



City of Las Vegas

1700 N. Grand Avenue | Las Vegas, NM 87701 | T 505.454.1401 | lasvegasnm.gov

Mayor Louie A. Trujillo

**CITY OF LAS VEGAS
SPECIAL CITY COUNCIL MEETING
November 3, 2021–Wednesday– 4:00 p.m.
City Chambers
1700 North Grand Avenue
Las Vegas, NM 87701**

Public comments can be made in person at the meeting **OR** submitted in writing to the City Clerk no later than 3:00 p.m. on November 3, 2021, via email to cfresquez@lasvegasnm.gov or faxed to (505) 425-7335.

AGENDA

*City Council Meetings are
Available via YouTube*

https://www.youtube.com/channel/UCNGDVGRRAL0qVevel5JYeRw?view_as=subscriber

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. PLEDGE OF ALLEGIANCE**
- IV. MOMENT OF SILENCE**
- V. APPROVAL OF AGENDA**
- VI. PUBLIC INPUT (comments limited to topics on current agenda; not to exceed 3 minutes per person and individuals must sign up at least fifteen (15) minutes prior to meeting.)** Public Input submitted to the City Clerk via email or fax will be read into the record.
- VII. APPROVAL OF MINUTES (October 13th, 14th and October 20, 2021)**
- VIII. PRESENTATIONS**

- Presentation by Rod Adaire with New Mexico Demographic Research, LLC providing the three (3) Redistricting Plans (maps) that were developed based on the 2020 Federal Census.
- Presentation by Redistricting Committee, recommending one (1) of the three (3) proposed redistricting plans developed by New Mexico Demographic Research, LLC to the Governing Body.

IX. **BUSINESS ITEMS**

1. Request approval to Publish Ordinance No. 21-20 choosing one (1) of the three (3) redistricting plans prepared by New Mexico Research Demographics, LLC.

Casandra Fresquez, Once following every federal decennial census, the governing body of the municipality shall by ordinance readjust ward boundaries by population, as nearly equal as practicable, and to maintain wards in compact and contiguous groups. Ordinance No. 21-20 will be published and brought back to Council for adoption on November 17, 2021.

2. Request approval to fund Las Vegas First Independent Business Alliance (LVFIBA) for marketing assistance from Lodgers tax funding in the amount of \$21,470.

Mr. Elmo Baca Las Vegas First Independent Business Alliance (LVFIBA) presented their application to the Lodger's Tax Board on October 26, 2021 for funding in the amount of \$21,470. The Lodgers Tax Board is recommending approval of the funding. LVFIBA is the applicant and fiscal sponsor on behalf of 53 independent locally owned businesses in Old Town directly affected by recent construction. This applicant represents a collaboration between LVFIBA, Las Vegas Arts Council, MainStreet de Las Vegas, Las Vegas/San Miguel Chamber of Commerce and Animal Welfare Coalition and benefits the entire community of Las Vegas.

3. Request approval of Resolution No. 21-47 , a budget adjustment resolution.

Jesus Baquera, Finance Director The City of Las Vegas is in need of making a budget adjustment in the 2021-2022 fiscal year budget to include a revenue and expense increase to various funds.

4. Request approval to appoint Darlene Arguello as Human Resource Director.

Leo Maestas, City Manager As per City Charter, Section 5.07. Departments. C. The city manager shall appoint department directors, subject to approval by the Governing Body.

X. EXECUTIVE SESSION

THE COUNCIL MAY CONVENE INTO EXECUTIVE SESSION IF SUBJECT MATTER IS EXEMPT PURSUANT TO THE OPEN MEETINGS ACT.

XI. ADJOURN

ATTENTION PERSONS WITH DISABILITIES: The meeting room and facilities are accessible to persons with mobility disabilities. If you plan to attend the meeting and will need an auxiliary aid or service, please contact the City Clerk's Office prior to the meeting so that arrangements may be made.

ATTENTION PERSONS ATTENDING COUNCIL MEETING: By entering the City Chambers you consent to photography, audio recording, video recording and its/their use for inclusion on the City of Las Vegas website and to be broadcast on YouTube.

NOTE: A final agenda will be posted 72 hours prior to the meeting. Copies of the Agenda may be obtained from City Hall, Office of the City Clerk, 1700 N. Grand Avenue, Las Vegas, NM 87701 or the City's website at www.lasvegasnm.gov

**MINUTES OF THE CITY OF LAS VEGAS CITY COUNCIL REGULAR MEETING HELD
ON WEDNESDAY, OCTOBER 13, 2021 AT 5:30 P.M. IN THE CITY COUNCIL
CHAMBERS.**

MAYOR: Louie A. Trujillo

COUNCILORS: David G. Romero
Elaine Rodriguez
Michael L. Montoya
David A. Ulibarri, Jr.

ALSO PRESENT: Leo Maestas, City Manager
Casandra Fresquez, City Clerk
Scott Aaron, City Attorney
Antonio Salazar, Sergeant at Arms

CALL TO ORDER

Mayor Trujillo called the meeting to order at 5:30 pm.

ROLL CALL

PLEDGE OF ALLEGIANCE

MOMENT OF SILENCE

Mayor Trujillo asked Seminarian Jacob Romero from Our Lady of Sorrows Church to say a prayer. Seminarian Romero thanked our Heavenly Father for the wonderful day, for the many blessings he continues to distill upon us, especially by

bringing us together, and to continue to unite ourselves with the Lord and each other by supporting and loving one another as he continues to love us.

APPROVAL OF AGENDA

Councilor Romero made a motion to approve the agenda as presented. Councilor Rodriquez seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Michael L. Montoya	Yes	David A. Ulibarri Jr.	Yes
David G. Romero	Yes	Elaine Rodriquez	Yes

City Clerk Fresquez advised the motion carried.

PUBLIC INPUT

City Clerk Fresquez advised there was no public input.

MAYOR’S APPOINTMENTS/REPORTS AND RECOGNITIONS/PROCLAMATIONS

- Appointment of 4 members to the Redistricting Committee (one from each ward).

City Clerk Fresquez read the following names: Ward 1- Pete Garduno, Ward 2- Dale Turner, Ward 3-Jacob Gutierrez and Ward 4- Amanda Salas.

Councilor Montoya made a motion to approve the appointment of the 4 members to the redistricting committee (one from each ward). Councilor Romero seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Elaine Rodriquez	Yes	David G. Romero	Yes
Michael L. Montoya	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

Councilor Montoya requested that the Redistricting Committee work closely with City Clerk Fresquez.

Mayor Trujillo advised they would leave it to City Clerk Fresquez to call the meetings.

Mayor Trujillo read a Proclamation for Crop Walk 2021.

Mayor Trujillo recognized Comedor de San Pascual and Las Vegas Community Soup Kitchen with Buen Vecino Awards.

Mayor Trujillo read a Proclamation for Catholic Daughters of the Americas Day.

Mayor Trujillo read a Proclamation recognizing Teresita R. Chavez on her 100th birthday.

COUNCILORS' REPORTS

Councilor Montoya advised City Manager Maestas, Councilor Romero and himself attended the Outdoor Recreation Conference in Farmington, NM. Councilor Montoya advised they met with MainStreet Director Daniel Gutierrez regarding the project on Railroad and Lincoln and advised they received \$200,000.00 to complete that project.

Councilor Rodriguez thanked Councilor Romero, Councilor Montoya and City Manager Maestas for taking the meeting with MainStreet Director Gutierrez and advised they not only work for their wards but for the betterment of the City of Las Vegas.

Councilor Romero thanked City employees for all they do to help the betterment of the City, although some things may happen in the community where they have to shut down streets or water but there is progress being made.

Councilor Ulibarri Jr., thanked the Streets department for cleaning up Santa Ana Street by North Star.

Councilor Montoya advised while at the conference they saw a video representing the Gallinas River and thanked Elizabeth Juarros for representing Las Vegas. Councilor Montoya advised in the near future hopefully they can bring new ideas to make more outdoor activities available through grants and funding.

CITY MANAGER'S REPORT

City Manager Maestas welcomed new employees to the City of Las Vegas and also welcomed new businesses in town. City Manager gave a report on the following:

- Capital Outlay funds awarded for the Las Vegas Senior Center
- Legislative appropriations for the City of Las Vegas
- The Rodriguez Sports Complex groundbreaking ceremony invitation
- NM Self Insurers Fund trainings
 - Loss control site visits
 - CPR/First Aid
- Las Vegas Senior Center Vaccine Event
 - December 17, 2021 at 10am
- LV Parks and Recreation Center
 - Current/upcoming events

Councilor Rodriguez asked who they would speak to regarding getting in contact with a new business.

City Manager Maestas advised they could contact Maria Perea with Planning and Zoning or the Executive Office.

Councilor Rodriguez requested customer service training for employees.

Mayor Trujillo advised they dedicated the whole month of November to customer service training and advised every City employee will go through the customer service training. Mayor Trujillo advised the training would also be available to people in the community.

Councilor Montoya recommended the new business list with contact information be placed on the City's website for the community to see.

Discussion took place regarding different programs to help every youth participate in sports if unable to pay the registration fee.

Mayor Trujillo advised he would like to be a sponsor and does not want any child turned away from participating in recreation.

Discussion took place regarding what the registration fee covers and if sponsorships from businesses are needed for uniforms and advertisement.

Councilor Romero advised the registration fees generated also go towards staffing needed for certified officials. Councilor Romero advised none of the information was on any of the facebook pages and stated that it's important to get information like that out to the community.

Discussion took place regarding Hanna Park lighting, tables and benches for the Gallinas River Park and lighting at the Recreation Center.

Mayor Trujillo thanked City Manager Maestas for all his hard work.

PRESENTATIONS

CEO Caleb O'Rear with Alta Vista Regional Hospital gave an update regarding the hospital and their operations. Mr. O'Rear discussed the various clinics they have and staffing challenges during COVID-19.

Mayor Trujillo thanked Mr. O'Rear for helping the community get through the pandemic and for his staff giving vaccines to thousands of people.

Discussion took place regarding the Legion Drive road project, AMR ambulance service and how many doctors are employed at the hospital.

Mayor Trujillo suggested placing information regarding the hospital on the City's website.

APPROVAL OF MINUTES

Councilor Romero made a motion to approve the minutes for September 15th and September 22, 2021. Councilor Montoya seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David A. Ulibarri Jr.	Yes	Michael L. Montoya	Yes
Elaine Rodriquez	Yes	David G. Romero	Yes

City Clerk Fresquez advised the motion carried.

Mayor Trujillo thanked City Clerk Fresquez and her staff for their good job on the minutes.

CONSENT ITEMS

City Clerk fresquez read the Consent Agenda (1-3) into the record as follows:

1. Request approval of Resolution No. 21-44, A budget adjustment for the 2021-2022 Fiscal Year.

Resolution 21-44 was presented as follows:

**CITY OF LAS VEGAS, NEW MEXICO
Resolution No. 21-44**

A RESOLUTION TO MAKE BUDGET ADJUSTMENT FOR THE 2021-2022 FISCAL YEAR

WHEREAS, the Governing Body of Las Vegas has developed a budget adjustment request for fiscal year 2021-22; and

WHEREAS, said budget was developed on basis of increases in revenues, expenditures and transfer (in) out through cooperation with all user departments, elected officials and other department supervisors. Please see attached schedule: and,

WHEREAS, the City of Las Vegas is in need of making a budget adjustment in the 2021-2022 fiscal Year budget to include an Revenue decrease to Fund 435 in the amount of \$7,330; Revenue increase to Fund 217 in the amount \$4,958,611; Fund 433 in the amount of \$20,000; Fund 218 in the amount of \$21,510. Expense increase to Fund 101- 5110, General Fund Parks Department in the amount of \$13,362; Fund 218 in the amount of \$21,510; Fund 104 in the amount of \$10,000; Fund 433 in the amount \$20,000; Fund 217 in the amount of \$4,958,611; Expense decrease to Fund 435 in the amount of \$8,139 and,

WHEREAS, the Governing Body finds that the budget adjustment request should be as it meets the requirements as currently determined for fiscal year 2021-22, and,

NOW, THEREFORE BE IT RESOLVED the City Council of the City of Las Vegas, that the recitals and any exhibits are incorporated herein by reference and the Governing Body hereby approves the aforementioned budget adjustment request and respectfully request approval from the Local Governing Division of the Department of Finance and Administration.

ACCEPTED AND APPROVED this day of October 2021.

Mayor Louie A. Trujillo

ATTEST:

Reviewed and approved as to legal sufficiency only:

Casandra Fresquez, City Clerk

Scott Aaron, City Attorney

2. Request approval of agreement between Luna Community College and the City of Las Vegas Senior Citizens program.

3. Request approval of Riverwalk Park Committee, a sub-committee of the Parks and Recreation Advisory Committee.

Councilor Romero made a motion to approve the Consent Agenda (1-3) as read into the record. Councilor Ulibarri Jr., seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Elaine Rodriguez	Yes	Michael L. Montoya	Yes
David G. Romero	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

BUSINESS ITEMS

Conduct a Public Hearing for Business Item 1.

Councilor Romero made a motion to enter into Public Hearing to discuss business item 1. Councilor Rodriguez seconded the motion. All were in favor.

City Clerk Fresquez advised the motion carried.

City Attorney Aaron swore in Deputy Fire Chief Spann.

1. Adoption of Ordinance No. 21-17 amendment to the current Fire Code to include the new standards pertaining specifically to fire and life safety for cannabis and hemp industries.

Deputy Fire Chief Spann spoke about business item 1 regarding the adoption of ordinance 21-17 pertaining specifically to fire and life safety for cannabis and hemp industries. The fees were discussed and changed to \$150.

Councilor Romero thanked Deputy Fire Chief Spann for his work on the ordinance.

Councilor Romero made a motion to exit Public Hearing and return to regular session. Councilor Ulibarri Jr., seconded the motion. Mayor Tujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Elaine Rodriquez	Yes	David A. Ulibarri Jr.	Yes
Michael L. Montoya	Yes	David G. Romero	Yes

City Clerk Fresquez advised the motion carried.

1. Adoption of Ordinance No. 21-17 amendment to the current Fire Code to include the new standards pertaining specifically to fire and life safety for cannabis and hemp industries.

Councilor Romero made a motion to approve the adoption of Ordinance 21-17. Councilor Ulibarri Jr., seconded the motion.

Ordinance 21-17 was presented as follows: *Due to the length of the document, a complete copy may be obtained from the City of Las Vegas, City Clerk's Office.*

Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Michael L. Montoya	Yes	David G. Romero	Yes
Elaine Rodriquez	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

2. Request approval to adopt Resolution No. 21-46 to Up-Date Mitigation Plan.

Councilor Romero made a motion to approve Resolution No. 21-46 to Up-Date Mitigation Plan. Councilor Rodriquez seconded the motion.

Resolution 21-46 was presented as follows: *Due to the length of the document, a complete copy may be obtained from the City of Las Vegas, City Clerk's Office.*

Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David A. Ulibarri Jr.	Yes	Michael L. Montoya	Yes
Elaine Rodriquez	Yes	David G. Romero	Yes

City Clerk Fresquez advised the motion carried.

Mayor Trujillo recognized and welcomed Mr. Dennis Esquibel as the OEM Coordinator for the City and County.

City Manager Maestas gave a brief discussion regarding the Mitigation Plan.

3. Request to Publish Ordinance No. 21-18 amending the Code by adding a new Article XII entitled "Cannabis Zoning" and Section 45—141, 45-142, and 450-143 to the existing Chapter 450, Zoning.

City Attorney Aaron advised he had to make several changes to other ordinances that cannabis was going to affect. City Attorney Aaron asked Council to consider adding under 301-5(G) Nuisance declared under dangerous buildings, properties that have people residing in them within City limits have to have at the minimum water, wastewater and electricity services, otherwise could be cited for the nuisance section for dangerous buildings. City Attorney Aaron asked Council to consider expanding the ability for the City to put a lien on someone's property not just for the monies spent to abate it but also put a lien against the property if the judge fines them \$500.

A lengthy discussion took place regarding the changes made in ordinance 21-18 replacing other ordinances listed in general code, people using abandoned buildings as grow rooms, who would be inspecting businesses or cross referencing businesses that are daycares to make sure their not growing cannabis, how the security inspection works and who would be doing the security inspection.

Councilor Rodriquez asked City Attorney Aaron if he sees it as a liability to the City of Las Vegas if they issue a certification of security to a business and something happens.

City Attorney Aaron advised he does not see that as a liability because all they are doing is making recommendations for security prior to their business opening and they are not telling them that they will never get broken into.

Police Chief Salazar advised whether its State or City police doing the security inspection and businesses meet the requirements for cameras, lighting and locks on the gates or doors, it's up to the business to upkeep their security system after its been approved.

Discussion took place regarding Extraterritorial Zoning issues within the County and the City of Las Vegas.

Councilor Romero suggested City Attorney Aaron make the changes and bring it back for publication at the October 20, 2021 Council meeting.

Councilor Montoya asked Police Chief Salazar and City Manager Maestas if they had any objections to the ordinance.

Police Chief Salazar and City Manager both advised no.

Discussion took place regarding pg. 14 on Nuisance Declared section 301-5(E) and also if ordinance 21-18 would be replacing other ordinances listed within that ordinance such as abatement and nuisance since the title of it is "Cannabis Zoning".

Councilor Romero made a motion to postpone Ordinance 21-18 until the October 20, 2021 Council meeting. Councilor Rodriguez seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David A. Ulibarri	Yes	Elaine Rodriguez	Yes
David G. Romero	Yes	Michael L. Montoya	Yes

City Clerk Fresquez advised the motion carried.

4. Request approval of Addendum #1 to Contract #3687-20 for Control Cyber to continue to provide services for the Environmental Protection Agency (EPA) required Risk and Resiliency assessment and Emergency Response Plan for the City of Las Vegas Water System.

Councilor Montoya asked if the Risk and Resiliency assessment portion was completed on June 20, 2021.

Utilities Director Gilvarry advised the Risk and Resiliency assessment has already been completed in the first half of the requirements and the Emergency Response Plan is part of the second half of the requirements.

Councilor Montoya asked if the addendum to the contract was to complete the second half and when the deadline is for the project.

Utilities Director Gilvarry advised yes so they could complete both parts of the project and must submit the Emergency Response Plan to the Federal Government by December 23, 2021.

Councilor Romero made a motion to approve Addendum #1 to Contract #3687-20 for Control Cyber. Councilor Rodriguez seconded the motion. Mayor Tujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Michael L. Montoya	Yes	Elaine Rodriguez	Yes
David G. Romero	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

5. Request to award request for bid #2022-05 for Miox Salt (Table Salt Grade) to Salt Works.

Councilor Romero made a motion to award request for bid #2022-05 for Miox Salt (Table Salt Grade) to Salt Works. Councilor Ulibarri Jr., seconded the motion. Mayor Tujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David G. Romero	Yes	Michael L. Montoya	Yes
Elaine Rodriguez	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

6. Request to award request for bid #2022-07 for Liquid Aluminum Sulfate (Liquid Alum) to Chemtrade Chemicals US LLC.

Councilor Romero made a motion to award request for bid #2022-07 for Liquid Aluminum Sulfate (Liquid Alum) to Chemtrade Chemicals US LLC. Councilor Rodriquez seconded the motion. Mayor Tujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David A. Ulibarri Jr.	Yes	Elaine Rodriquez	Yes
David G. Romero	Yes	Michael L. Montoya	Yes

City Clerk Fresquez advised the motion carried.

7. Request to award request for proposals #2022-08 for engineering services for the City of Las Vegas Municipal Airport to Molzen Corbin.

Councilor Montoya asked why the item did not go before the Airport Committee. Utilities Director Gilvarry advised she could not answer as to why it didn't go before the Airport Committee other than the Committee just had a meeting and the item was submitted prior to that.

Councilor Monotya recommended anything having to do with the Airport should go through the Airport Committee.

Councilor Montoya made a motion to award request for proposals #2022-08 for engineering services for the City of Las Vegas Municipal Airport to Molzen Corbin. Councilor Ulibarri Jr., seconded the motion. Mayor Tujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Elaine Rodriquez	Yes	David G. Romero	Yes
Michael L. Montoya	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

8. Request to award request for proposals #2022-09 for engineering services for the City of Las Vegas Dams and Reservoirs to AECOM.

Councilor Romero made a motion to award request for proposals #2022-09 for engineering services for the City of Las Vegas Dams and Reservoirs to AECOM. Councilor Rodriguez seconded the motion. Mayor Tujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David A. Ulibarri Jr.	Yes	Elaine Rodriguez	Yes
Michael L. Montoya	Yes	David G. Romero	Yes

City Clerk Fresquez advised the motion carried.

9. Request to award request for proposals #2022-10 for engineering services for the City of Las Vegas Gas division to Molzen Corbin.

Discussion took place regarding the tanks located on Mullins Drive.

Councilor Romero made a motion to award request for proposals #2022-10 for engineering services for the City of Las Vegas Gas division to Molzen Corbin. Councilor Montoya seconded the motion. Mayor Tujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David G. Romero	Yes	Elaine Rodriguez	Yes
Michael L. Montoya	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

10. Request to award request for proposals #2022-11 for engineering services for the City of Las Vegas Public Works division to Miller Engineering, Molzen Corbin, Souder Miller and Stantec.

Councilor Romero asked the Utilities Director to explain why she recommended the four engineering firms.

Utilities Director Gilvarry advised they had eight proposers and are recommending four of them due to the number of road projects they have which would give them flexibility.

Councilor Montoya advised he likes the idea of using various vendors for projects rather than using the same vendor all the time and would like to see projects done instead of spending all the money on planning and design.

Councilor Romero made a motion to award request for proposals #2022-11 for engineering services for the City of Las Vegas Public Works division to Miller Engineering, Molzen Corbin, Souder Miller and Stantec. Councilor Ulibarri Jr., seconded the motion. Mayor Tujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Michael L. Montoya	Yes	Elaine Rodriquez	Yes
David G. Romero	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

11.Request to award request for proposals #2022-12 for engineering services for the City of Las Vegas Water Treatment Plant to Molzen Corbin, Bohannan Huston and HDR.

Councilor Romero made a motion to award request for proposals #2022-12 for engineering services for the City of Las Vegas Water Treatment Plant to Molzen Corbin, Bohannan Huston and HDR. Councilor Rodriquez seconded the motion. Mayor Tujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Michael L. Montoya	Yes	David G. Romero	Yes
Elaine Rodriquez	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

12.Request approval of Resolution No. 21-45, 2022 Election Resolution (English and Spanish).

City Clerk Fresquez advised an election resolution must be adopted by the Governing Body between 120-150 days prior to the election.

