

**Lodgers Tax Advisory Board  
Special Meeting  
City Council Chambers  
1700 N. Grand Avenue Las Vegas NM, 87701  
Wednesday May 26, 2021 at 2:00 pm**

**Call to Order**

Board Chairman Bhakta called the meeting to order at 2:03 pm.

**Roll Call**

**Present:**

Krutik Bhakta  
Shawna Sandoval(2:09)  
Gabriel Garcia  
Georgina Ortega-Angel

**Absent:**

Allan Affeldt (excused)

**Approval of Agenda**

Board Member Garcia made a motion to approve the agenda.

Board Chairman Bhakta seconded the motion.

Motion passed with a unanimous roll call vote in favor.

**Public Input**

None

**Approval of Minutes**

Board Member Garcia made a motion to approve the minutes.

Board Chairman Bhakta seconded the motion.

Motion passed with a unanimous roll call vote in favor.

**Business Items**

1. Funding to provide security during Fiestas \$15,000

Bill Hendrickson stated it is a budgetary item for the future.

Board Chairman Bhakta stated usually this item is usually budgeted but they forgot to do it this time around.

Board Member Garcia made a motion to approve the motion.

Board Member Ortega-Angel seconded the motion.

Motion passed with unanimous vote in favor.

2. NM True Campaign

Virginia Marrujo stated the first part explains the NM True Campaign this year. A survey was taken based on the past campaigns. During Covid they work with the State and Google, to help businesses and organizations to update their information to get recognized.

Board Chairman Bhakta asked once the virtual tours are completed do they expire and do we own it.

Virginia Marrujo stated they do not expire and yes we will own them. Google will also have them displayed.

Virginia Marrujo went on to explain a pilot plan that NM true will have.

Board Chairman Bhakta asked about the communities with economic injury.

Virginia Marrujo stated that Las Vegas was not one of the affected communities. Board Chairman Bhakta asked how it was determined what communities were affected.

Virginia Marrujo started through Lodging Tax during the pandemic. She went over the overview of the FY22.

Board Chairman Bhakta asked in the packet he noticed that Virginia put money down as if they were going to receive Federal Funds.

Virginia Marrujo stated they were not and stated she will correct that mistake before the application gets submitted on June 1st.

Virginia Marrujo explained the different packets that were selected.

Board Chairman Bhakta stated since NM True is starting back up, to have Virginia on each agenda to show the stats.

Board Member Garcia asked if you could get a video by clicking on the gazebo.

Virginia Marrujo stated she is not sure about the video but pictures for sure.

Board Chairman Bhakta stated that they should have a plan that targets the film tourism especially since filming is going to keep continuing in Las Vegas.

Board Chairman Bhakta asked if Virginia can include Arizona in the NM True Campaign.

Virginia Marrujo stated she can include Arizona with the remaining 10k from the budget.

Board Member Ortega-Angel asked what part of Arizona would be covered.

Virginia Marrujo responded that she believes it is Phoenix and Tucson Arizona.

Board Member Ortega-Angel asked what part of Texas.

Virginia Marrujo stated it would be all of Texas because it would be through the Texas Monthly, and in Colorado it would be Denver and Colorado Springs.

Board Member Garcia asked once it gets going how do we make people aware of it.

Board Chairman Bhakta stated that Virginia Marrujo would be reporting it to the board.

Virginia Marrujo stated they would be sharing the information on all the digital platforms.

Board Chairman Bhakta stated he would entertain a motion to approve the packet and add 10k for Arizona.

Board Member Garcia made a motion to approve the NM True Campaign.

Board Member Sandoval seconded the motion.

Motion passed with a unanimous roll call vote in favor of motion.

**Adjournment**

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

Board Chairman Bhakta seconded the motion.

Motion passed with all in favor.

Meeting adjourned at 2:48 pm.



Board Chairman Bhakta



Date

**Lodgers Tax Advisory Board  
Regular Meeting  
City Council Chambers  
1700 N. Grand Avenue Las Vegas NM, 87701  
Tuesday Jul 13, 2021 at 2:00 pm**

**Call to order**

Board chairman Bhakta called the meeting to order at 2:02 pm.

**Roll Call**

Krutik Bhakta- present  
Allan Affeldt- present (telephonically)  
Gabriel Garcia- Absent  
Georgina Ortega-Angel- present  
Shawna Sandoval- present

**Approval of Agenda**

Board member Ortega-Angel made a motion to approve the agenda.

Board member Sandoval seconded the motion.

Motion passed with all in favor of the motion.

**Public Input**

None

**Approval of minutes**

Board member Sandoval made a motion to approve the minutes

Board chairman Bhakta seconded the motion.

Motion passed with all in favor of the motion.

**Finance Report**

Bill Hendrickson stated the finance report that was in the packet needed to be updated. He gave a breakdown of the budget report.

Board chairman Bhakta stated they need to see how long the revenue will last once the movie production is gone.

Board member Ortega-Angel asked if they received a sample of what the tri-fold would be from LV1st.

Bill Hendrickson stated he believes so. He also explained what it would consist of.

