very expensive.

Krutik Bhakta asks if adjustments were made delivering the guide because the first request was \$3,700 and now it is \$5,000 or was it always \$5,000?

Melissa Greene states it was not always \$5,000, She states they added as they were working with Wid from Las Vegas First Business Alliance. She states they can knit pick it but there is no way the guides can be delivered by us and just looking for reimbursement.

Krutik Bhakta asks if they charged for the front cover?

Andy Kingsbuty responds no.

Krutik Bhakta states it would have paid for the distribution.

Virginia Marrujo states charging for the inside cover will also be profitable.

Melissa Greene states they do charge for the inside covers but they are hard to sell. She states she has been doing it for 12 years and they hard sell.

Allan Affeldt makes a motion to approve the request for \$5040.

Krutik Bhakta Emilio Aragon seconded the motion with reservations and all vote "Yes."

Motion Passes.

REQUEST FOR FUNDING HERITAGE WEEK/HOLIDAY HOME TOUR/HISTORIC HOME TOUR:

DRAFT

Doyle Daves introduces himself and indicates he is presenting for three of CCHP upcoming events. He states it is the 30th year for Historic Home Tour, 13th year for Heritage Week and 14th year for Holiday Home Tour. Doyle states they have had from 350 to 500 participants for the Historic Home Tour and most of them are from out of town and typically from five to seven different states. Doyle states Heritage Week is growing and this year Gonzalo placed a Salute to the Troops on the first weekend and then the Elks club closes the week with the Family Fun Day. Doyle states the Holiday Home Tour gets about 150 to 200 people and are mostly from out of town. Doyle mentions they are asking for help with the publicity.

Doyle Daves states on there will be 14 locations on this years tour but the Montezuma Castle will not be on the tour this year.

Allan Affeldt states the tour will include E. Romero which is very important and maybe think about adding Ilfeld Auditorium.

Allan Affeldt states he believes these events can grow and become big events for Las Vegas but have to use it as leverage for the greater appreciation of Las Vegas architectural heritage.

Doyle Daves states the El Fidel is on the tour for 2019.

Allan Affeldt states the request is total of \$12,000 (\$5,000 for Heritage Week, \$5,000 for Historic Home Tour and \$2,000 for the Holiday Home Tour).

Doyle Daves states the amount is correct and they were set by the guidelines of the board last year.

Krutik Bhakta states he did not want to set those guidelines.

Doyle Daves states the guidelines have zig zagged and they try to do the best they can.

Krutik Bhakta states they have funded events for Heritage Week.

Doyle Daves states they do most of their own advertising.

Virginia Marrujo states the events funded were Gonzalo's event a Salute to the Troops and Cowboy day for Friends of the Museum.

Krutik Bhakta states it is a lot of overlap.

Virginia Marrujo states the Holiday Home Tour is not part of Heritage Week.

Doyle Daves states the Holiday Home Tour is in December.

Krutik Bhakta asks if the Holiday Home Tour is part of the request.

Virginia Marrujo states the three events are separate proposals.

DRAFT

Doyle Daves states the Historic Home Tour is on the first Saturday of Heritage Week. He mentions the Tour was originally held on one day and they leveraged the experience by making the event an entire week with over 15 organizations participating.

Emilio Aragon asks if the request is for marketing the events?

Doyle Daves responds yes.

Krutik Bhakta states he feels they could cover all three events with the same amount of money. He states at this point he feels they are just asking for money to ask for money and believes all three can be covered with \$5,000.

Krutik Bhakta makes a motion to approve an amended request for \$5000 to cover all three events.

Allan Affeldt seconded the motion and all vote "Yes."

Motion Passes.

ANIMAL WELFARE COALITION OF NORTHEASTERN NM REQUEST FOR FUNDING ARTBARK:

(Due to the time, NMHU has allowed AWC ArtBark to present)

Donna Rivas introduces herself and states her request is for marketing Artbark. She states the money from last year brought artists from all over the country and most did attend the invitation event. They raised \$8,000 which is used for medication for the animals. Donna states they are asking for \$2,000 in marketing.