Councilor Romero made a motion to approve Resolution No. 21-45, 2022 Election Resolution (English and Spanish). Councilor Ulibarri Jr., seconded the motion.

Resolution 21-45 was presented as follows: *Due to the length of the document, a complete copy may be obtained from the City of Las Vegas, City Clerk's Office.*

Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Elaine Rodriquez	Yes	David G. Romero	Yes
David A. Ulibarri Jr.	Yes	Michael L. Montoya	Yes

City Clerk Fresquez advised the motion carried.

13. Discussion/Direction and Request approval to obtain an appraisal on the City's property (gas station) located on the corner of Moreno and South Pacific.

Mayor Trujillo advised the gas station has been abandoned for 54 years and is an eyesore.

Mayor Trujillo asked City Attorney Aaron for his opinion regarding the property.

City Attorney Aaron advised the property had a lien, the court foreclosed on the lien and was auctioned but no one bid on the property and was awarded to the City.

City Attorney Aaron discussed what state statute requires for properties valued under \$25,000 and those valued over \$25,000.

Discussion took place regarding the possibility of raising/paving the property to be used as a parking lot and concerns for the adjoining wall to the building right next to the gas station.

Councilor Romero thanked Mayor Trujillo for his involvement with the building that has been a nuisance to everyone in that ward and suggested not only giving direction for the appraisal but also a plan on what it would cost for a parking lot.

City Attorney Aaron advised they do not need an appraisal unless the City wants to sell it, they could get a plan developed to have an engineer look at it to see what needs to be done to get the building torn down without disturbing the neighbors property.

Discussion took place regarding the building south of the gas station.

Councilor Montoya advised they've been looking for parking near the Plaza Park and to keep in mind an area needed for public restrooms.

Councilor Romero made a motion to give direction for a cost estimate to demolish the building and at minimally create a parking lot with base course. Councilor Montoya seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Elaine Rodriquez	Yes	Michael L. Montoya	Yes
David A. Ulibarri Jr.	Yes	David G. Romero	Yes

City Clerk Fresquez advised the motion carried.

Mayor Trujillo thanked the guests in the audience for being there.

EXECUTIVE SESSION

Councilor Montoya made a motion to convene into executive session for the purpose of discussing matters subject to the attorney client privilege pertaining to threatened or pending litigation in which the City of Las Vegas is or may become a participant, as permitted by Section 10-15-1 (H) (7) of the New Mexico Open Meetings Act, NMSA 1978. Councilor Romero seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David A. Ulibarri Jr.	Yes	Michael L. Montoya	Yes
Elaine Rodriquez	Yes	David G. Romero	Yes

City Clerk Fresquez advised the motion carried.

Councilor Montoya made a motion to exit executive session and reconvene into regular session after being in executive session for the purpose of discussing matters subject to the attorney client privilege pertaining to threatened or pending litigation in which the City of Las Vegas is or may become a participant, as permitted by Section 10-15-1 (H) (7) of the New Mexico Open Meetings Act, NMSA 1978 and only those matters were discussed and no action was taken. Councilor Ulibarri Jr., seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Elaine Rodriquez	Yes	David G. Romero	Yes
Michael L. Montoya	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

ADJOURN

Councilor Montoya made a motion to adjourn. Councilor Ulibarri Jr., seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David G. Romero	Yes	Elaine Rodriquez	Yes
Michael L. Montoya	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

Meeting adjourned at 8:23 pm.

Mayor Louie A. Trujillo

ATTEST:

Casandra Fresquez, City Clerk

MINUTES OF THE CITY OF LAS VEGAS CITY COUNCIL SPECIAL MEETING HELD ON THURSDAY, OCTOBER 14, 2021 AT 9:00 A.M. IN THE CITY COUNCIL CHAMBERS.

MAYOR: Louie A. Trujillo *Absent*

COUNCILORS: David G. Romero - Mayor Pro Tem
Elaine Rodriguez
Michael L. Montoya
David A. Ulibarri, Jr.

ALSO PRESENT: Leo Maestas, City Manager
Casandra Fresquez, City Clerk
Scott Aaron, City Attorney
Matias Apodaca, Sergeant at Arms

CALL TO ORDER

Mayor Pro Tem Romero called the meeting to order at 9:08 a.m.

ROLL CALL

PLEDGE OF ALLEGIANCE

MOMENT OF SILENCE

Mayor Pro Tem Romero asked for a moment of silence for all of those who have passed away in the community and also that the City Council make the best decisions for the community.

APPROVAL OF AGENDA

Councilor Montoya made a motion to approve the agenda. Councilor Ulibarri Jr., seconded the motion. Mayor Pro Tem Romero asked for roll call. Roll Call Vote was taken and reflected the following:

Elaine Rodriquez	Yes	David G. Romero	Yes
Michael L. Montoya	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

PUBLIC INPUT

There was no public input.

BUSINESS ITEMS

- 1. Discussion and Prioritize General Fund surplus.

City Manager Maestas discussed cash balances, reserves and surplus for a total of two million two hundred thirty four thousand five hundred fifteen dollars which is the surplus that Council can choose to use. City Manager Maestas advised some of the items that were discussed during the retreat did not qualify to use the Recovery Act monies but instead could use surplus monies. City Manager Maestas discussed the much needed technology upgrade in the Council Chambers.

Discussion took place regarding what was on Councilor Rodriquez’s list of priorities.

City Manager Maestas advised possibly using surplus monies for the surveying estimate for the Rodriguez Park Sports Complex surveying estimate otherwise some of the 3.5 million dollars awarded would need to be utilized for such survey.

Mayor Pro Tem Romero advised there were flaws in the budget that City Manager Maestas and staff identified regarding insurance issues that weren’t properly figured in. Mayor Pro Tem Romero advised he believes the amount was about five hundred thousand.

City Manager Maestas advised he believed it was about four hundred thirty eight thousand dollars for the benefits that were not identified correctly within the budget and had been in there for at least two years.

Mayor Pro Tem Romero thanked City Manager Maestas for coming across that error before spending any of the money.

Councilor Montoya asked for the error to be documented as to when it occurred, when it was found and why it happened. Councilor Montoya also suggested having a system in place so that doesn't happen again.

Discussion took place regarding what was on Councilor Montoya's list of priorities and consideration for public restrooms to be placed somewhere on Bridge Street.

Mayor Pro Tem Romero suggested looking at bigger projects first like roads/sidewalks, parks and public safety so they don't fall short on funding.

Discussion took place regarding what could be done with the Recovery Act monies.

Mayor Pro Tem Romero suggested a 15 minute recess to set-up an excel spreadsheet.

Councilor Ulibarri Jr., made a motion to recess. Councilor Montoya seconded the motion. All were in favor.

City Clerk Fresquez advised the motion carried.

Councilor Montoya made a motion to reconvene into regular session. Councilor Ulibarri Jr., seconded the motion. All were in favor.

City Clerk Fresquez advised the motion carried.

Discussion took place regarding projects that all Councilors were in agreement with to be completed with General Fund surplus monies in various amounts.

City Manager Maestas recommended getting exact amounts for the projects that were chosen and taking the total amount to council to see how much money would be left over.

Discussion took place regarding a suggested plan for a time clock management system.

Councilor Montoya volunteered forty five thousand from his ward for roads/sidewalks to the Gallinas Riverwalk.

Council agreed on the following projects to be completed with General Fund surplus of \$2,234,515.00:

- Audio upgrade in the council chambers (\$150,000.00)
- Moreno/South Pacific Street demolition (\$50,000.00)
- Roads/Sidewalk projects for each ward(\$1,380,000.00 - \$345,000.00 per ward)
- City Hall building improvements (\$25,000.00)
- Picnic Shelters for parks in each ward (\$300,000.00 - \$75,000.00 per ward)
- Police active shooter vests (\$71,000.00)
- Rodriguez Park survey (\$38,000.00)
- Snow plow (\$10,132.00)
- Mulcher attachment (\$26,000.00)
- Police department training (\$20,000.00)
- Mold/asbestos remediation at the Library (\$87,000.00)
- Tractor (\$45,000.00)
- Gallinas River Park (\$45,000.00 from roads/sidewalks)
 - Balance \$32,383.00

Councilor Montoya made a motion to approve the General Fund surplus monies to be used on the expenditures as presented. Councilor Rodriguez seconded the motion. Mayor Pro Tem Romero asked for roll call. Roll Call Vote was taken and reflected the following:

David A. Ulibarri Jr.	Yes	Michael L. Montoya	Yes
Elaine Rodriquez	Yes	David G. Romero	Yes

City Clerk Fresquez advised the motion carried.

2. Discussion and Prioritize projects regarding Recovery Act monies.

City Manager Maestas advised the three hundred eighty six thousand eight hundred and four dollars was already deducted for revenue loss. City Manager Maestas advised the Recovery Act monies can be used on premium pay, water and sewer updates.

Discussion took place regarding each Councilor agreeing on a one time premium pay for full time employees.

Discussion took place regarding when the second half of the Recovery Act monies would be received, and the need for Water and WasteWater line projects to be completed.

Mayor Pro Tem Romero suggested calling Utilities Director Gilvarry to present on the listing of Water and WasteWater line projects.

Discussion took place regarding funding for sprinkler lines at Marrujo and Hanna park being utilized with Recovery Act monies and also some of the water line projects on the ICIP that would be going to the legislature for funding.

City Manager Maestas suggested a recess until Utilities Director Gilvarry arrived.

Councilor Montoya made a motion to recess. Councilor Rodriquez seconded the motion. All were in favor.

City Clerk Fresquez advised the motion carried.

Councilor Montoya made a motion to reconvene into regular session. Councilor Ulibarri Jr., seconded the motion. All were in favor.

City Clerk Fresquez advised the motion carried.

Mayor Pro Tem thanked Utilities Director Gilvarry for being there.

Utilities Director Gilvarry discussed water and wastewater line projects in need of repairs.

Discussion took place regarding each Councilor's recommendations for water and wastewater line projects.

Council agreed on the following projects to be completed with Recovery Act monies of \$1,208,223.00:

- A one time premium pay for full time employees (\$232,000.00)
- WasteWater line project on Church Street (\$75,000.00)
- WasteWater line project on Independence/South Pacific Street (\$251,704.00)
- Water line project on Parkway Road (\$475,000.00)
- Water line project on Baca Avenue in phases (\$486,000.00)
 - Balance -\$311,481.00

Councilor Montoya made a motion to approve the Recovery Act monies to be used on the following projects, Baca Avenue, Church Street, Independence/South Pacific Street, Parkway Road and the one time premium pay for full time employees. Councilor Ulibarri Jr., seconded the motion. Mayor Pro Tem Romero asked for roll call. Roll Call Vote was taken and reflected the following:

Elaine Rodriguez	Yes	David G. Romero	Yes
Michael L. Montoya	Yes	David A. Ulibarri Jr.	Yes

City Clerk Fresquez advised the motion carried.

EXECUTIVE SESSION

There was no need for executive session.

ADJOURN

Mayor Pro Tem Romero adjourned the meeting at 11:36 am.

Mayor Louie A. Trujillo

ATTEST:

Casandra Fresquez, City Clerk

**MINUTES OF THE CITY OF LAS VEGAS REGULAR CITY COUNCIL MEETING HELD
ON WEDNESDAY, OCTOBER 20, 2021 AT 5:30 PM IN THE CITY COUNCIL
CHAMBERS**

MAYOR: Louie A. Trujillo

COUNCILORS: David Romero
David Ulibarri, Jr.
Elaine Rodriquez
Michael Montoya

ALSO PRESENT: Leo Maestas, City Manager
Casandra Fresquez, City Clerk
Scott Aaron, City Attorney
Antonio Salazar, Sergeant at Arms

CALL TO ORDER

Meeting was called to order at 5:30 p.m.

ROLL CALL

PLEDGE OF ALLEGIANCE

MOMENT OF SILENCE

Mayor Trujillo asked everyone to keep in mind the victims of domestic violence that affects our community and advised that we had recently lost a beloved coach and retired educator to violence over the weekend. He asked for a moment of silence to remember the family of Virginia and Ismael Lujan.

APPROVAL OF AGENDA

Councilor Montoya made a motion to approve the agenda as presented. Councilor Ulibarri, Jr. seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

Elaine Rodriquez	Yes	Michael Montoya	Yes
David Romero	Yes	David Ulibarrri, Jr.	Yes

City Clerk Fresquez advised the motion carried.

PUBLIC INPUT

None at this time.

MAYOR'S APPOINTMENTS/REPORTS AND RECOGNITIONS/PROCLAMATIONS

Mayor Trujillo, along with the Governing Body recognized and proclaimed October 2021 as "Domestic Violence Awareness Month".

District Attorney Thomas Clayton briefly spoke on the importance of addressing the issue of domestic violence within our community and advised of services and resources available to not only victims but also to offenders in order to stop the behavior. He thanked his staff in their efforts along with the Governing Body for the awareness and for the positive things happening in the community.

Further discussion took place in regards to more resources being needed for this dire situation. The Governing Body thanked Mr. Clayton and his staff for their commitment in helping the community in dealing with domestic violence.

COUNCILORS' REPORTS

Councilor Montoya expressed his thoughts in regards to the success of the groundbreaking ceremony held with the Governor at the Rodriguez Ballpark Complex and thanked City Manager Maestas and staff. He advised that the budget surplus had been previously discussed, he felt that funds regarding that would be administered fairly and the public would be informed via the Optic. Councilor Montoya informed Mayor Trujillo that two members of the Finance Advisory Committee would need to be replaced due to Elaine Luna and Mel Sweeney stepping down.

Mayor Trujillo advised he would be attending the Pinon Awards Banquet tomorrow night in Santa Fe supporting the Gallinas Watershed Alliance and the Hermits Peak Water Association as they would be receiving an award in regards to the Riverwalk. He informed he would be meeting with Field Representative Jennifer Sanchez for Theresa Ledger Fernandez about federal funding for the City and discussed the Unity Parade that would take place on Saturday, uniting all City schools and universities with the UWC students as Grand Marshall. Mayor Trujillo added that it would end with a Matanza at Melody Park sponsored by NMHU and was a community event. He advised that the Board of Regents would be meeting Friday and on the agenda was the vote to proceed with the partnership with the City and County in regards to the golf course and everyone was invited to attend or submit public input.

Councilor Montoya thanked Elmo Baca and members of the Las Vegas Community Foundation for the invitation to tomorrow's award for the Gallinas River Restoration.

POLICE CHIEF'S REPORT

Police Chief Antonio Salazar presented a detailed Police Report for the month of September 2021 and also informed the Council of burglaries reported for the month, as requested.

Brief discussion took place pertaining to the crimes of graffiti taking place on Bridge Street and near Gallinas River and the need for more foot patrol, bike patrol and camera surveillance.

Mayor Trujillo advised that a meeting needed to be set for next week with the City Manager, Police Chief and himself to discuss narcotics enforcement. He also requested from Police Chief Salazar that there be more patrolling in the business area of the construction site on Bridge Street.

Councilor Romero asked Police Chief Salazar if the issues pertaining to HR had been addressed.

Police Chief Salazar stated that backgrounds were being done and they were going through the process.

Councilor Romero also requested from Police Chief Salazar to review the proposed Automated Speed Enforcement Ordinance and made the suggestion for P.D. personnel to view the Law Enforcement Protection Fund training offered by DFA on Thursday, November 19, 2021.

FINANCE REPORT

Finance Director Jesus Baquera presented the Finance Report for the month of September 30, 2021, reporting the General Fund revenue at 24%, expenditures at 20% and a surplus of \$79,427.00. He informed that Enterprise revenue came in at 21%, expenditures at 16% and surplus to date was \$647,734.00. Mr. Baquera reported the Recreation Department revenue at 13%, expenditures at 8% and total surplus at \$62,972. Lodger's Tax revenue was reported at 37%, expenditures came in at 13% and a surplus of \$111,607.

Mayor Trujillo asked for clarification regarding lodgers tax money, what had been funded and if the balance reflected the current state of the budget.

Finance Department Director Baquera informed that as of September 30th, everything was in there although the issue was some encumbrances had not been paid yet and were between \$10,000-\$20,000.

City Manager Maestas advised that he had been in contact with the Lodgers Tax Chairman in relation to their encumbrance report and stated that Mr. Baquera was referring to the some projects that were funded under lodgers tax and they had not asked for reimbursement yet.

Brief discussion took place concerning the importance of the Governing Body to become more familiar with the processes and procedures of Lodgers Tax Board.

Councilor Romero stated he was concerned about the unpaid encumbrances and mentioned that previously discussed was invalid invoices being submitted by the Lodgers Tax Board.

Mr. Baquera stated that City Manager Maestas had rejected a few invoices, they were getting them resent and redone with a professional invoice.

Councilor Montoya asked what employees would qualify for the approved premium pay that was approved by Council and also wanted clarification regarding the General Fund Hold Harmless amount of \$250,000.

City Manager Maestas explained that anyone who was employed with the City on the day it was approved would receive the one time premium pay.

Finance Director Baquera informed Councilor Montoya that the Hold Harmless amount in question was monies coming from the DFA regarding online sales, that in the past the state would receive that and is now being distributed to counties and cities. He informed the Governing Body there was nothing of concern to report regarding the current Finance Report.

BUSINESS ITEMS

1. Request to Publish Ordinance No. 21-18 An ordinance to create and amend various city ordinances regarding cannabis, business registration, zoning, nuisances, and water.

City Attorney Scott Aaron advised this item was postponed from the last council meeting in order to further research and make necessary changes prior to publication. The Cannabis Regulation Act, codified as NMSA 1978, §26-2C-1 et seq., the New Mexico Legislature established a comprehensive regulatory framework for the possession, cultivation, manufacture and sales of cannabis and cannabis-derived products.

City Attorney Aaron discussed amendments in detail regarding violations, ETZ zoning requirements, nuisances (non-compliance structures), dangerous buildings (inhabitable) and of liens of property (code violations).

Discussion and questions took place regarding structures being grandfathered in, residential vs. commercial water/wastewater regulations and if effluent water would be viable for this industry to operate.

Councilor Montoya asked City Attorney Aaron to bring Council any other changes that would occur and would be adjusted accordingly and made a motion to approve to publish Ordinance No 21-18, An ordinance to create and amend

various city ordinances regarding cannabis, business registration, zoning, nuisances and water.

City Attorney Aaron stated that upon a successful vote, this would go out for publishing to the public, come back to Council for approval and at that time there may be comments from the public.

Councilor Rodriguez seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David Ulibarri, Jr.	Yes	David Romero	Yes
Michael Montoya	Yes	Elaine Rodriguez	Yes

City Clerk Fresquez advised the motion carried.

2. Request approval to fund Las Vegas First Independent Business Alliance (LVFIBA) for marketing assistance from Lodgers tax funding in the amount of \$24,134.00.

The Las Vegas First Independent Business Alliance (LVFIBA) is the applicant and fiscal sponsor on behalf of 53 independent locally owned businesses in Old Town directly affected by recent construction. This applicant represents a collaboration between LVFIBA, Las Vegas Arts Council, MainStreet de Las Vegas/San Miguel Chamber of Commerce and Animal Welfare Coalition and benefits the entire community of Las Vegas.

Mayor Trujillo advised that this item had been tabled and explained some of the reasoning behind that decision and informed that after viewing the last Lodgers Tax meeting, he was disappointed on how it had been conducted, that it raised some red flags and he was contacted the next day by LVFIBA in regards to placing the funding request as an emergency on the next day's City Council meeting agenda. He mentioned he was also concerned after reviewing the application although added that he agreed it was an emergency.

Mayor Trujillo informed that the City would be working on its own "shop locally" campaign which would be advertised on radio and newspaper as early as the first week in November. He stated that many questions had come up and called a

meeting last Tuesday, he noticed there were issues within the organization and the City regarding the entire process of Lodgers Tax and procedures were not being followed from the Lodgers Tax handbook. He advised that a meeting would be held with DFA for advice and also a meeting with the Mayor from Taos, Santa Fe's City Manager and Tourism Director both pertaining to the use of Lodgers Tax in order to have a robust process of Lodgers Tax, utilizing every cent on projects and marketing.

Mayor Trujillo felt it was necessary to immediately address the restructure of the Lodgers Tax system in regards to the function of the board, it definitely needed housekeeping procedures and needed to be more user friendly. He spoke about the current application and the need for more detailed information to be included. He stated there was an upcoming Special meeting on November 3rd for other reasons although wanted to add this request to that agenda. Mayor Trujillo spoke about other issues on the application, how the City was also at fault and the need for checks and balances. He stated that the City wanted to help the businesses that were being affected by the construction on Bridge Street and Plaza and apologized that all these issues came up at the time of LVFIBA's funding request.

Mayor Trujillo informed that the Council wanted to increase the number of people regarding the Lodgers Tax Board with two more "at large" members in order for the process to be fair. He advised the City did not want to prolong this in order to plan for the Holiday season.

Mr. Elmo Baca advised he wanted to speak in context to their application and stated that it might have appeared to be a last minute submission although it had been a product of several weeks of work and was not their intention to bypass the process. He stated he was advised by Bill Hendrickson and Virginia Marrujo in regards to being allowed to bring his request directly to the Council and had also met with City Manager Maestas to discuss the application. Mr. Baca expressed his concern about the starting over of the Lodgers Tax system, how it would affect their application process and they felt it was an emergency due to the need to jump start their tourism marketing. He stated that they would appreciate the guidance from City staff and how they could work with the City to have effective marketing.

Lengthy discussion and questions took place in regards to abiding by the statute, validation of events, cash mob event, proper use of lodgers tax spending, accountability and other issues pertaining to the Lodgers Tax application.

Councilor Romero advised that the City was not anti-business and supported small business.

Councilor Rodriguez expressed her frustration regarding the Lodgers Tax process not being followed and that it should be a fair process. She added that the City should be able to assist small businesses with funding, using resources available and it was unfortunate that misinformation was given to LVFIBA in regards to appealing directly to Council.

Councilor Romero stated for the record, "Mr. Baca, was this in a Lodgers Tax meeting that you were told this or by what kind of communication, were you told by a director or a city employee?"

Mr. Baca stated they had a merchant's meeting and invited Mr. Hendrickson and Ms. Marrujo to present to them that there were at least 20 merchants in the room and he supposed there may have been some misunderstanding of the process from their point of view but felt it was not intentional and they actually contacted the appropriate City staff for advice.

Further discussion took place about the intent of the City in moving forward with helping businesses with the Lodgers Tax process in a more positive manner.