Board member Ortega-Angel asked if there will be a QR Code on the brochure.

Bill Hendrickson responded that he does not know that specifically but does not see why not.

Board chairman Bhakta stated it should have at least a link to the Las Vegas, NM website.

Bill Hendrickson stated that he will talk to Melissa about that.

### **Business Items**

#### **1. Modify event funding cap**

Bill Hendrickson stated that several council members are not really happy with the cap and people keep complaining that the cap is too little.

Board chairman Bhakta discussed what was happening with the funding request when there was no cap. So, the cap was placed for fairness on events requesting funding. The application can be modified but it needs to have a strong application process. There needs to be justification and reporting needs to happen after the event is held.

Board member Sandoval stated she does not believe the bigger the event the bigger the dollar amount because it does not mean it will bring in more people.

Board chairman Bhakta stated the application is well thought out on how to score events, it is just not being utilized. He believes that if there is an event that is extraordinary then they should recommend to council to go above the \$5,000 cap.

Bill Hendrickson asked if they are going to want the marketing committee to be a part of the approval.

Board chairman Bhakta stated he would like them to be involved with the scoring process for event funding. They need to set dates to receive applications, set a date for the board to meet, set a date for the board to meet with the marketing committee.

Board member Ortega-Angel asked if they will get a copy of a blank application.

Board chairman Bhakta stated they need to re-establish deadlines for events. In August for the special meeting exact dates can be set to receive applications.

Board member Affeldt made a motion to have a meeting in August.

Board member Ortega-Angel seconded the motion.

Board chairman Bhakta stated for the next quarter meeting that he wants a report from the events that were held.

Bill Hendrickson stated that he will put them on the agenda as they occurred.

Board member Sandoval made a motion to table the issue at the next meeting.

Board Member Ortega-Angel seconded the motion.

Motion passed with all in favor.

## 2. Project Update

Bill Hendrickson stated that he put this on the agenda because it is a new fiscal year budget. He explained the projects and what amounts have been allocated to them.

Board chairman Bhakta wants CCHP to report how the app is working.

Bill Hendrickson explained what was happening with wayfinding and will take a sample in for the next meeting.

Board chairman Bhakta asked what the expected time period is for the signs.

Bill Hendrickson responded six weeks after they get turned on.

Board chairman Bhakta stated he does not want to wait until the next quarterly meeting for updates, he wants it on New and Other Business on the next agenda.

Bill Hendrickson gave an update on the museum project.

Board chairman Bhakta stated he wants a report back from all infrastructure projects that were rewarded money.

Bill Hendrickson gave an update on the Riverwalk project and advised the board it will also cover item #3 on the Business Items. He stated that he approached the Watershed Alliance and advised them that they can get a better deal on benches and tables if a bigger order was placed at once instead of a split between the Watershed Alliance and the City. He advised them to cancel their request to Lodgers tax and the the City will pay for it out of their budget.

Board chairman Bhakta asked who will maintain them after they are installed.

Bill Hendrickson stated Parks will.

Board member Ortega-Angel asked if the new benches will be installed on the other side of the bridge.

Bill Hendrickson stated yes but does not remember how many will be on the west side.

### 3. Transfer \$19,900 from the Watershed Alliance to Community Development

Refer to business item #2.

Board member Ortega-Angel made a motion to transfer the money.

Board member Sandoval seconded the motion.

Motion passed with all in favor.

## **Discussion Items**

### 1. Marketing plan

Board chairman Bhakta asked when they will start hearing about the marketing plan.

Virginia Marrujo advised the board that the committee has come up with 4 campaigns for the year. The next meeting will discuss the placement, billboards, digital, print ect. It should be done by August.

Board chairman Bhakta asked if they will break up the marketing plan.

Virginia Marrujo yes and she will have some come in.

Board chairman Bhakta asked if the marketing committee will have something to present for the August meeting.

Virginia Marrujo responded yes and she will have someone present the marketing plan.

## 2. Stats on Marketing and Media

Virginia Marrujo advised the board that she has provided the stats from the website from the last three years.

Board chairman Bhakta stated there was a huge spike in February 2021.

Virginia Marrujo stated it was from the Covid campaign.

## 3. Visitor Guide (print/digital)

Bill Hendrickson advised the board that the visitor guide will be print and digital. He also stated that he would put it with the marketing committee.

Board chairman Bhakta stated that if the committee is talking about it he would like to hear the feedback. Digital needs to be higher than print.

Board member Ortega-Angel stated that digital is better because it can be accessed anywhere.

There was a small discussion about the logo in the banner for the Friday night music concerts.

## **Adjournment**

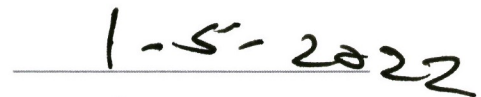
Board member Ortega-Angel made a motion to adjourn.

Board member Sandoval seconded the motion.

Motion passed with all in favor.

Meeting adjourned at 3:56 pm.

  
Board Chairman Bhakta

  
Date