

1 **LODGERS TAX SPECIAL BOARD MEETING**
2 **Minutes for Tuesday, September 17th, 2024**
3 **City Council Chambers, 1700 N. Grand Ave., Las Vegas, NM 87701**
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5 **CALL TO ORDER**

6 The meeting was called to order at 2:06 PM
7

8 **ROLL CALL**

9 Krutik Bhakta - Present
10 Georgina Ortega-Angel - Present
11 Helen Strader - Excused Absence
12 Matt Martinez - Present
13 Elmer Martinez - Present

14 **Others in Attendance:**

15 Lucas Marquez – Community Development Director
16 Charles Ortiz – Community Development
17 Scott Zunker – Community Development
18 Martha Johnson
19

20 **PLEDGE OF ALLEGIANCE**

21 Krutik Bhakta led the meeting in the Pledge of Allegiance.

22 **APPROVAL OF AGENDA**

23 Matt Martinez made a motion to approve the agenda.
24 Elmer Martinez seconded the motion.
25 A voice vote was taken with all voting yes.
26 Motion passed
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28 **PUBLIC INPUT**

29 No one signed up for the public comment
30

31 **APPROVAL OF MINUTES**

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33 Matt Martinez moved to table the approval of the August 27, 2024 minutes.
34 Elmer Martinez seconded the motion.

35
36 A voice vote was taken with all voting in favor.

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38 Motion passed.
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41 **BUSINESS ITEMS**

- 42
43 1. Discussion, Review and recommendation regarding Lodgers' Tax application for
44 funding of Dia de los Muertos.

45 Martha Johnson represented the application for funding of Dia de los Muertos. Ms.
46 Johnson presented the application and answered questions from the Board Members.
47 There was a lengthy discussion.

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49 Matt Martinez moved to approve the application with funding in the amount of \$4,800.
50 Georgina Ortega-Angel seconded the motion.
51 Chairman Bhakta stated that he wanted to reject the motion.
52 Roll Call vote was taken.

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54 Georgina Ortega-Angel - Yes
55 Matt Martinez - Yes
56 Elmer Martinez - Yes

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58 The motion passed.

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60 **2. Discussion and Recommendation regarding the Sunny505 Contract.**

61 There was a lengthy discussion regarding the Sunny505 Contract with the Board having
62 many questions. During the discussion the following items were discussed:
63 The Board would like to receive Placer Analytics, work towards getting QR Codes on all
64 literature;
65 If the Santa Fe Trail Guide can be reprinted they would like the QR codes and update
66 buildings;
67 Try to get involved with 100 year anniversary of the Route 66 celebration;
68 Would like to know who is writing the articles / stories for Public Relations – Media
69 Relations and what was published last year;
70 Regarding the quarterly / seasonal letter – Who, What Focus and when sent – would like
71 to see what was sent;
72 Recommend reducing the dollar amount to \$2,000 on the logo item;
73 Clarify Television advertisements, are these ad buys or charges to create the
74 advertisements;
75 What is being done with NMTrue;
76 Will we be buying TV ads during Balloon Fiesta;
77 Would like more detail from Sunny505, any reports on what has been done, report on
78 deliverables;
79 Have Charles Griego send out a calendar of events to local businesses, radio and
80 newspaper;

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82 There was no action from the Board on this topic.

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84 **3. Discussion and direction for RFP for Nationwide Marketing.**

85 Elmer Martinez discussed the possibility of using a Nationwide Marketing group to
86 market the City of Las Vegas. It was stated that MainStreet used a Media Marketing
87 group that reported reached 47 Million people. Previously the City worked with a group
88 called Geiger, maybe coop with San Miguel County Lodgers' Tax Board..

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90 No action taken on this item.

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92 **OTHER BUSINESS**

93 NONE

94 **ADJOURNMENT**

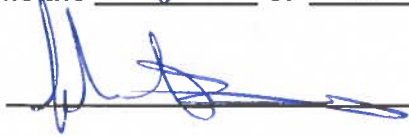
95 Matt Martinez made the motion to adjourn.

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Georgina Ortega-Angel seconded the motion.
A voice vote was taken with all voting in favor.

The motion passed and the meeting was adjourned at 4:24 PM

Approved this the 8TH of October, 2024

Chairman:  _____