Councilor Montoya advised that Lodgers Tax has had many issues in the past although this administration was stricter in regards to going through the process accordingly and with accountability, he spoke of funding being given to small businesses recently and the City was in support of small businesses. He spoke of an upcoming Christmas promotion and invited LVFIBA to join in and promote the Old Town area. He stated the City needed to work on this broken system and any business dealing with Lodgers Tax was invited to the upcoming meeting with DFA.

Mayor Trujillo expressed that the most important part of the process was that every cent was spent from Lodgers Tax and informed Mr. Baca that a meeting would be set up to discuss this issue.

Councilor Montoya made a motion to table the request for approval to fund Las Vegas First Independent Business Alliance (LVFIBA) for marketing assistance from Lodgers tax funding in the amount of \$24,134.00 until the Special meeting which would be held on November 3, 2021. Councilor Ulibarri, Jr. seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David Romero	Yes	Elaine Rodriguez	Yes
Michael Montoya	Yes	David Ulibarri, Jr.	Yes

City Clerk Fresquez advised the motion carried.

3. Discussion and decision on Charter amendments.

City Attorney Aaron advised that the required periodic review of the City Charter was conducted pursuant to Section 1.05 of the Charter by the Charter Commission. The Charter Commission met between the months of March and August 2021, during which they reviewed the Charter. The Charter Commission presented their recommendations on August 19, 2021. The Governing Body needs to determine the charter amendments that will come before Council by means of a Resolution in the form of ballot questions to be posted to the Las Vegas voters in the March 1, 2022 election.

Councilor Romero advised the discussion would begin with the proposed amendments by the Charter Commission.

Amendment 1: Increasing the number of City Councilors to 8.

Lengthy discussion and questions took place regarding the pros and cons of having five Councilors, one being at large, the process of having to redistrict at the time of next election in March 2022 and options of five Councilors or creating a new district that he/she would represent. Also discussed was the language on the ballot regarding the options.

The decision was unanimous by Council to deny Amendment 1 and instead agreed with having five Councilors, one being at large.

Amendment 2: Changing election requirement for simple majority, (fifty percent (50%) plus one (1), to highest number of votes cast and removing run-off elections:

Discussion took place regarding costs of elections and run-offs, and the pros and cons of having a run-off or simple majority.

The decision was made by Council to accept Amendment #2.

Amendment 3-A: Modifying the method of appointment of City Manager by Mayor and City Council (The Mayor shall provide a list no less than two (2) qualified candidates, with qualifications as set forth in the City Charter, for the position of City Manager for Council review. The Governing Body shall select a City Manager from the pool of applicants provided.)

Amendment 3-B: Modifying the method of appointment of City Attorney by Mayor and City Council (The Mayor shall provide a list no less than two (2) qualified candidates, with qualifications as set forth in the City Charter, for the position of City Attorney for Council review. The Governing Body shall select a City Attorney from the pool of applicants provided.)

Amendment 3-C: Modifying the method of appointment of City Clerk by Mayor and City Council (The Mayor shall provide a list no less than two (2) qualified candidates, with qualifications as set forth in the City Charter, for the position of City Clerk for Council review. The Governing Body shall select a City Clerk from the pool of applicants provided.)

Amendment 3-D: Modifying the method of appointment of Chief of Police by Mayor and City Council (The Mayor shall provide a list no less than two (2) qualified candidates, with qualifications as set forth in the City Charter, for the position of Chief of Police for Council review. The Governing Body shall select a Chief of Police from the pool of applicants provided.)

Lengthy discussion took place regarding the Amendments: 3-A, 3-B, 3-C and 3-D, also discussed were issues in the process of appointing Directors and of the power of the Council in appointing them.

The decision was made by Council to accept Amendments 3-A, 3-B, 3-C and 3-D.

Amendment 4: Modifying the time for the periodic review of the City Charter and specifying the duration of a Charter Commission.

Discussion took place about the consideration of several options regarding the assignment of committees for redistricting and the Charter Commission, if the Council chose to do so. Also discussed was adding language to Section 1.05 Charter Review Amendment that would state, any recommended changes under the section would be reviewed for compliance by an attorney and how it could be worded on the ballot.

The decision was made by Council to accept Amendment 4.

Councilor Romero referred back to the appointed positions, and strongly encouraged adding an item "F" to indicate if the vote takes place and the majority says No, that Mayor and City Manager would recognize that decision, in regards to the section of Removal of Officers. He stated that he wanted to add that same language to the section regarding Directors.

Brief discussion and questions took place concerning the difference between administrative leave and suspension concerning Directors.

The decision was made by Council to add those changes to Amendments 3-A, 3-B, 3-C and 3-D.

Mayor Trujillo asked City Attorney Aaron, in order to make it easier on the voter, was there any way that the language on the ballot could be stated as one question pertaining to Amendments 3-A,B,C, and D.

City Attorney Aaron advised that had been an ongoing issue on many elections and would have to look more into that.

Councilor Montoya questioned the changes for Section 6.08.

City Attorney Aaron advised Section 6.08 Committees allows Council to create committees and it stated that Advisory Committees had durations of less than a year and felt that it would restrict the Council's ability to set up committees.

Lengthy discussion took place regarding the possibility of increasing compensation for the Governing Body and the authority for the City to solely set Governing Body compensation.

Direction was given to City Attorney Aaron to do some research in regards to the Governing Body compensation amount and removing the compensation process of the Governing Body from the City Charter.

Councilor Romero stated for the record that most of the amendments presented by the Charter Commission were accepted except for Amendment 1, Increasing the number of City Councilors to 8. He felt it was important to let them know that the Council did listen and took their recommendations into consideration.

City Attorney Aaron made the clarification to Councilor Montoya that the changes to Section 6.08 were noted, to remove the duration of one year from the committees.

Councilor Montoya asked Council to consider changes to Section 3.02 Powers and Duties of the Governing Body regarding the Mayor's declaration of Executive Orders and to be brought to the Council for acceptance.

Lengthy discussion took place regarding checks and balances for Executive Orders.

City Attorney Aaron advised that he and City Clerk Fresquez were working on a proposed Ordinance that would address the issues of an Executive Order due to not having any ordinances that allowed some actions to take place.

Councilor Montoya asked Council to consider changes on Section 6.06 Lodgers Tax Board, to increase resident members to the board by two for a total of three. He felt it would benefit with more community representation.

Councilor Montoya discussed the situation of Council members who run for office, win and then decide to leave before their term is over and how that may be costly to the public in regards to having multiple elections. He asked the City Attorney if penalizing the elected official by compensating election costs would be legal.

City Attorney Aaron advised that there was nothing allowing the City to have cause of action to get somebody for election related expenses although the City would have the right to waive compensation and collect the amount already paid to the individual.

Brief discussion in regards to having a simple majority which would eliminate the need for a special run-off that would eliminate costs of additional elections.

City Attorney Aaron informed the Council that Section 2.01 stated *"the City shall be governed by a Mayor-Council form of government, together with an appointment of a City Manager provided by state law and accept as otherwise provided in this charter"*. He suggested Council put it out to the residents, to delete the entire sentence because Mayor-Council form of government is an actual term that means it's a form of government that we do not have. He stated that we have a home rule municipality which is distinctly different in law than Mayor-Council form of government and understood what they were trying to say although he believed it was worded incorrectly.

Councilor Romero asked City Attorney Aaron if he would possibly clarify that with the Municipal League.

Discussion and questions took place pertaining to the process that would follow the accepted amendments of the City Charter, the public input opportunities for the public at City Council Meetings/Committee meetings and also discussed was how the amendments would be written in the form of a Resolution that would be available on the City's website to the public as part of the agenda packet.

Councilor Romero made the motion to give direction to city staff to follow up with the document with the recommended changes that were given. Councilor Rodriguez seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David Ulibarri, Jr.	Yes	Michael Montoya	Yes
Elaine Rodriquez	Yes	David Romero	Yes

City Clerk Fresquez advised the motion carried.

EXECUTIVE SESSION

None at this time.

Councilor Montoya took the opportunity to wish Councilor Romero a happy birthday tomorrow, everyone wished him a Happy Birthday.

ADJOURN

Councilor Montoya made a motion to adjourn the meeting. Councilor Ulibarri, Jr. seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

David Romero	Yes	Elaine Rodriquez	Yes
Michael Montoya	Yes	David Ulibarri, Jr.	Yes

City Clerk Fresquez advised the motion carried.

Mayor Louie A. Trujillo

ATTEST:

Casandra Fresquez, City Clerk



**CITY OF LAS VEGAS SPECIAL
COUNCIL MEETING AGENDA REQUEST FORM**

Meeting Date: November 3, 2021

Date Submitted: 10/25/21

Department:

Item/Topic: Presentation by Rod Adaire with New Mexico Demographic Research, LLC providing the three (3) Redistricting Plans (maps) that were developed based on the 2020 Census.

Fiscal Impact: N/A

Attachments:

THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY CLERK'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.

Approved For Submittal By:

Reviewed By:

Department Director

Finance Director



City Manager

City Attorney (Approved as to Form)

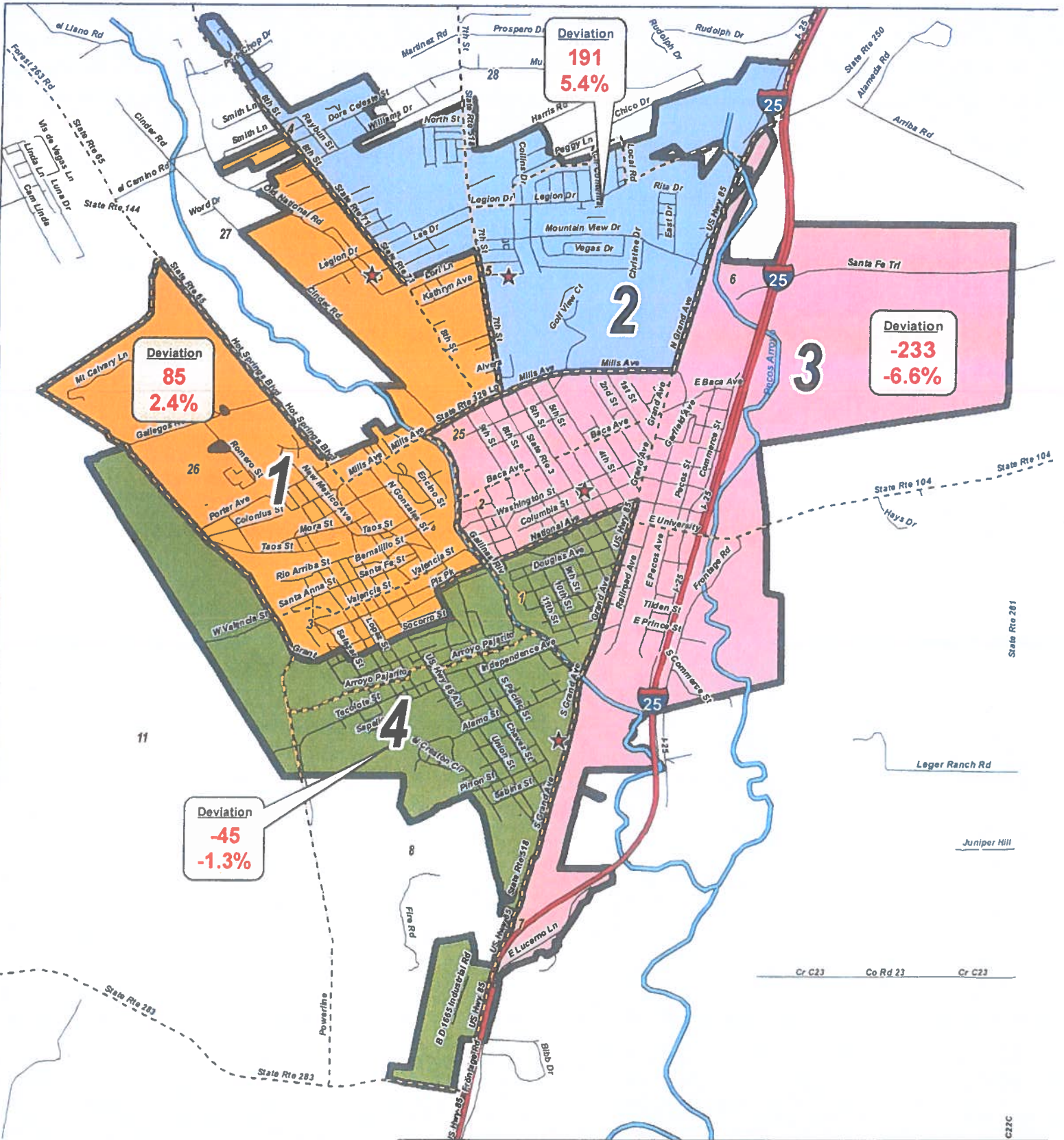
**CITY CLERK'S USE ONLY
COUNCIL ACTION TAKEN**

Resolution No. _____
Ordinance No. _____
Contract No. _____
Approved _____

Continued To: _____
Referred To: _____
Denied _____
Other _____

Las Vegas City Council

Current Districts



LEGEND

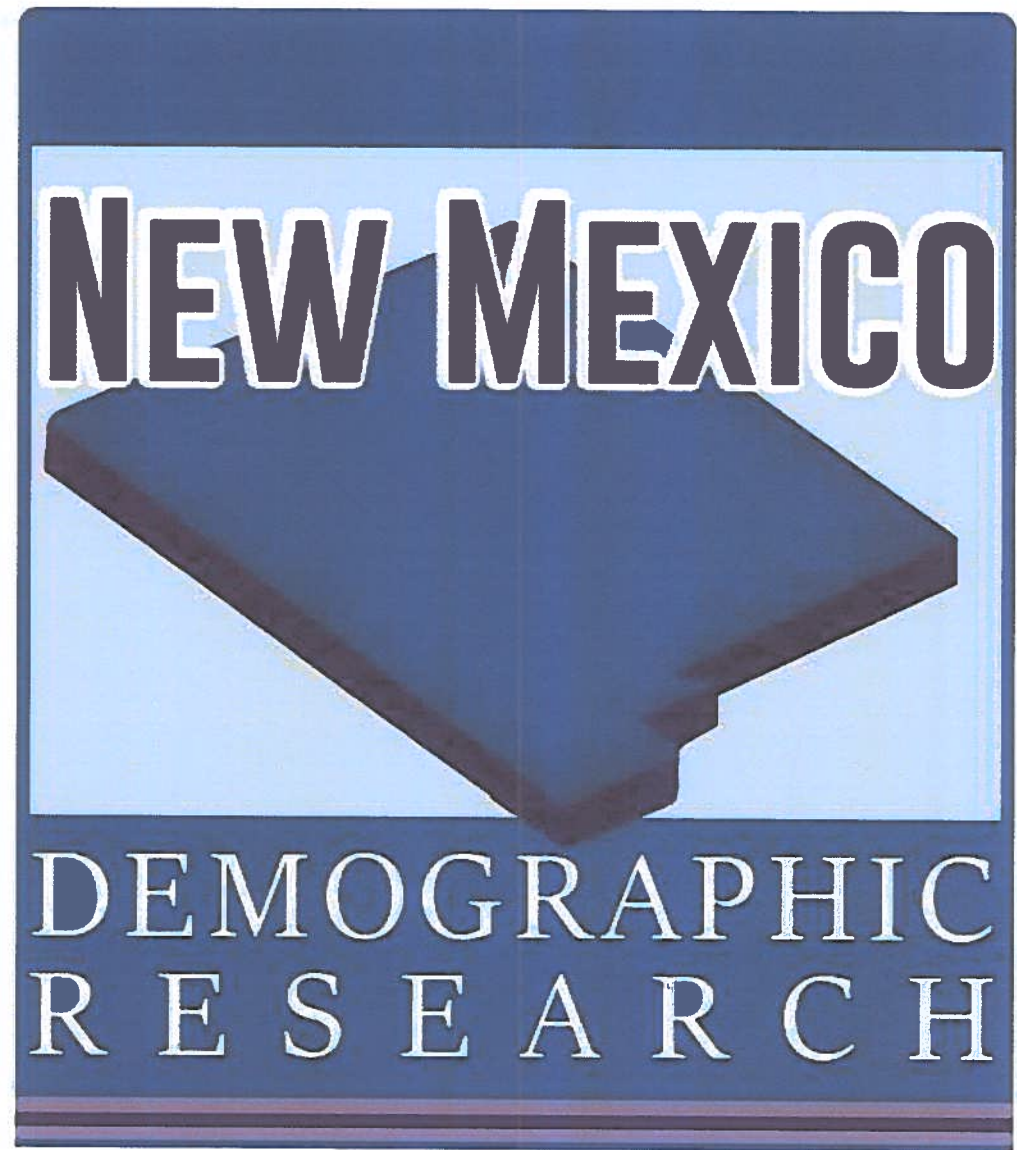
Created: August 11, 2011

- ★ Councillors
- Precinct
- ~ Rivers
- ~ Interstate
- ~ US Highway
- ~ State Highway
- ~ Major Roads

Research & Polling Inc. distributes this map assuming no liability for any errors, omissions, or inaccuracies in the information provided regardless of the cause in reliance upon any maps.



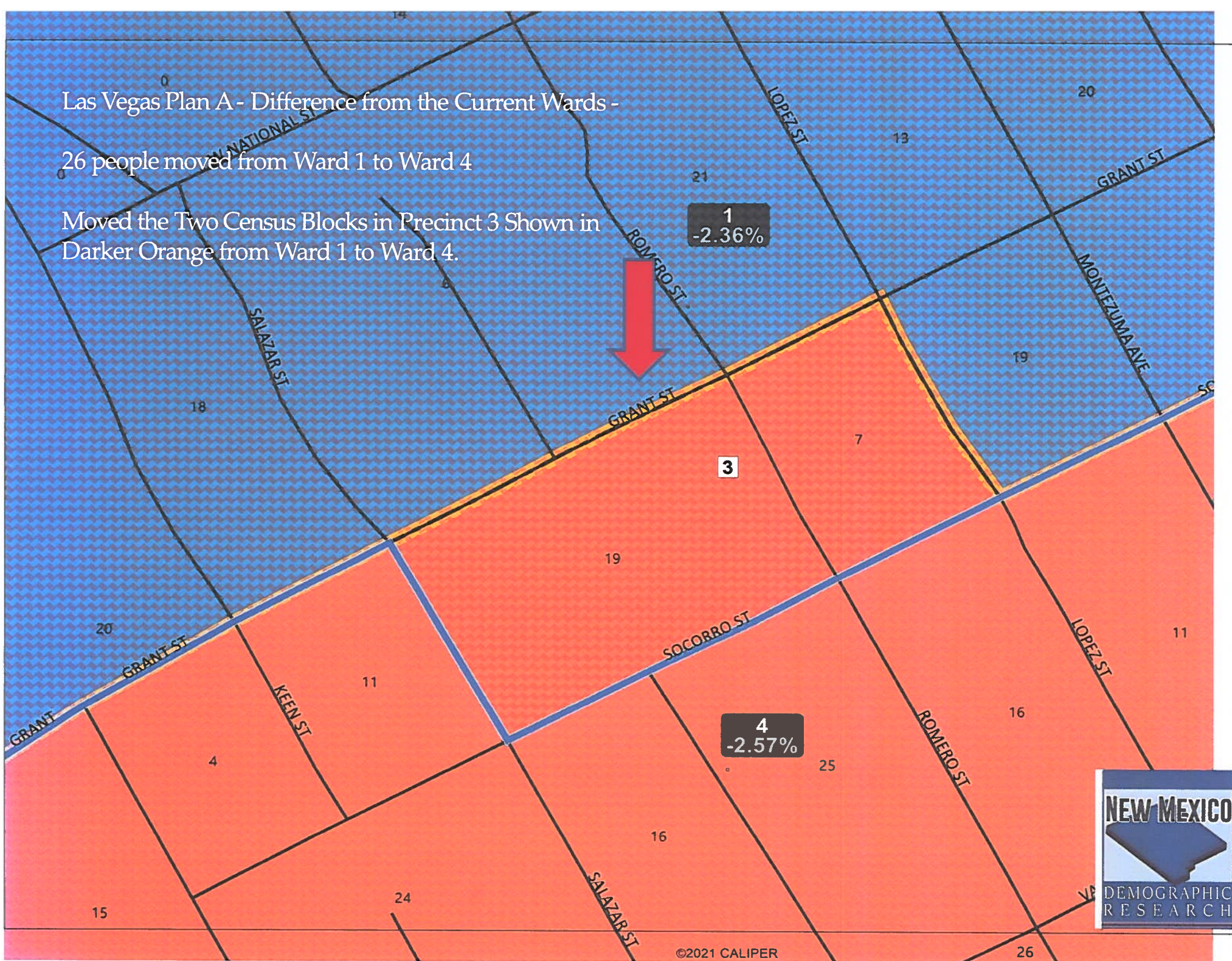
Las Vegas
Plan A
Least Change
from the
Current
Wards
Detail of
Changes



Las Vegas Plan A - Difference from the Current Wards -

26 people moved from Ward 1 to Ward 4

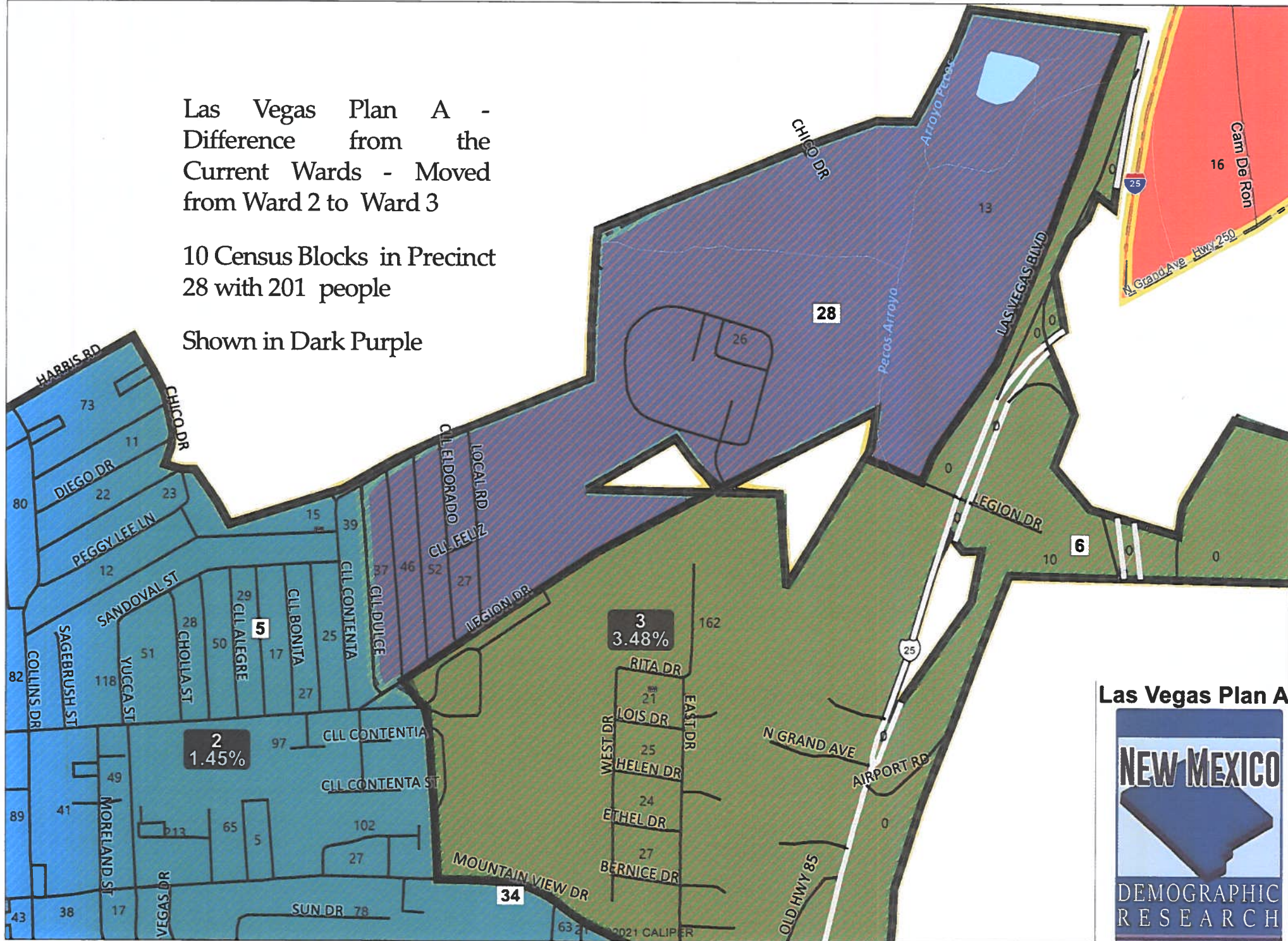
Moved the Two Census Blocks in Precinct 3 Shown in Darker Orange from Ward 1 to Ward 4.