Allan Affeldt states the event received quite a bit of attention for small amount of marketing money.

Donna Rivas states they did have a student which produced the artwork for the marketing and in process to hire another student.

Emilion Aragon states the request shows a budget of \$3,000 in marketing.

Donna Rivas indicates San Miguel County approved \$1,000.

Virginia Marrujo states the student did the artwork and was used as part of a mobile marketing campaign with New Mexico True. She states the results were very impressive and the top reach was the male audience under the age of 24 years old.

Allan Affeldt makes a motion to approve an amended request for \$5000 to cover all three events.

Krutik Bhakta seconded the motion and all vote "Yes."

Motion Passes.

NMHU FOUNDATION REQUEST FOR FUNDING PAINTERS EXHIBITION:

DRAFT

Renee Buchanan introduces herself and states she is presenting for the New Mexico Highlands University Foundation Painters Exhibition in the Kennedy Gallery. She states the exhibition is entering its 6th year. Renee states the artists are from all over Northern New Mexico and have about 1000 visitors which include visitors from out of state.

Emilio Aragon asks if she is working with New Mexico Highlands University.

Renee Buchana states she runs the art gallery at the University.

Emilio Aragon asks if they print their own banners.

Renee Buchanan states they use the Media Arts to help with parts of the marketing.

Allan Affeldt asks if they get sponsors for the event.

Renee Buchanan states Dr. Bell does help sponsor the event by donating half the costs of the postcards sent out.

Emilio Aragon makes a motion to approve the request for \$5000.

Allan Affeldt seconded the motion and all vote "Yes."

Motion Passes.

REQUEST FOR FUNDING STUDENT INTERNS WITH NMHU MEDIA ARTS:

Virginia Marrujo states the original funding was to approve students through the New Mexico Workforce program and the City did work with two students through the program. Virginia States they were trained and assisted with some of the marketing and website. Virginia states they were not experienced on the subjects and that is the reason for training. She states she has been in contact with Mary Basler and Lauren Addario at the New Mexico Highlands University Media Arts department. She mentions the department is willing to work with the City on an Internship program to bring two experienced students to assist with the summer marketing. Virginia states she would like to move the money to these students with a little more experience through the summer.

Krutik Bhakta asks if the City could approach both programs?

Virginia Marrujo states the City would be able to approach both programs. She indicates the option is open if approached again by the Workforce Solutions department. Virginia explains how the Internship process works with the Media Arts students.

DRAFT

- 1) A proposal is submitted by the City to Media Arts
- 2) The Media Arts Director and the City sit down to discuss the expected deliverables
- 3) The Media Arts Director selects the students the feel best fits the needs of the City.
- 4) The Media Arts Director and the City sit down and discuss the deliverables to the student.
- 5) The student begins work with the oversight of the City and the Media Arts Director.

Virginia Marrujo states it begins the relationship of working with Media Arts students from New Mexico Highlands University and Luna Community College in the future.

Krutik Bhakta asks how they know the students will not be doing Fiestas or other City work instead of the marketing?

Virginia Marrujo states the proposal includes the deliverables and/or scope of work which must be met and they cannot be redirected to other projects as part of the agreement with the Media Arts department.

Krutik Bhakta asks why it can not go through Workforce Solutions?

Virginia Marrujo states students can be hired for the work. She explains the Workforce Solutions program is a training program and the students may not have any media experience but are interested in learning and the Media Arts Internship is placement of experienced students. She states the City can hire from both programs but would like the students during the summer with a little more experience as it is the busiest time of year.

Allan Affeldt makes a motion to approve the request to move funds.

Emilio Aragon seconded the motion and all vote "Yes."

Motion Passes.

Krutik Bhakta requests to table the remainder of the items until the next meeting.

Virginia Marrujo states they do have to make a decision on the budget for the new fiscal year.

The board agreed to use the same budget as the 2018/2019 budget.

Emilio Aragon makes a motion to adjourn the meeting 5:59 p.m.

Krutik Bhakta seconded the motion and all vote "Yes."

Motion Passes.