Las Vegas Plan A -
Difference from the
Current Wards - Moved
from Ward 2 to Ward 3

10 Census Blocks in Precinct
28 with 201 people

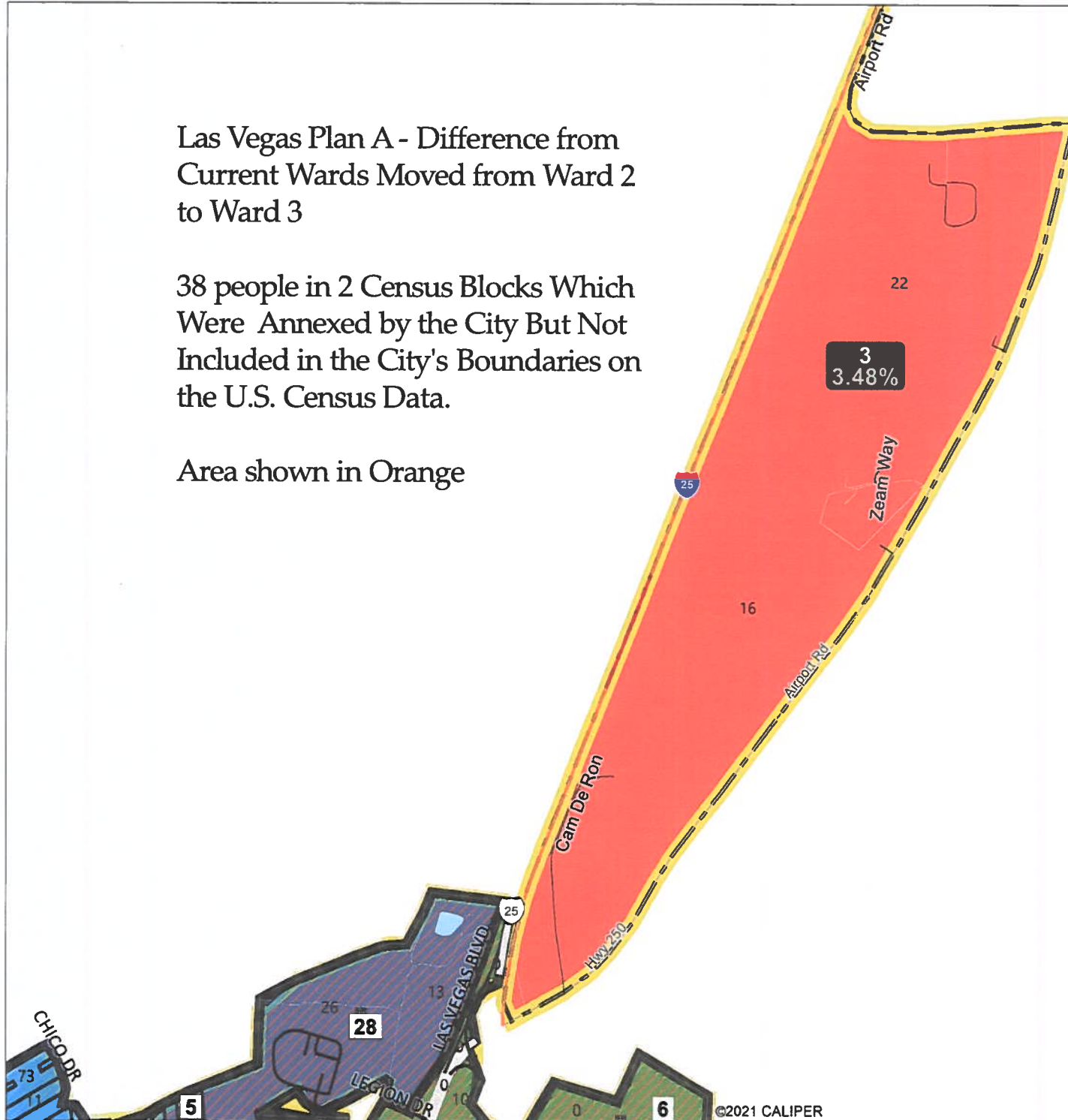
Shown in Dark Purple



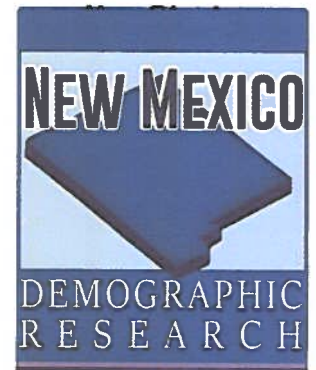
Las Vegas Plan A - Difference from
Current Wards Moved from Ward 2
to Ward 3

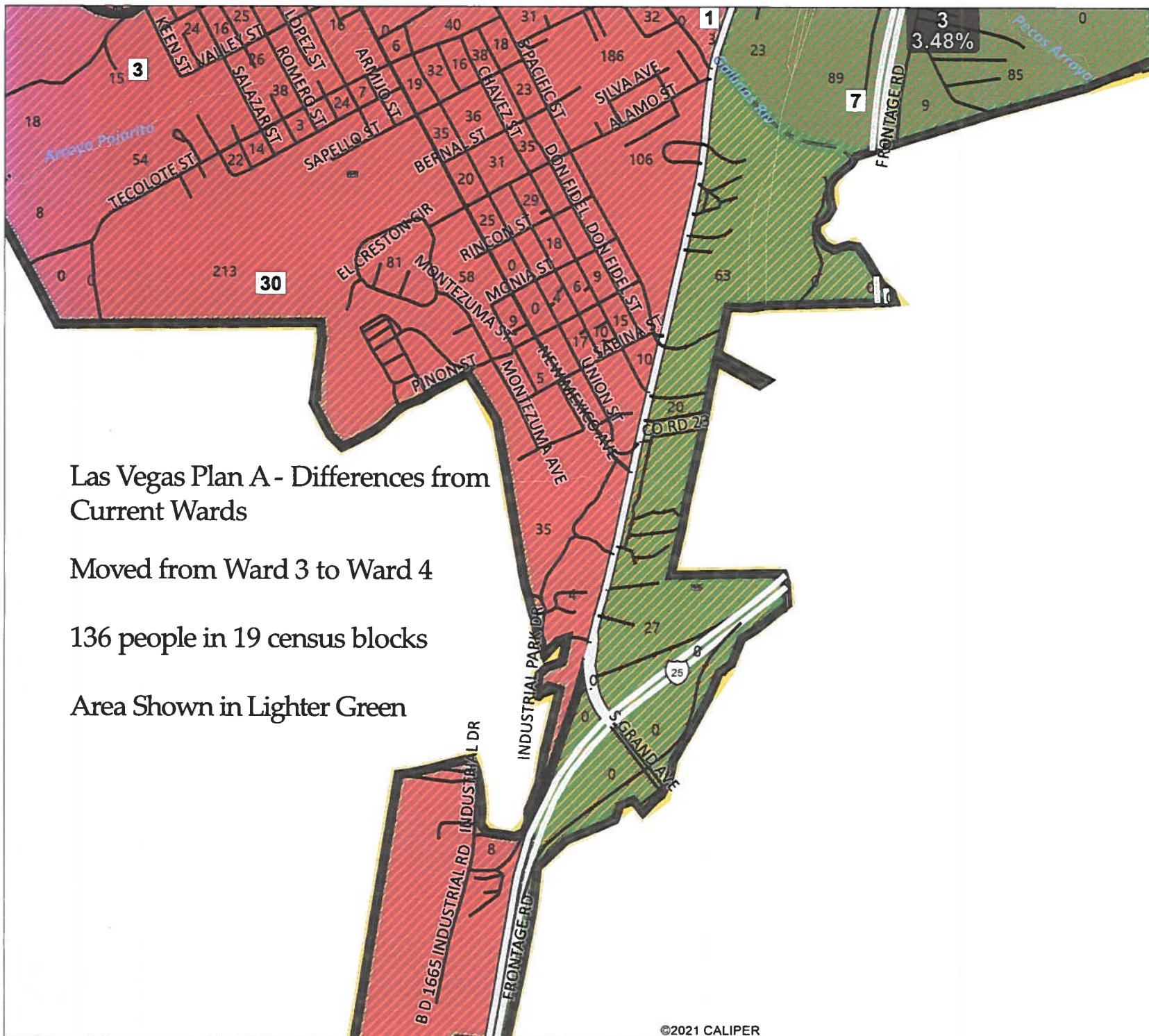
38 people in 2 Census Blocks Which
Were Annexed by the City But Not
Included in the City's Boundaries on
the U.S. Census Data.

Area shown in Orange



Las Vegas Plan A





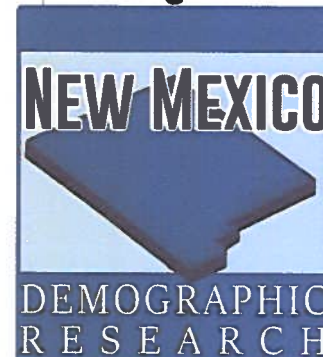
Las Vegas Plan A - Differences from
Current Wards

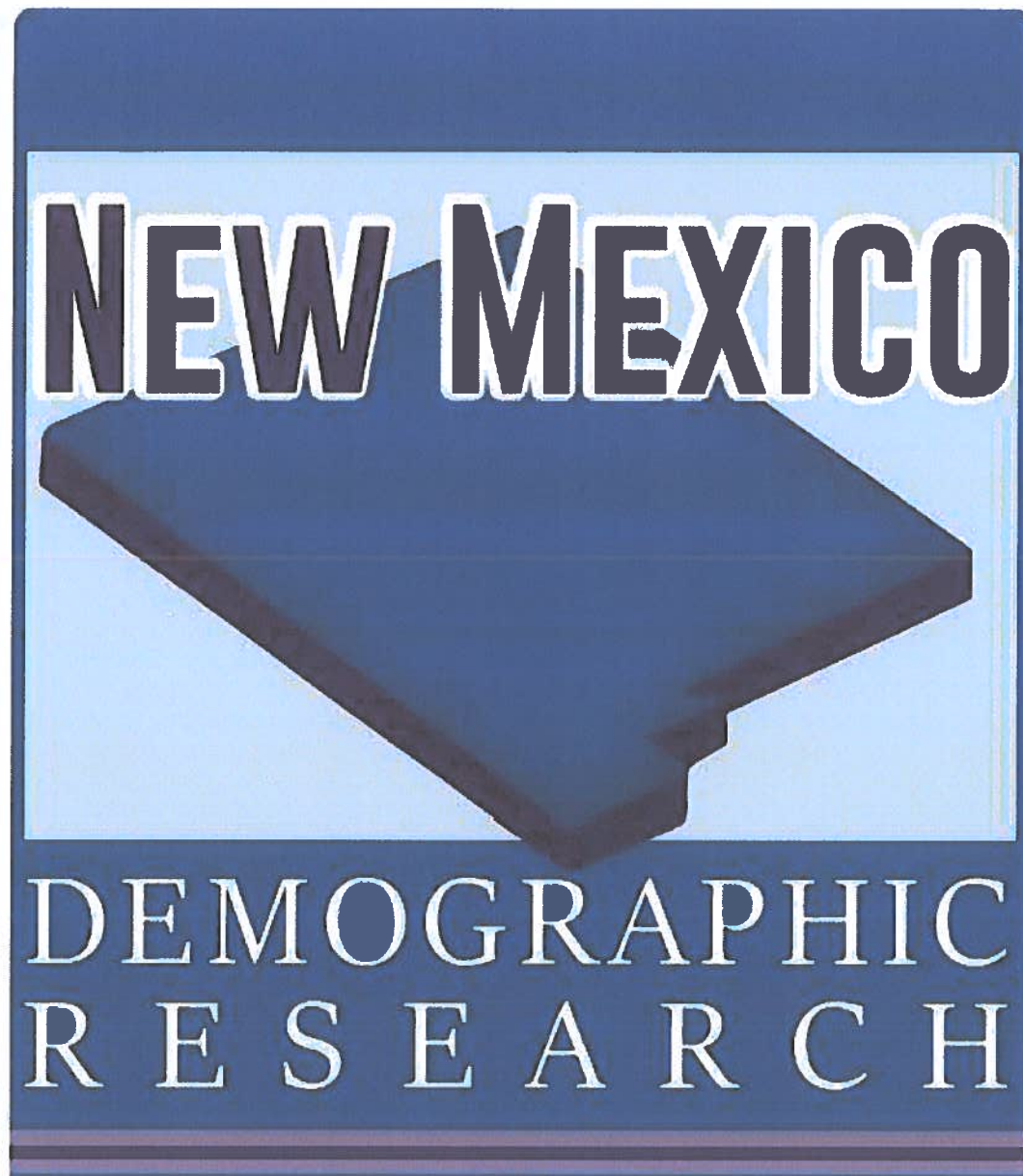
Moved from Ward 3 to Ward 4

136 people in 19 census blocks

Area Shown in Lighter Green

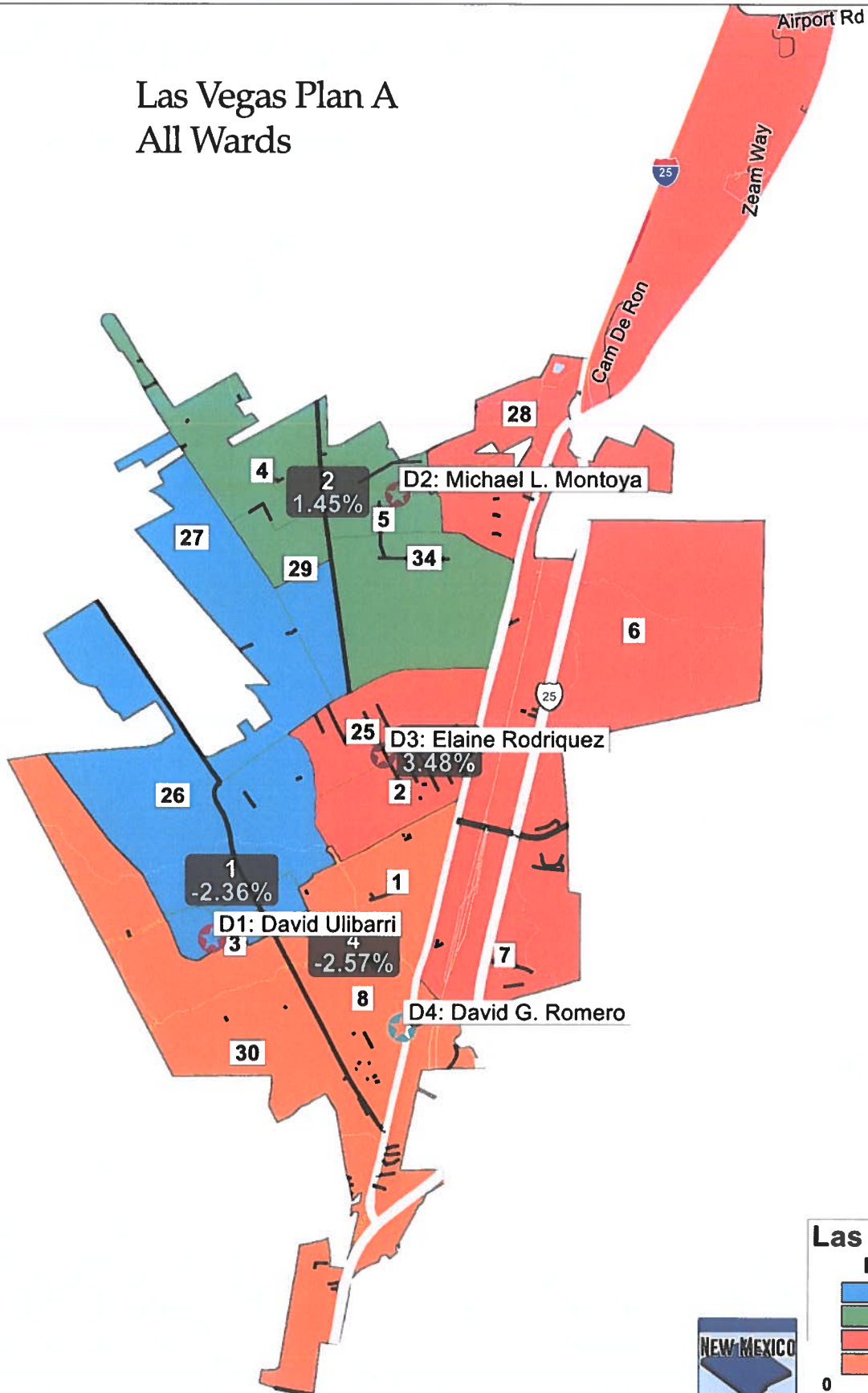
Las Vegas Plan A



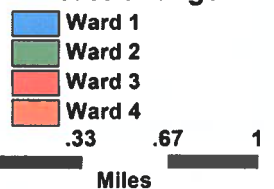


Las Vegas Plan A
Least Change

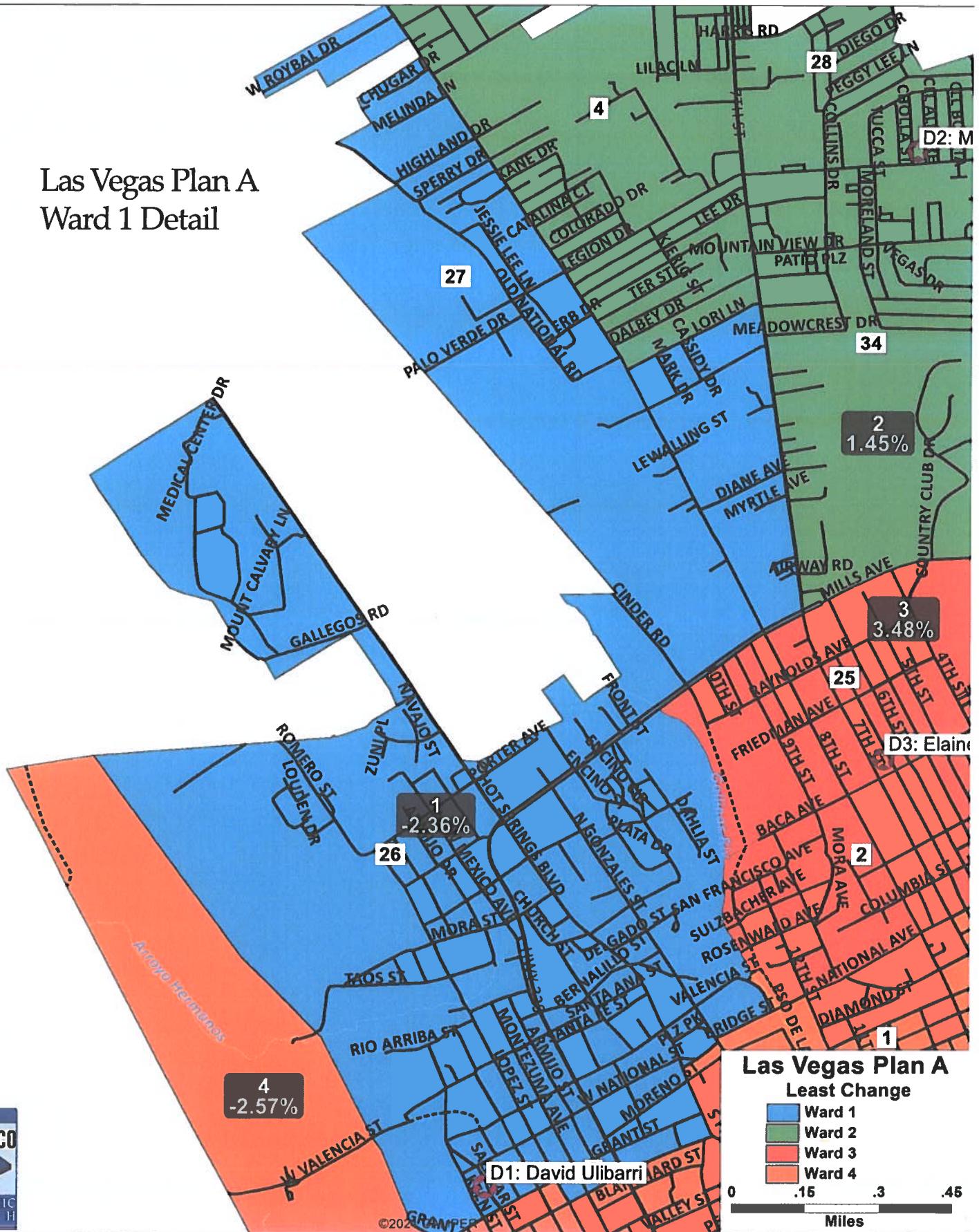
Las Vegas Plan A All Wards



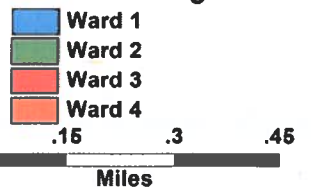
Las Vegas Plan A Least Change



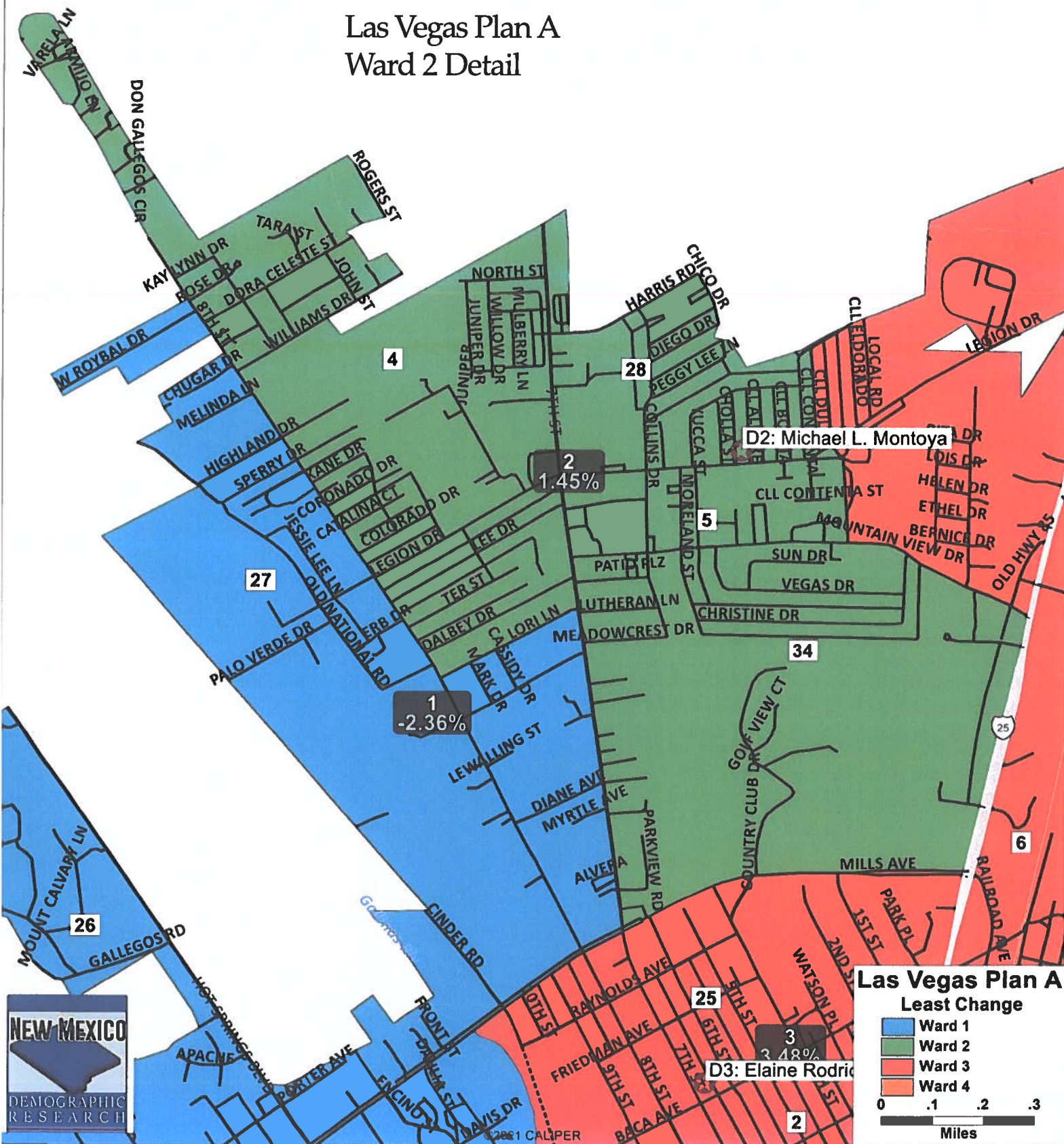
Las Vegas Plan A Ward 1 Detail



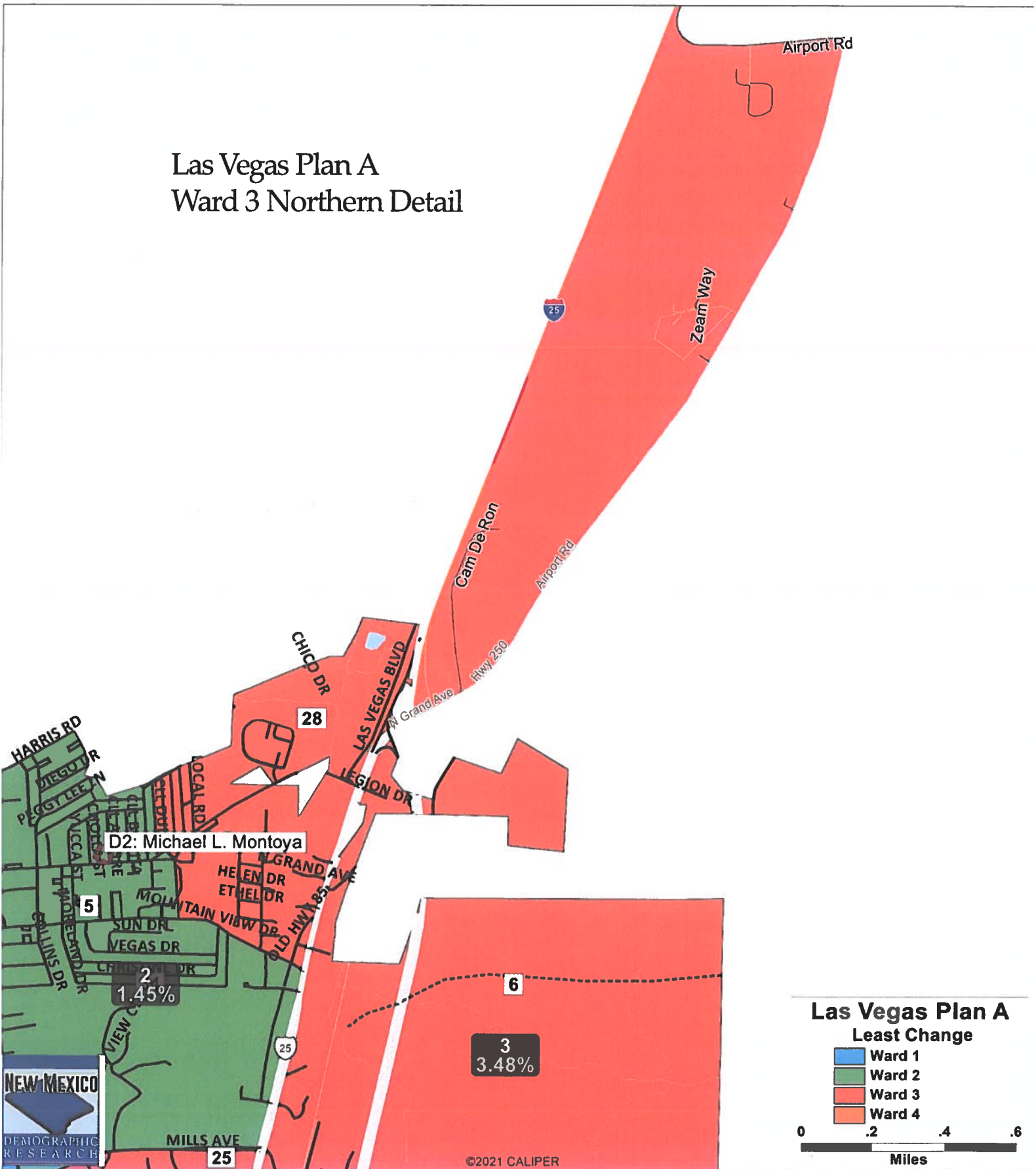
Las Vegas Plan A Least Change



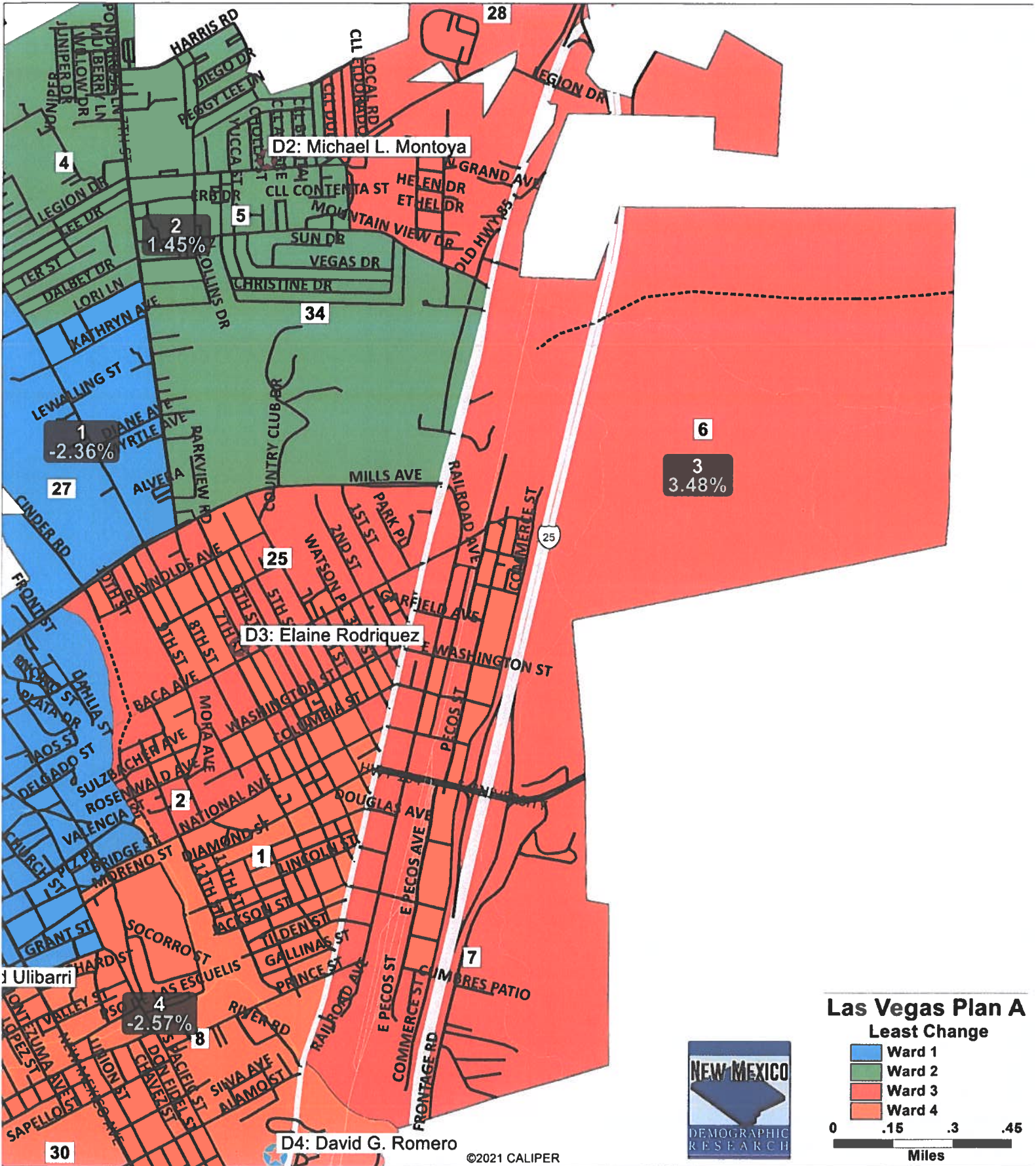
Las Vegas Plan A Ward 2 Detail



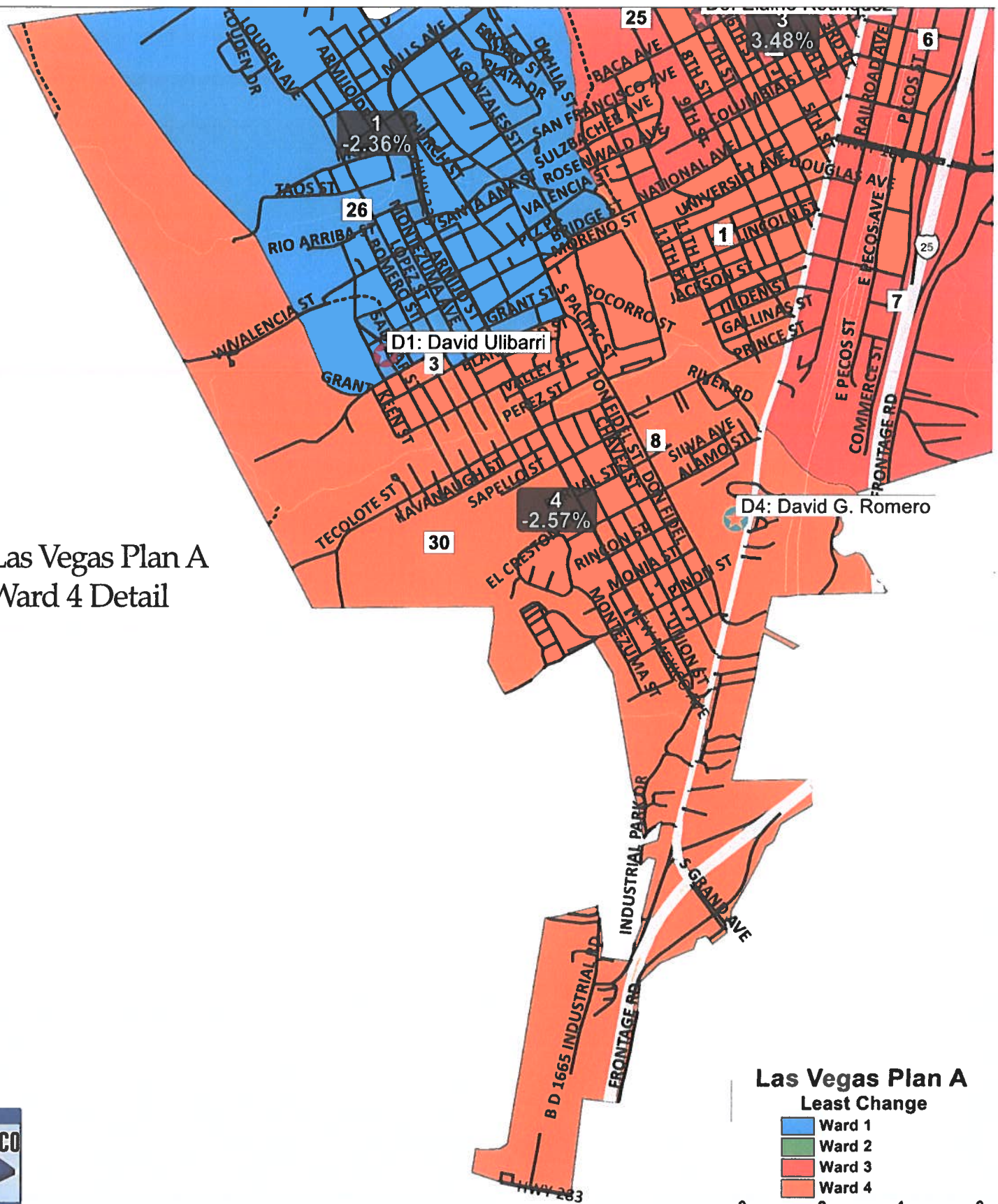
Las Vegas Plan A Ward 3 Northern Detail



Las Vegas Plan A Ward 3 Southern Detail

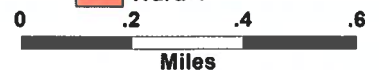


Las Vegas Plan A Ward 4 Detail



Las Vegas Plan A Least Change

- Ward 1
- Ward 2
- Ward 3
- Ward 4



Las Vegas City Council

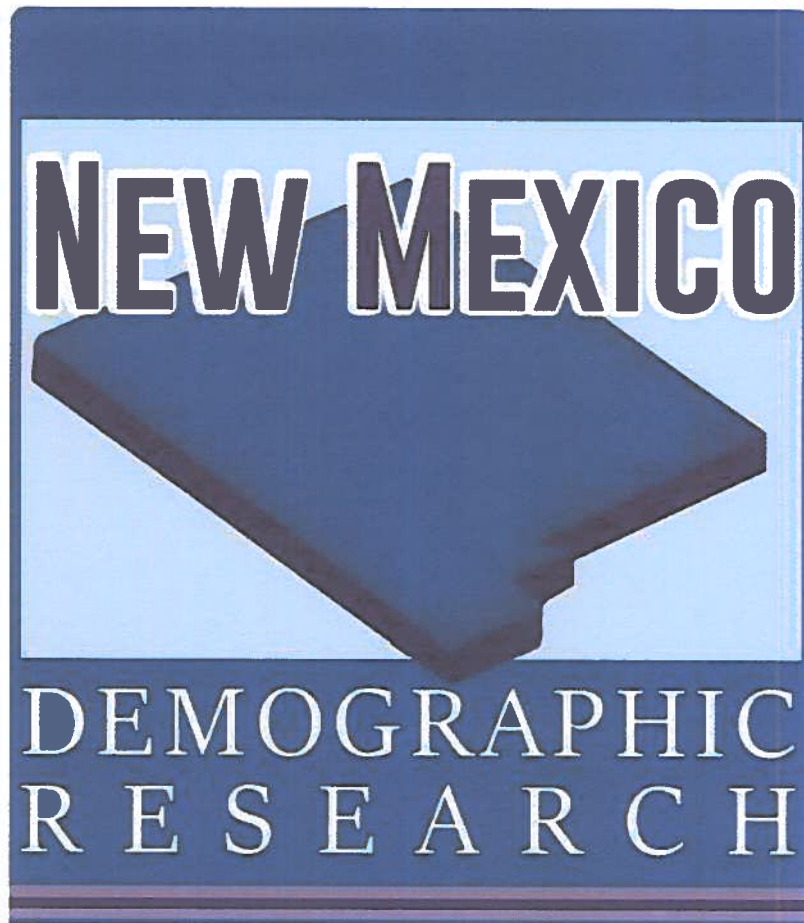
Plan A

2021

District	Population	Deviation	% Dev.	Hispanic	Non-Hispanic Origin				Area (Sq Mi)
					White	Native American	Black	Asian	
1	3,223	-78	-2.36%	82.7%	13.3%	1.4%	0.7%	0.3%	1.63
Adult	2,579			80.0%	15.9%	1.6%	0.7%	0.2%	
2	3,349	48	1.45%	85.5%	9.9%	1.2%	0.9%	0.9%	1.23
Adult	2,541			83.2%	11.8%	1.1%	1.1%	1.3%	
3	3,416	115	3.48%	69.9%	22.3%	1.9%	3.0%	1.1%	3.80
Adult	2,857			66.3%	25.2%	2.0%	3.4%	1.4%	
4	3,216	-85	-2.57%	81.3%	15.0%	0.6%	0.9%	0.3%	2.01
Adult	2,628			80.4%	16.0%	0.5%	1.0%	0.3%	
Total	13,204	Ideal: 3,301		79.7%	15.2%	1.3%	1.4%	0.7%	8.67
Adult	10,605			77.2%	17.4%	1.3%	1.6%	0.7%	

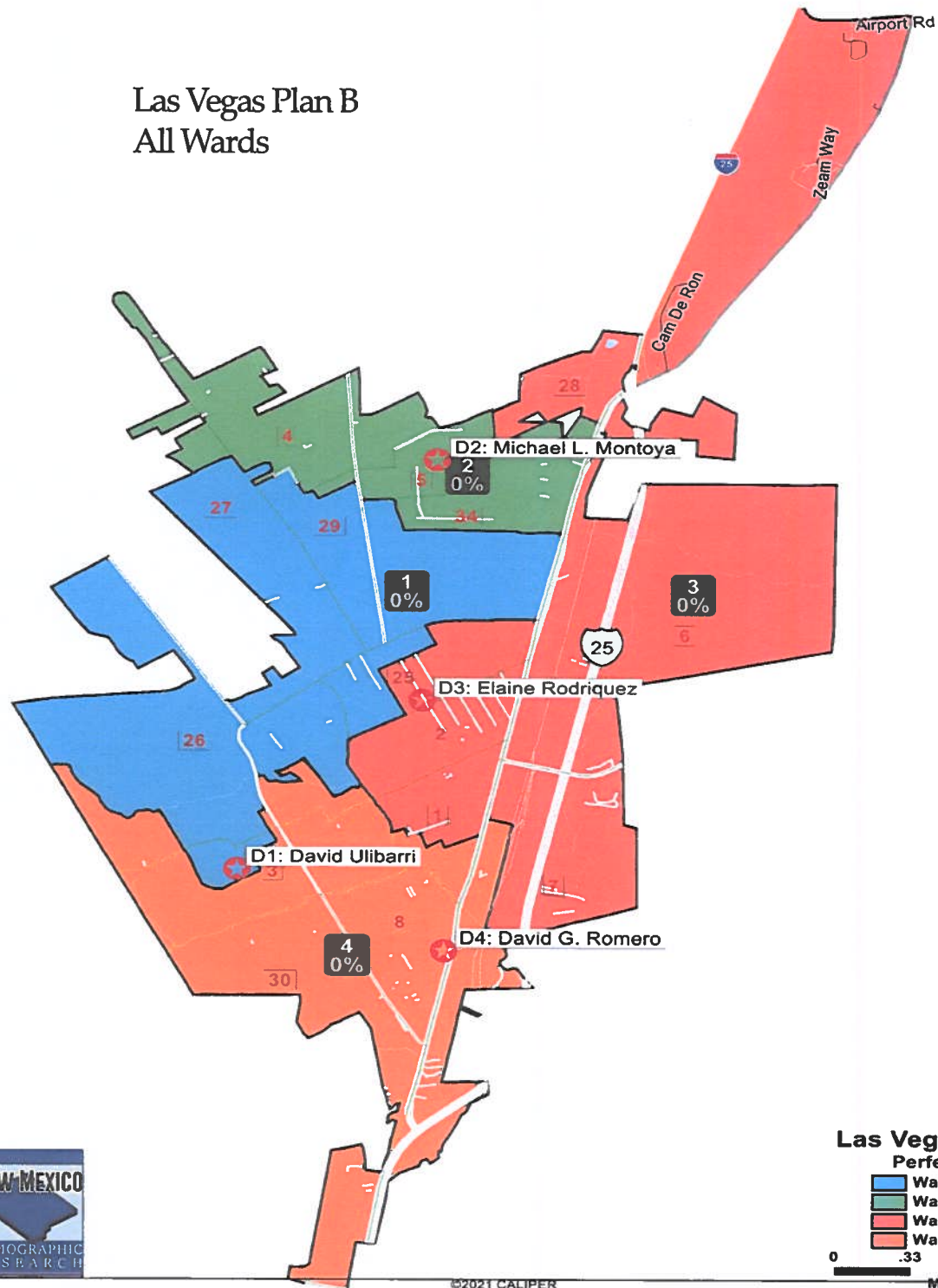
New Mexico Demographic Research, LLC

2021



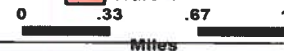
Las Vegas Plan B
Perfect Plan

Las Vegas Plan B All Wards

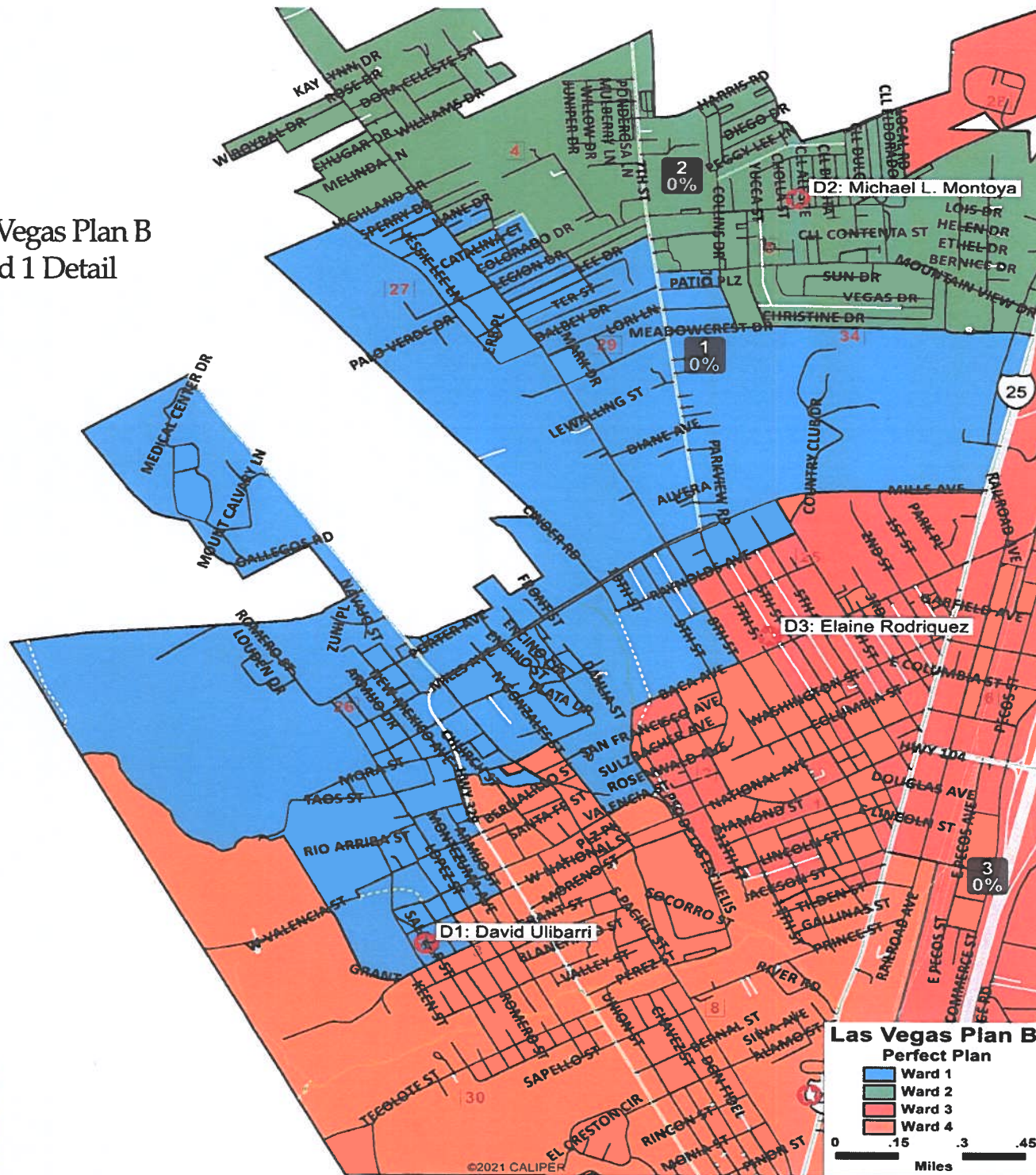


Las Vegas Plan B Perfect Plan

- Ward 1
- Ward 2
- Ward 3
- Ward 4



Las Vegas Plan B Ward 1 Detail

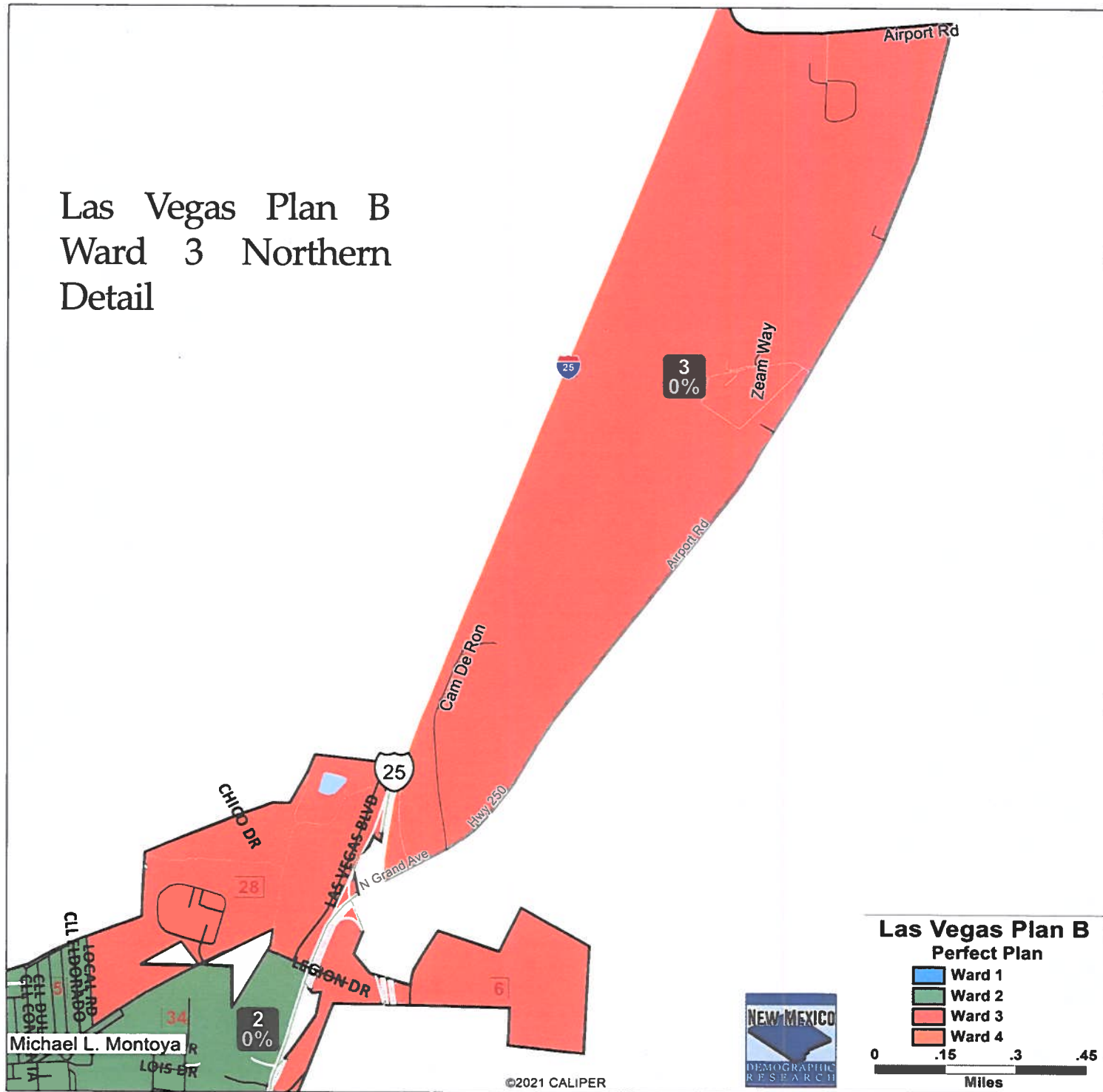


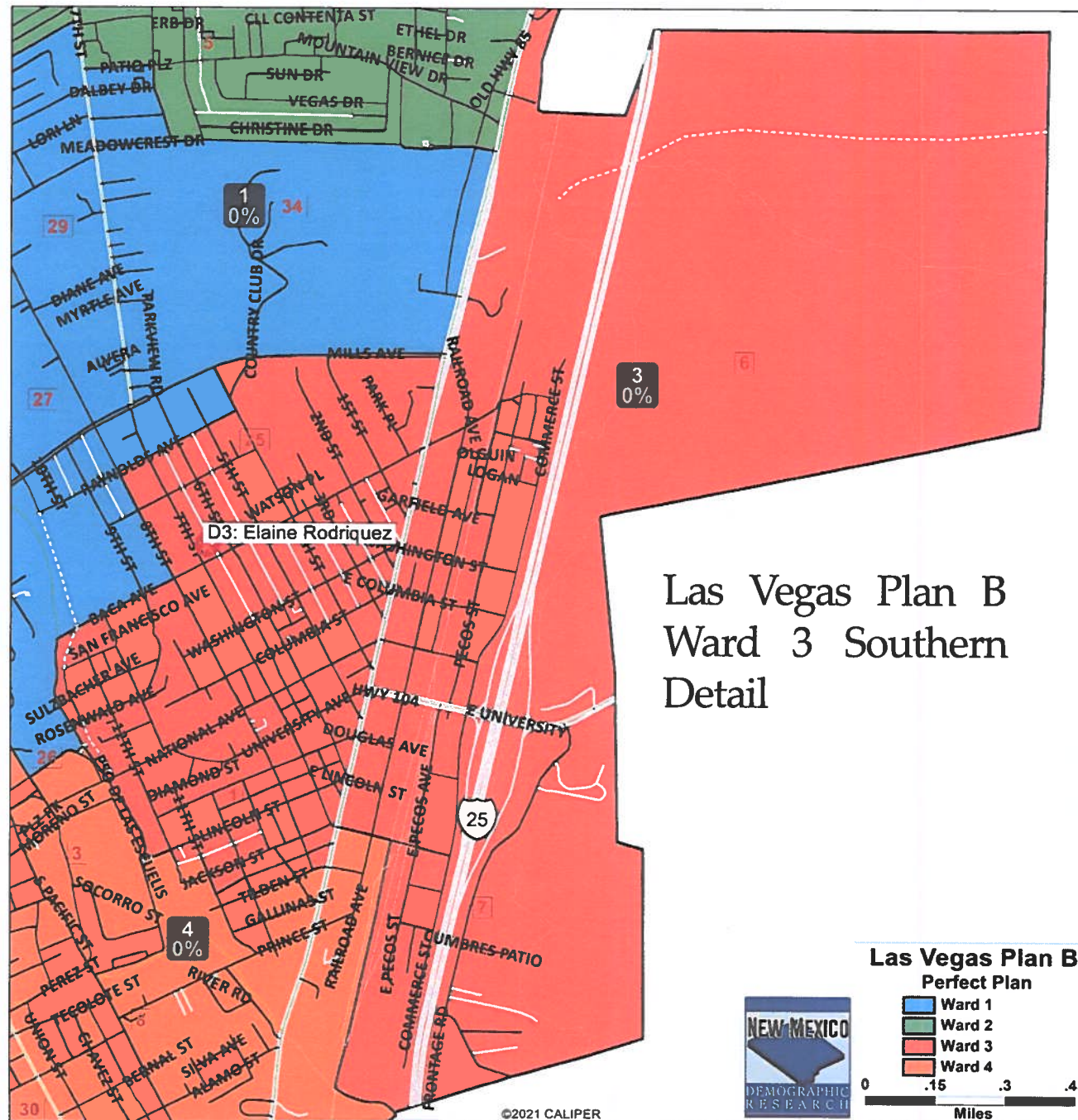
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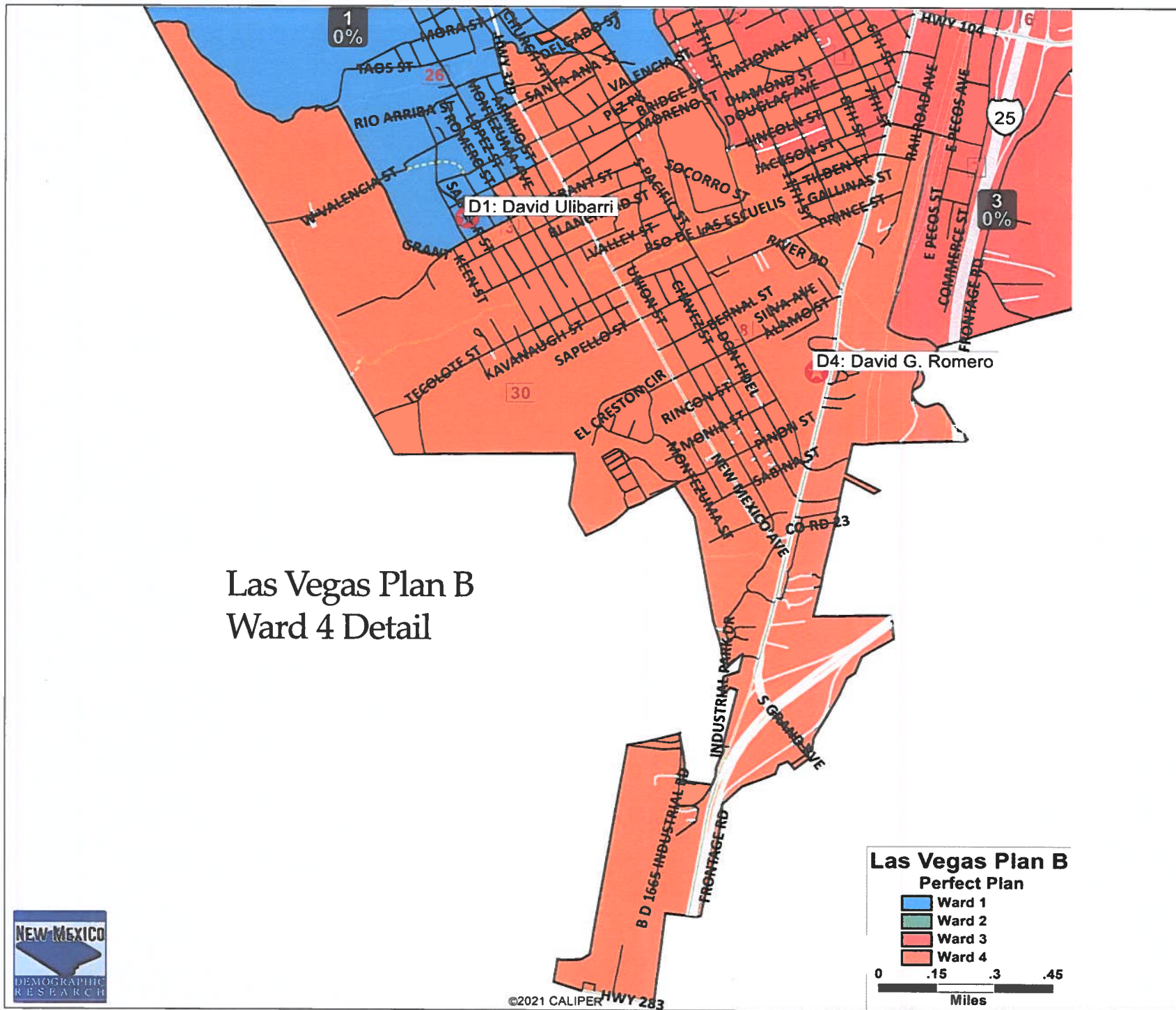
NEW MEXICO
DEMOGRAPHIC
RESEARCH

©2021 CALIPER

Las Vegas Plan B Ward 3 Northern Detail







Las Vegas City Council

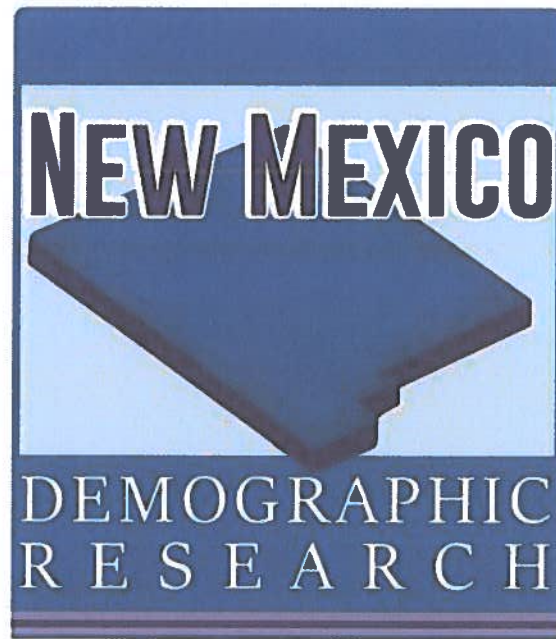
Plan B

2021

District	Population	Deviation	% Dev.	Hispanic	Non-Hispanic Origin				Area (Sq Mi)
					White	Native American	Black	Asian	
1	3,301	0	0.00%	82.6%	13.5%	1.1%	0.7%	0.5%	2.15
Adult	2,592			79.6%	16.3%	1.3%	0.8%	0.4%	
2	3,301	0	0.00%	86.2%	9.4%	1.0%	0.8%	0.8%	0.98
Adult	2,528			84.2%	11.1%	1.0%	1.0%	1.0%	
3	3,301	0	0.00%	66.3%	25.5%	2.0%	3.2%	1.1%	3.59
Adult	2,790			62.7%	28.4%	2.1%	3.6%	1.3%	
4	3,301	0	0.00%	83.9%	12.2%	0.9%	0.8%	0.3%	1.94
Adult	2,695			83.2%	13.1%	1.0%	0.7%	0.2%	
Total	13,204	Ideal: 3,301		79.7%	15.2%	1.3%	1.4%	0.7%	8.67
Adult	10,605			77.0%	17.4%	1.3%	1.6%	0.7%	

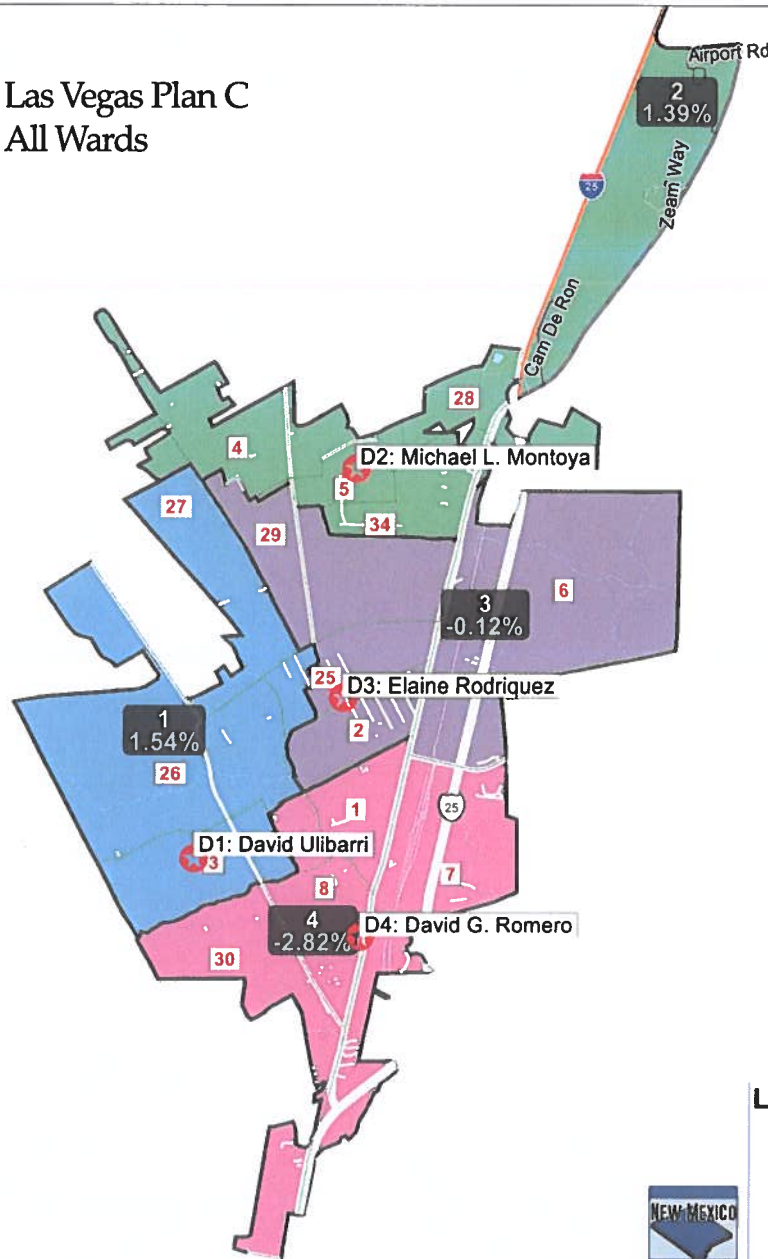
New Mexico Demographic Research, LLC

2021



Las Vegas Plan C
Major Features

Las Vegas Plan C All Wards



Las Vegas Plan C

Major Features

- Ward 1
- Ward 2
- Ward 3
- Ward 4

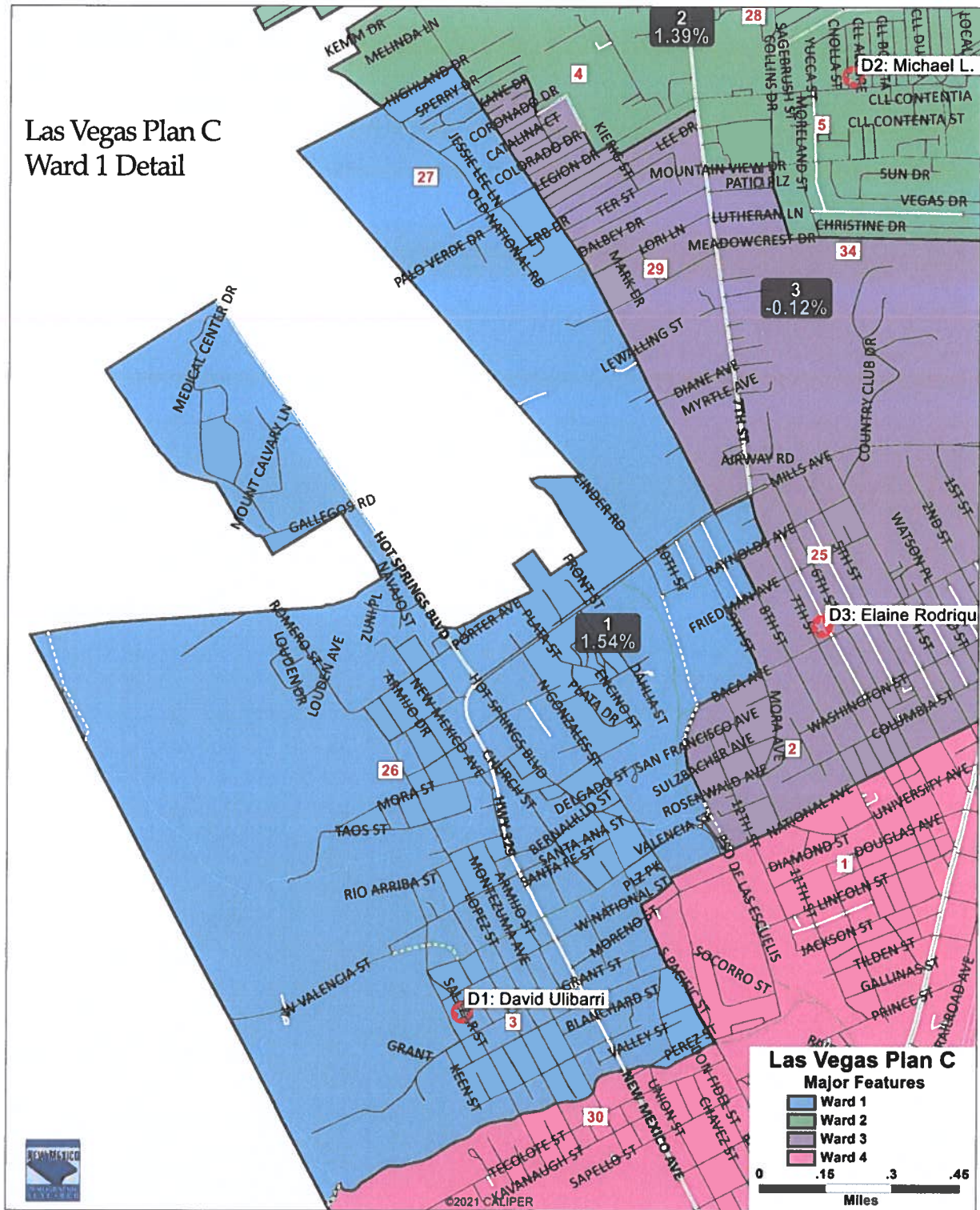
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Miles

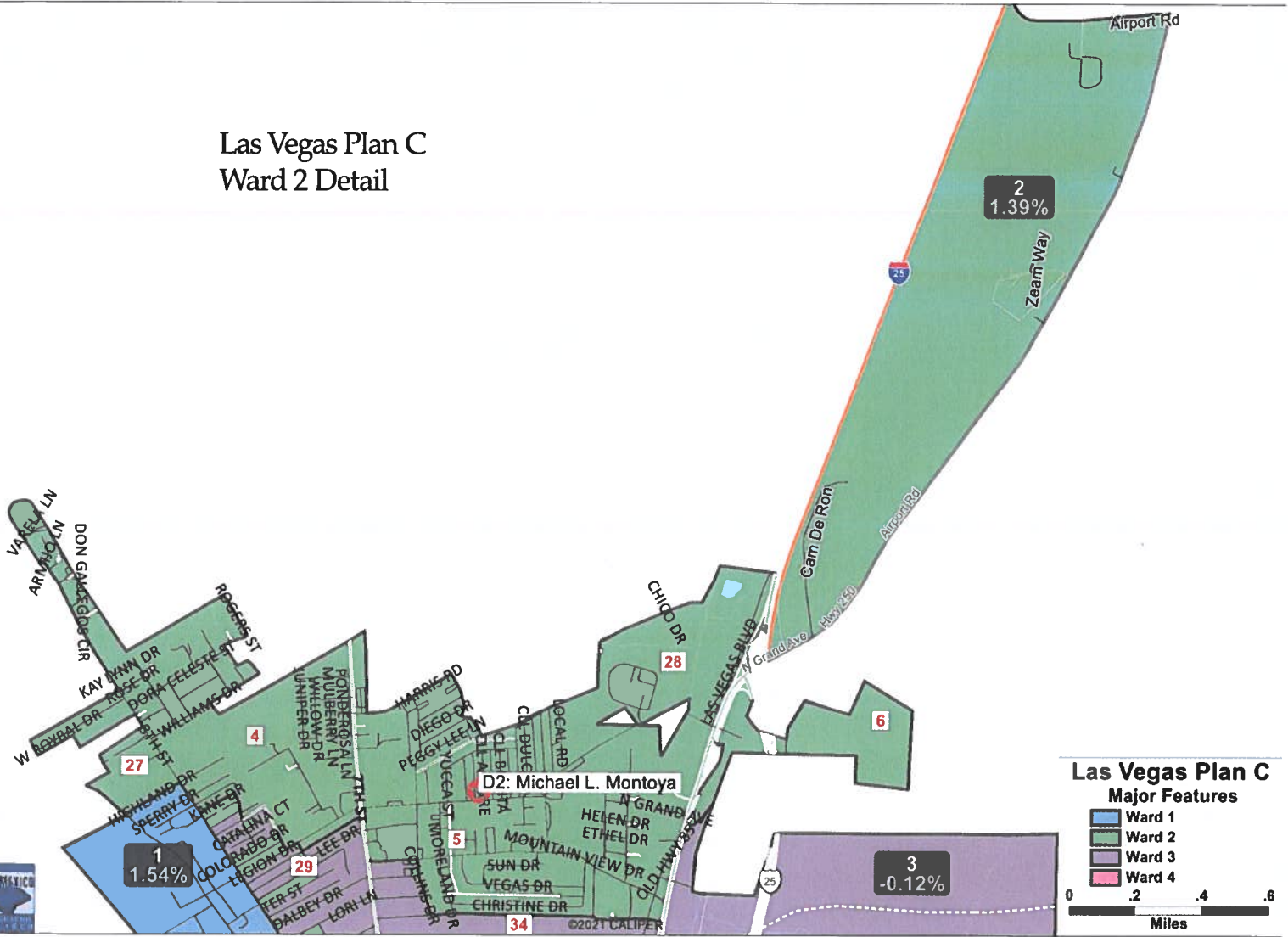


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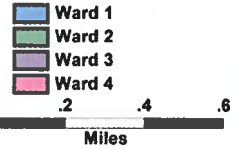
Las Vegas Plan C Ward 1 Detail



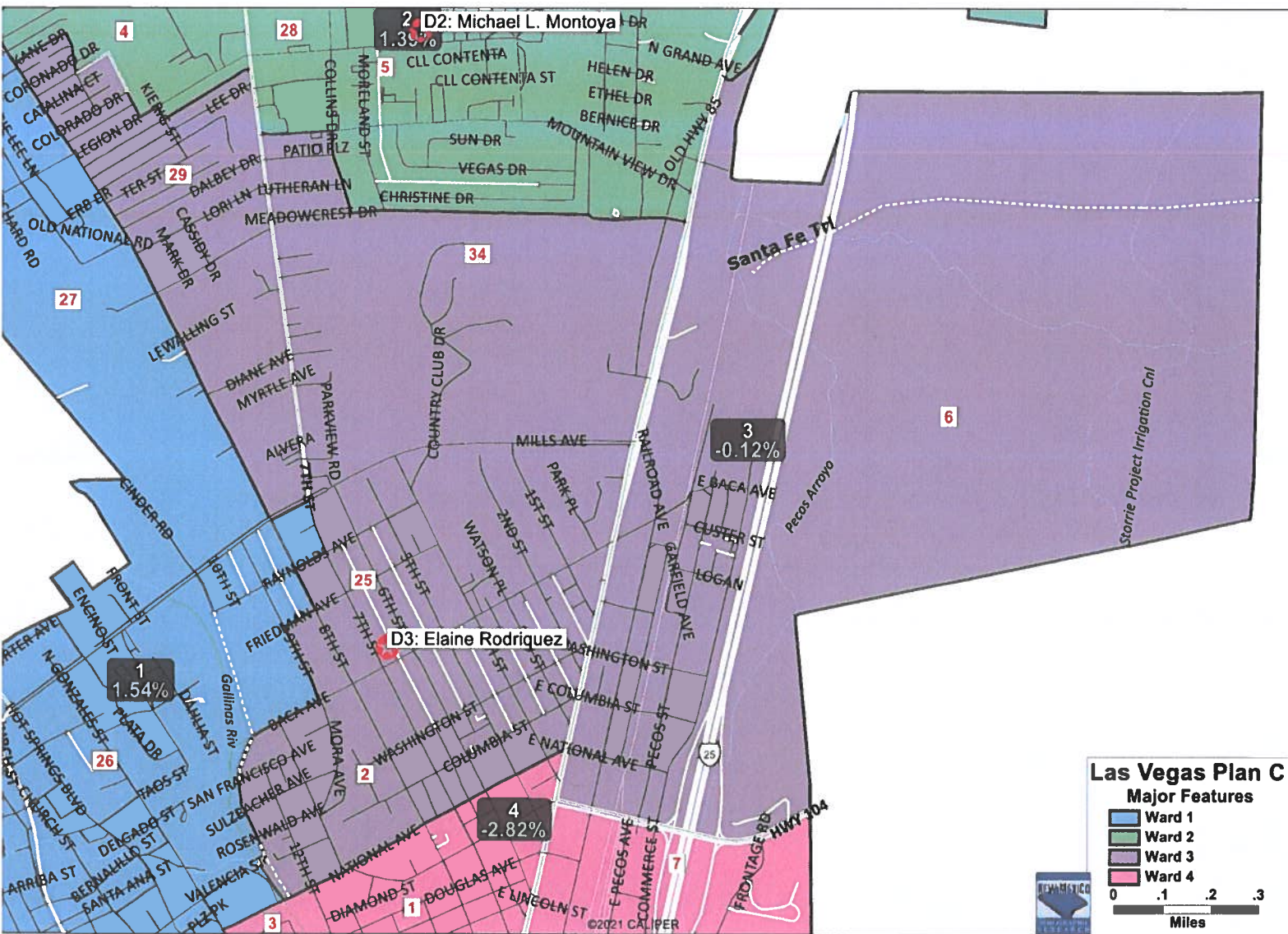
Las Vegas Plan C Ward 2 Detail



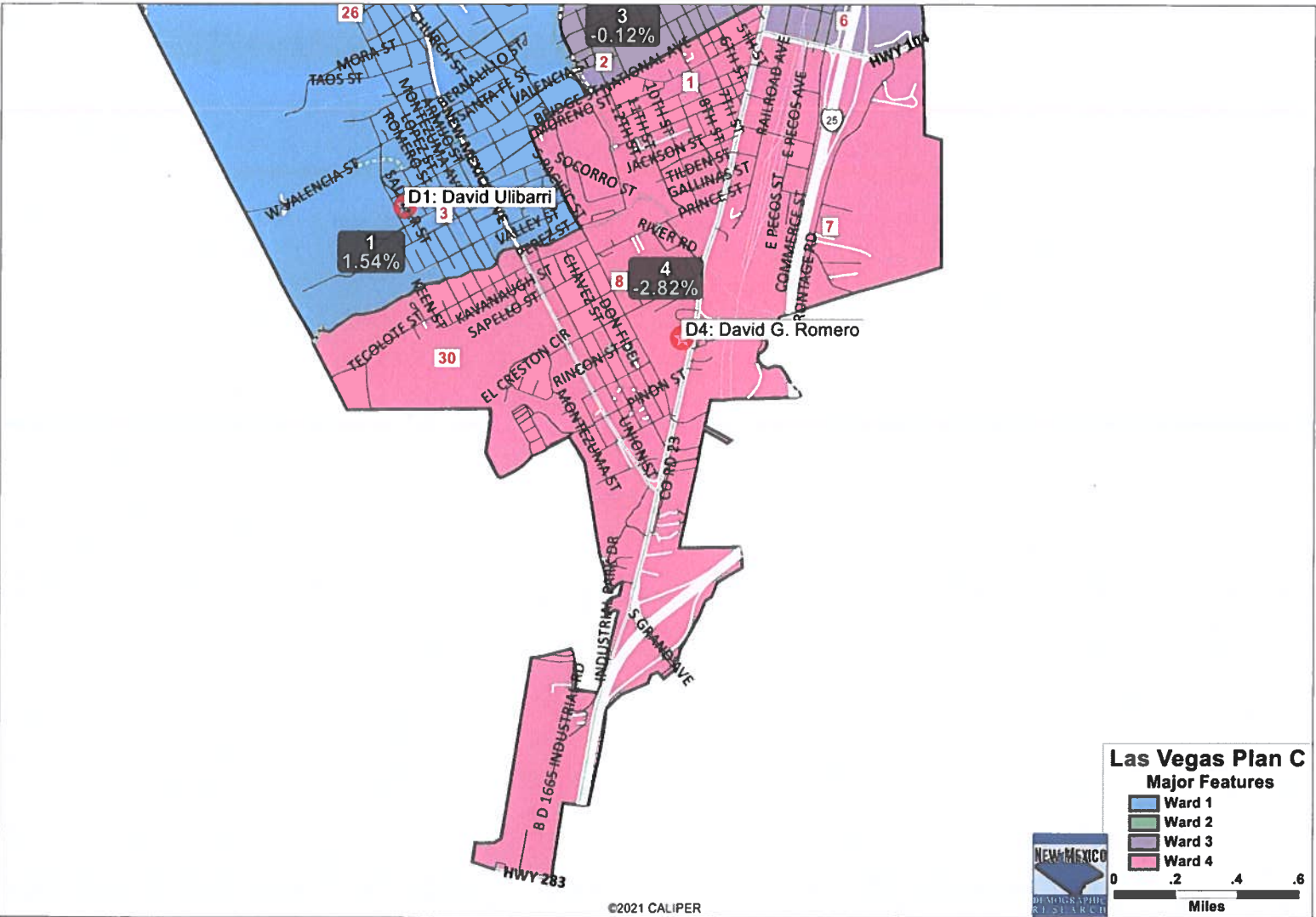
Las Vegas Plan C Major Features



Las Vegas Plan C Ward 3 Detail



Las Vegas Plan C Ward 4 Detail



Las Vegas City Council

Plan C

2021

District	Population	Deviation	% Dev.	Hispanic	Non-Hispanic Origin				Area (Sq Mi)
					White	Native American	Black	Asian	
1	3,352	51	1.54%	82.4%	13.4%	1.5%	0.7%	0.3%	2.05
Adult	2,675			80.1%	15.8%	1.7%	0.8%	0.1%	
2	3,347	46	1.39%	86.0%	9.5%	1.1%	0.9%	0.8%	2.09
Adult	2,568			84.0%	11.1%	1.0%	1.1%	0.9%	
3	3,297	-4	-0.12%	69.1%	22.7%	2.1%	3.0%	1.4%	2.49
Adult	2,730			65.3%	25.8%	2.2%	3.4%	1.6%	
4	3,208	-93	-2.82%	81.4%	15.3%	0.4%	0.9%	0.2%	2.03
Adult	2,632			80.0%	16.5%	0.4%	0.9%	0.2%	
Total	13,204	Ideal: 3,301		79.7%	15.2%	1.3%	1.4%	0.7%	8.67
Adult	10,605			77.2%	17.4%	1.3%	1.6%	0.7%	

New Mexico Demographic Research, LLC

2021



**CITY OF LAS VEGAS SPECIAL
COUNCIL MEETING AGENDA REQUEST FORM**

Meeting Date: November 3, 2021

Date Submitted: 10/25/21

Department:

Item/Topic: Presentation by the Redistricting Committee, recommending one (1) of the three (3) proposed redistricting plans developed by New Mexico Demographic Research, LLC to the Governing Body.

As per the Municipal Charter, the Governing Body shall appoint a committee composed of an equal number of representatives from each district, to review and make recommendations to the Governing Body concerning the four (4) Council Districts to be reapportioned.

Fiscal Impact: N/A

Attachments:

THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY CLERK'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.

Approved For Submittal By:

Reviewed By:

Department Director

Finance Director



City Manager

City Attorney (Approved as to Form)

**CITY CLERK'S USE ONLY
COUNCIL ACTION TAKEN**

Resolution No. _____
Ordinance No. _____
Contract No. _____
Approved _____

Continued To: _____
Referred To: _____
Denied _____
Other _____



**CITY OF LAS VEGAS SPECIAL
COUNCIL MEETING AGENDA REQUEST FORM**

Meeting Date: November 3, 2021

Date Submitted: 10/25/21

Department: City Clerk

Item/Topic: Request approval to publish Ordinance No. 21-20 An Ordinance to replace any prior redistricting ordinances addressing the redistricting of Las Vegas' four (4) wards and apportioning the City Council districts in accordance with the Las Vegas population resulting from the 2020 federal census, and defining the districts created as a result of said census.

The City Council will need to choose one (1) of the (3) three redistricting plans prepared by New Mexico Demographic Research, LLC.

Once following every federal decennial census, the governing body of the municipality shall by ordinance readjust ward boundaries by population, as nearly equal as practicable, and to maintain wards in compact and contiguous groups. Ordinance No. 21-20 will be published and brought back to Council for adoption on November 17, 2021.

Fiscal Impact: N/A

Attachments: Three (3) redistricting plans A, B and C.

THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY CLERK'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.

Approved For Submittal By:

Reviewed By:

Department Director

Finance Director



City Manager

City Attorney (Approved as to Form)

**CITY CLERK'S USE ONLY
COUNCIL ACTION TAKEN**

Resolution No. _____
Ordinance No. _____
Contract No. _____
Approved _____

Continued To: _____
Referred To: _____
Denied _____
Other _____

CITY OF LAS VEGAS, NEW MEXICO
Ordinance No. 21-20

AN ORDINANCE TO REPLACE any prior redistricting ordinances addressing the redistricting of Las Vegas' four (4) wards and apportioning the City Council districts in accordance with the Las Vegas population resulting from the 2020 federal census, and defining the districts created as a result of said census.

Whereas, NMSA 3-12-1.1 requires that the governing body of Las Vegas to reapportion the representation among the geographic (election) districts in 2021 to give, as is practicable, representation on the basis of population as determined in the 2020 census for the purpose of electing from each ward one member to the Las Vegas City Council; and

Whereas, in accordance with Section 14-6 (F) through (I) respectively of the City code, the location of boundaries for the four City wards shall be shown and delineated on the Official Ward Map for the City, and following every federal decennial census, the City Council shall, by ordinance, readjust ward boundaries by population, as nearly equal as practicable, and to maintain wards in compact and contiguous groups.

Whereas, New Mexico Demographic Research, LLC has been retained by the City of Las Vegas and has prepared three (3) redistricting proposals for the City Council's consideration.

NOW THEREFORE, BE IT ENACTED by the City Council of the City of Las Vegas that the 2021 Official Las Vegas District Map Plan ____ attached hereto is hereby incorporated herein by reference and is adopted.

PASSED, ADOPTED and ENACTED this _____ day of November, 2021.

Mayor Louie A. Trujillo

ATTEST:

Reviewed and approved as to legal sufficiency only:

Casandra Fresquez, City Clerk

Scott Aaron, City Attorney



**CITY OF LAS VEGAS SPECIAL
COUNCIL MEETING AGENDA REQUEST FORM**

Meeting Date: November 3, 2021

Date Submitted: 10/15/21

Department: Community Development

Item/Topic: Request approval to fund Las Vegas First Independent Business Alliance (LVFIBA) for marketing assistance from Lodgers tax funding in the amount of \$21,470.00.

LVFIBA presented their application to the Lodger's Tax Board on October 26, 2021 for funding in the amount of \$21,470. Lodger's Tax Board is recommending approval of the funding.

LVFIBA is the applicant and fiscal sponsor on behalf of 53 independent locally owned businesses in Old Town directly affected by recent construction. This applicant represents a collaboration between LVFIBA, Las Vegas Arts Council, MainStreet de Las Vegas, Las Vegas/San Miguel Chamber of Commerce and Animal Welfare Coalition and benefits the entire community of Las Vegas.

Fiscal Impact: \$21,470.00 to Lodger's Tax Budget.

Attachments: Application for Lodgers Tax funding, List of Businesses affected, Letters of support and final budget for Lodgers Tax Advisory Board

THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY CLERK'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.

Approved For Submittal By:

Reviewed By:

Department Director

Finance Director

City Manager

City Attorney (Approved as to Form)

**CITY CLERK'S USE ONLY
COUNCIL ACTION TAKEN**

Resolution No. _____
Ordinance No. _____
Contract No. _____
Approved _____

Continued To: _____
Referred To: _____
Denied _____
Other _____

Start Date: **November 2021**

End Date: **January 2022**

Contact: **Andrea Gottschalk, President, LVFIBA 425-6113**
Or Susie Tsyitee (Executive Director, Las Vegas Arts Council) 425-1085

Is this a new event: YES. This request is being made by concerned Old Town businesses reporting a significant loss of revenue since Covid, and especially since much-needed construction has made in-person shopping challenging during the busiest shopping season of the year.

Nationally 37% of retail sales in 2020 occurred during the months of October, November and December (source www.Census.gov/retail). These sales are jeopardized in Old Town this holiday season due to the timing of the much-needed street construction occurring at the peak of sales impacting both Gross Receipts Tax and Lodgers Tax collections to the City of Las Vegas. The economic impact of a holiday marketing campaign with events will result in increased Gross Receipts Tax (GRT) and Lodgers Tax to benefit the entire community.

If this is a repeat event, how many individuals attended in each of the past three (3) years?

What means do/did you utilize to calculate attendance? (Evaluations, ticket sales, estimation, etc.)

A marketing campaign in Northern New Mexico, Southern Colorado, West Texas and nationally (social media) affects sales of every business in Las Vegas, NM. These sales include GRT which by law is sent to City of Las Vegas who tallies the numbers. Every hotel, motel, B&B and Air B&B also sends their GRT and Lodger Tax collections to the City of Las Vegas. Attendance is calculated by these sales numbers by comparing them to previous years' numbers. This application emphasizes the importance of the responsibility of the Lodgers in our city to not only remit their Lodgers Tax but report on the number of room nights and state in which visitors came from for a more thorough understanding of the success of a marketing campaign or event.

A quantifiable measure of attendance can also be obtained from data from website clicks and Facebook likes and shares.

What amount of funding are you requesting? ■ \$0 - \$2,500 ■ \$2,501 - \$5,000
*Please give the exact amount of funding you are requesting. **\$21,470***

PART II: PREVIOUS FUNDING REQUESTS

Has your organization previously received Lodgers Tax Funding? ■ Yes ■ No What amount of funding did you receive? Dates/Amounts (past 3 years)?

In 2019 & 2020, Las Vegas First received \$98,375 from the City of Las Vegas. Here is the breakdown:

I-25 & Storrie Lake billboards: \$22,442

Fridays al Fresco advertising: \$5,000

Visitors' Guide: \$32,500

Clear Channel billboards (Albuquerque): \$38,733

All of this was pass-through. Las Vegas First was contracted to simply administer the funds at no cost to the City. LVFIBA is not sure how much of it was Lodgers' Tax funds or contracted by the City using Administrative funds.

For 13 years LVFIBA (Andy Kingsbury & Melissa Greene) have produced and distributed the Las Vegas/San Miguel Visitors Guide, in only one of those years did City of LV LTAX fund the distribution of the guides.

PART III: EVENT DETAIL

The following events will be produced by volunteers of LVFIBA, MSLV, LVAC and AWC. The events will be promoted and marketed on social media and websites.

November 1 -- Holiday Howdy newsletter distributed in LV with list of events (LVFIBA)

November 6 – Art Bark (fundraiser for Animal Welfare Coalition)

November 14 – Turkey Trot: 5 K Run beginning on Hot Springs ending at Plaza Park
(City of LV)

November 19 – Chile Challenge Fundraiser (Las Vegas Community Foundation),
Virtual YouTube

November 26-28– Small Business Saturday/Scavenger Hunt (Luna Community College- SBA)

December 4 – Electric Light Parade (City of LV)

December 5 – Pet Parade in Plaza Park (Animal Welfare Coalition)

December 12 – Ugly Holiday Sweater Contest in Plaza Park (City of LV) Since their heyday in the 1980's, Christmas sweaters have become a pop-culture "thing" with most being described as ugly. The Ugly Christmas Sweater Contest, to take place in

Plaza Park on Dec. 12, will have 3 age categories (6 and younger, 6-15 yrs., and 16 yrs. plus) to be judged by 3 prominent Las Vegas. Winners in each category will receive gift certificates donated by Old Town merchants. (City Event)

December 15 -- Mini Christmas Tree Cash Mob (MSLV) Virtual Facebook. The Mini Decorated Christmas Tree Cash Mob is open to all Las Vegas businesses and non-profits. Each participant will donate a decorated Christmas tree (36 inches or shorter) to be auctioned off during a December 15 Cash Mob to occur virtually on Facebook. Proceeds will be distributed among various Las Vegas soup kitchens, including Comedor, Samaritan House, and others. Trees will be on display for public viewing between Nov. 16 and Dec. 15 in the Library and Ballroom Foyer windows of the Plaza Hotel.

December 19 – Gingerbread Cookie Contest in Plaza Hotel Library (LVAC)

November 17 – December 21

Cash Mob events will take place in Old Town businesses and broadcast live on Facebook. Each event will announce events occurring during the holiday season and reasons to shop in a traditional small town. (MSLV/LVFIBA) Dates are being determined/

Define/describe the overall event: (300 words or less - Attach additional sheets if necessary)

Provide an itemized listing of costs (budget) for your event. Please remember to include the costs associated with safety, location, trash pickup, city staffing, marketing, and overhead, etc. Requests must have specific details and not broad categories. If additional space is needed, please attach additional pages utilizing the same format to this application.

This request is for a marketing campaign to promote shopping, dining and lodging in Las Vegas, NM during the Holiday Season from October through December 2021. The campaign will emphasize and promote the benefit of shopping and experiencing a small-town Christmas in historic Las Vegas. Travelers, heritage tourists and visitors are attracted to Las Vegas for our history, architecture and authentic cultural attractions.

TOTAL COST OF CAMPAIGN:	\$ 37,263
TOTAL MATCH:	<u>- 15,793</u>
THIS REQUEST:	\$ 21,470

Committee Review Amount

PART IV: EVALUATION INFORMATION

The following information is utilized by the Marketing Work Group to evaluate your proposal and help determine

the recommendation for marketing assistance which is paid for under Lodger Tax. Please provide specific information relevant to each question/statement. Attach additional sheets if necessary.

1. Lodgers Tax Impact Information (10 Point Value)

1.1. How does your event create the need for an overnight stay thus creating lodgers tax revenue?

Historically, Las Vegas has been and continues to be the commercial center of Northeastern New Mexico. Las Vegas offers a variety of attractions including authentic New Mexican cuisine, funky restaurants, unique gift and antiques shopping, artists' studios, and cinema, coupled with the opportunity to overnight in our historic hotels. Holiday shoppers are looking for a genuine, mall-free, small-town New Mexico experience. With so much to offer visitors, a portion of our holiday shoppers are likely to stay the night.

If City of Las Vegas Lodgers Tax funds are not spent now, Gross Receipts Tax Collections for the entire city will be jeopardized.

1.2 How many Las Vegas room nights will be generated? (A room night is a paid night of lodging in an establishment that pays Lodger Tax.)

The answer to this question can be obtained from the City of Las Vegas Lodgers Tax Advisory Board using data collected by the lodgers in Las Vegas and remitted to the City of Las Vegas.

SECTION A TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

2. Size and Demographics of Audience Served (10-point value)

2.1. How many individuals are anticipated to attend the event? How did you calculate this number?

During the 2019 Holiday Season, LVFIBA recorded 5,263 people who spent at least \$50 each at local independent businesses. This was only a fraction of total holiday shoppers in 2019. There is not way we can estimate the number of visitors this campaign will attract. Anecdotally, Old Town merchants report repeat customers from ABQ, Santa Fe, Portales and other northern New Mexico towns who are likely to respond to these marketing efforts.

What percentage of attendees will be non-City residents? How many will come from within San Miguel County? Mora County? Santa Fe County? Intra-State? Out of State?

Approximately 40% of shoppers are outside of Las Vegas, NM.

2.2. What are the anticipated ages of the participants? Please provide estimates of what your audience will be composed of, demographics, psychographics.

AGES infant to 100

Visitors include travelers, heritage tourists, snowbirds, and other northern New Mexicans who are attracted by the shopping, dining, and lodging offered in an historic town so unlike their own hometowns.

The campaign includes multiple NPR stations whose demographics and psychographics mesh perfectly with what Las Vegas has to offer.

SECTION B TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

3. Quality of Life (10 Point Value)

3.1. Do you provide a program or event that is otherwise absent in the City of Las Vegas?

Yes, visitors will experience unique small-town shopping, dining, and lodging with events and promotions for the entire family during the 2021 holiday season. A positive experience at the holidays is likely to translate into repeat visits to Las Vegas at other times of year, for other events. A vibrant, tourist-friendly Old Town is incredibly important to attract tourist dollars to Las Vegas, NM.

Has this program or something similar been requested by tourists and/or residents? Who made the request and how was the request made?

This request is made on behalf of the 50+ Old Town businesses recovering from past business losses due to Covid19 and currently struggling through poorly-timed but necessary street and utility construction during the fourth quarter, a time of year critical to sales.

Does this event occur during a season when Las Vegas typically lacks events (Spring, Winter)?

YES

SECTION C TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

4. Financial Information (10 Point Value)

4.1. What is the total budget for this event? (Include marketing costs; please exclude any assistance you may receive.)

TOTAL BUDGET: \$37,263

TOTAL MATCH: -\$15,793

THIS REQUEST: \$21,470

PLEASE SEE ATTACHED BUDGET

4.2. *Where are matching funds, sponsorships, and other sources of funding being obtained? Include ALL sources and amounts and specific uses of funds.*

In Kind donations valued at an estimated \$15,793 can be seen in the attached budget and represent contest prizes and other in-kind donations from individual Old Town businesses, matches from radio stations and in-kind match of time and effort from 7 volunteers spending a total of 60 hours each @\$20 per hour = \$8,400. This campaign was planned by: Elmo Baca (Indigo Theater), Meredith Britt (El Zocalo), Nancy Colalillo (Paper Trail), Cindy Collins (volunteer) Michael Peranteau (MainStreet de Las Vegas), Marshall Poole (Animal Welfare Coalition) and Susie Tsyitee (Las Vegas Arts Council).

SECTION D TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

5. Marketing Plan (10 Point Value)

This marketing Campaign featuring weekly events will be advertised and promoted in Northern New Mexico, Southern Colorado and West Texas. Social Media (Facebook, Instagram, and websites) will promote the campaign throughout the USA.

5.1. Provide specific details on where and how you plan to market and advertise the event.

Please see attached budget for Total Request, Match and Total Budget

Please note that ALL advertising in print and radio done in this campaign will acknowledge, "Sponsored by City of Las Vegas Lodgers Tax" along with the City of Las Vegas logo.

5.2. If provided with marketing design assistance, what is your intent to supplement what is provided?

LVFIBA, MSLV, LVAC are providing design assistance

5.3. What percentage of advertising will reach an audience outside a 65-mile radius of Las Vegas?

90 %

SECTION E TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

6. Documentation (10 Point Value)

ATTACHMENTS include budget, list of 50+ businesses directly affected by street construction , letters of support and quotes and data from print and radio media.

6.1.Have Lodger Tax rules been followed and all requested documents provided? **YES**

6.2. Will anyone within your organization, a spouse of anyone within your organization, a child, parent, brother or sister of anyone within your organization receive monetary compensation from any aspect of this event? Who? For what purpose? **NO**

SECTION F TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

7. Other (10 Point Value)

7.1. Please provide any other financial impact to the City of Las Vegas this project or event will create. Be specific and indicate how it was calculated.

SECTION G TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

This promotion will benefit all aspects of the local economy, due to the anticipated influx of consumers.

PART V: ASSURANCES AND CERTIFICATIONS

I CERTIFY THAT I AM AUTHORIZED TO ACT ON BEHALF OF THE ORGANIZATION MAKING THIS APPLICATION AND THAT THE STATEMENTS HEREIN ARE COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE. IF FUNDED, WE WILL KEEP A CLEAR AND ACCURATE ACCOUNTING OF HOW FUNDS WERE UTILIZED. REQUESTS WILL FOLLOW CITY POLICY. WE UNDERSTAND THAT SHOULD WE BE PROVIDED WITH MARKETING ASSISTANCE AND THE EVENT IS CANCELLED, WE WILL BE OBLIGATED TO PAY FOR THE COST OF ANY AND ALL COSTS ASSOCIATED WITH THE DESIGN AND PLACEMENT OF ADS. WE UNDERSTAND THAT THE CITY MAY EVALUATE THE USE OF FUNDS AS REQUIRED AND APPROVED BY THE CITY OF LAS VEGAS AND WE WILL DELIVER A REPORT ON EACH EVENT WITHIN THIRTY (30) DAYS TO THE CITY.

PRINTED NAME: Andrea Gottschalk

TITLE: President

SIGNATURE: _____

DATE: _____

RECEIVED BY: _____
USE ONLY

CITY

DATE: _____

Amended LTAX Budget as approved on October 26, 2021

Description	THIS REQUEST	MATCH
SIGNAGE		
1 Banner for Bridge Steet 5' x 30' mesh fabric Banners.com		\$ 588
1 Banner for balcony of Plaza Antiques3' x 10' NorthGate Printing		\$ 100
Rope for banners		\$ 30
Graphic Design for Logo by K.Dawne Holmes	—	\$ 500
TOTAL SIGNAGE COST	\$ -	\$ 1,218
PRINT ADS/ FLYERS, POSTERS		
Pasa Tiempo (SF New Mexican) weekly 1/4 page ads	\$ 4,658	
Santa Fe New Mexicoan 3x7 ads 8 Wednesdays	\$ 1,301	
Albuquerque Journal (VenuePlus) inserted 8 Fridays 1/4 page	\$ 3,200	
Taos News FOR 8 Thursdays	\$ 2,778	
WinterLife Magazine (SF New Mexican insert) DEADLINE MISSED!		
Las Vegas Optic		\$ 500
Holiday Howdy 1,000 copies @ \$.75 ea		\$ 750
Posters = 50 posters11x14 color for businesses around town @ \$1.50		\$ 75
TOTAL PRINT COST	\$ 11,937	\$ 1,325
RADIO SPOTS		
KENW Portales (Eastern NM, West TX) 200 spots @\$4.50 per	\$ 900	\$ 900
KANW (NM Public Radio (Alb, Santa Fe, Los Alamos)30 spots	\$ 1,200	
KBAC (includes KLBU, and KQBASanta Fe)	\$ 626	
KRCC (Southern Colorado Public Radio)spend up to \$1,000	\$ 1,000	
KTAO (CO, Taos, Eagle Nest, Cimarron, Angel Fire, Los Alamos, Espanola)	\$ 503	
KRTN (Raton) Spend up to \$1,000	\$ 1,000	
KNCE (Taos, Ojo Caliente, Taos Ski Valley)	\$ 844	
KNMX & KBQL (Las Vegas, Santa Fe & NM) 80 spots @\$12 ea	\$ 960	
KLVF/KFUN (Las Vegas) - 2 months @ \$425 per month	—	\$ 850
TOTAL RADIO	\$ 7,033	\$ 1,750
SOCIAL MEDIA/CASH MOB		
Facebook targeted ads by LVFIBA, MSLV and LVAC	\$ 2,500	
Cash Mob promotion EVENT (videographer)	—	\$ 600
TOTAL SOCIAL MEDIA	\$ 2,500	\$ 600
In Kind donation from LVFIBA in cash prizes for Cross the Bridge		\$ 1,700
in Kind donation from 7 volunteers spending 60 hours @\$20 p/h		\$ 8,400
In Kind donation of Christmas Trees (funds go to Soup Kitchen)		\$ 300
In Kind donations for contest winners		\$ 500
TOTAL	\$ 21,470	\$ 15,793

TOTAL BUDGET	
\$	1,218
\$	13,262
\$	8,783
\$	<u>37,263</u>

**LIST OF BUSINESSES IN OLD TOWN
DIRECTLY AFFECTED BY ROAD
CONSTRUCTION**

Abraham's Tiendita
Adam's Cuts Barber Shop
Antique Shop
Antique Shop (there are 2 shops on Bridge)
Blowin In The Wind

Care Net
Casa de Musica
Consumer Direct Personal Care
The Corner Art Gallery
Cute & Sassy Boutique
E. Romero Fire House/ Museum
El Rialto Restaurant
El Zocalo Gallery
El Encanto Restaurant
Farmers Insurance
For The Love of Vinyl
Frankie-Ann-Tiques
Genesys Computer/DesertGate Internet
Grit & Grace Nutrition
Indigo Theater
JC's New York Pizza
Korte's
Las Vegas Arts Council/Gallery 140
Law Offices of Vincent Mathias
LV Citizens' Committee for Historic Preservation
Mayeur Projects Gallery

Music Album
New Moon Fashions
No. 821 Hair Design
Olivia's Café
One Six Six Gallery
Pam's Event Center
Pam's Flowers
Paper Trail
Parish Hall / Soup Kitchen
Plaza Antiques
Plaza Drugs
Plaza Historia
Plaza Hotel
Popular Dry Goods
Prairie Hill Café
Ray Tafoya Plumbing
Salud CNA Training
Spirit Horse Gallery
St. Michael's Christian Store
Stella's / new retail and apartments
Straight Blade Barber Shop
Tiny Tea Shop
Tito's Gallery
Traveler's Café
Ulibarri Farms Candy Shop
Unikat Jewelry
West Las Vegas School Administration



Las Vegas San Miguel Chamber of Commerce
P.O. Box 128
Las Vegas, NM. 87701
505-429-2436

City of Las Vegas, New Mexico

Phillip Martinez,
Board of Trustees, President
Las Vegas San Miguel Chamber of Commerce
505-429-0027
pmartinezlasvegas@gmail.com

October 10, 2021

Mr. Leo Maestas, Las Vegas City Manager
Mr. Krutik Bhakta, Las Vegas Lodgers Tax Advisory Board
City of Las Vegas, New Mexico

Dear Mr. Maestas and Mr. Bhakta:

The Las Vegas/San Miguel Chamber of Commerce is pleased to support the application submitted by Las Vegas First Independent Business Alliance for "Holiday 2021—A Traditional Small Town Christmas in Las Vegas, NM", a marketing promotion that includes events.

We will distribute printed material at the Las Vegas Visitor Center and assist with posting events on our website and social media plus radio. A holiday promotion is a very worthwhile use of Lodgers Tax Funds to promote our entire city. Furthermore, all City and County government plus Individuals are encouraged to support any marketing opportunities that promote small business in Las Vegas and San Miguel County. This is especially reasonable given the challenges that we have been given during the last couple of years.

Respectfully,

Phillip J. Martinez

Phillip Martinez
President



Animal Welfare Coalition
OF NORTHEASTERN NEW MEXICO

PO Box 524, Las Vegas, NM 87701
AWC Pet Center 1680 Grand Ave, Las Vegas, NM 87701 505-426-3289
A 501(c)(3) Non-Profit Corporation
FEIN 26-3140054

October 11, 2021

Mr. Leo Maestas, City Manager
Via email to lmaestas@lasvegasnm.gov
City of Las Vegas, NM 87701

Krutik Bhakta, Lodgers Tax Advisory Board
Via email to montezumasuites@gmail.com
City of Las Vegas, New Mexico

Re: Lodgers Tax Application

Mr. Maestas and Mr. Bhakta:

The Animal Welfare Coalition of Northeastern New Mexico (AWC) strongly supports the application submitted by Las Vegas First Independent Business Alliance for ***Holiday 2021—A Traditional Small Town Christmas in Las Vegas, NM***, a marketing promotion that includes events.

We are proud to be one of the events (a Pet Parade on the Plaza) featured in this marketing campaign and know that a strong promotion throughout Northern New Mexico, Colorado, and Texas will increase the awareness of the city and its events during the holiday season. The need for promotion is especially great this year due to construction on Bridge Street and the Plaza and because merchants depend on the Christmas season for a large percentage of their yearly business.

The AWC will promote ***Holiday 2021—A Traditional Small Town Christmas*** through our website and social media posts. We believe a holiday promotion is a very worthwhile and efficient use of Lodgers Tax Funds to promote our entire city. We urge the city and the Lodgers Tax board to approve.

Sincerely,

Marshall E. Poole, Chair
Board of Directors

c.c.: Susie Tsyitee (via email to lvac@lasvegasartscouncil.org)



October 11, 2021

Mr. Leo Maestas, City Manager
Krutik Bhakta, Lodgers Tax Advisory Board
City of Las Vegas, New Mexico

Dear Mr. Maestas and Mr. Bhakta,

MainStreet de Las Vegas (MSLV) strongly supports the application submitted by Las Vegas First Independent Business Alliance for "Holiday 2021—A Traditional Small Town Christmas in Las Vegas, NM", a marketing promotion that includes events. MSLV has been a participant in a sub committee formed to develop this marketing campaign along with events occurring during the holidays.

We are proud to be the organization producing Cash Mobs during the holidays to benefit local downtown businesses which are directly impacted by the recent road construction. MSLV will promote this campaign and all events on our Website and on our Facebook page, which reaches 5,000 followers around the country.

On behalf of MSLV, I ask that you consider this application as a means of creating economic development by increasing Gross Receipts Tax and Lodgers Tax collections. This application represents an extremely worthwhile use of Lodgers Tax Funds to promote our entire city. Like all Main Streets around America, we believe that you can't have a healthy town without a healthy downtown.

Sincerely,

A handwritten signature in cursive script that reads "Reina Fernandez".

Reina Fernandez
President, Main Street de Las Vegas



October 12, 2021

Leo Maestas, City Manager
Krutik Bhakta, Lodgers Tax Advisory Board
City of Las Vegas, New Mexico

Dear Mr. Maestas and Mr. Bhakta,

In addition to helping develop a vital arts culture for Las Vegas residents, The Las Vegas Arts Council also aims to promote Las Vegas as a destination for arts tourism. This goal operates in tandem with local businesses and arts entities and local hotels and motels in a collaborative way to strengthen our local economy.

It is because of our role in this collaboration that the Council offers its strong support for the application submitted by Las Vegas First Independent Business Alliance for "Holiday 2021—A Traditional Small Town Christmas in Las Vegas, NM", a marketing promotion that includes a wide range of events.

This promotion involves a critical mass of businesses and nonprofit organizations and events sufficient to stimulate not just day tourism, but overnight and multi-night tourism during the holiday season.

We are proud to be a part of the planning of this marketing campaign and many of the events. The Council will support this promotion with our holiday show at Gallery 140, our Facebook page and our Community Calendar, which has an email distribution of 1,300 households. Promoting the Traditional Small Town Christmas celebration throughout northern New Mexico and across our borders with neighboring states would be an excellent use of Lodgers Tax funds, and critical to its success.

We urge your support of the Las Vegas First independent Business Alliance's request.

Sincerely,

/s/

Richard Lindeborg
President

Custom Mesh Banners

Durable Outdoor Mesh Banners

★★★★★ [Leave a Review](#)

[Leave a Review](#)

Linear model

Step 1 - Check for new Quartz

Choose Size

Choose the one you want for your product:

Not working? See how you can get help with your account.

Table 1 (continued)

50

215

Dry

Step 2 - Create Add-Ons

Choreography Criticism:

Changes to ignore per. and the year is 2000

Donnerstag, 7. April 2016

Journal of Cellular Biochemistry

 IBM Business Partner

Results and Discussion

 Share this content

FARMER CONAN

 University of North Carolina

Journal of Management Education 35(10)

© Production 1999

2 Day Limited offer

 University of Cambridge

Example 1 $\mathcal{L}(1) = 1 \neq 0$

Step 3 - Choose Design Method

Pick a Template

42 Longines

Executive Summary

Don Pineda

Don Pineda

Lindholm et al.

List View

List View

Environmental Design

David Foray

David Foray

© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 105–112

STAY • SHOP • EAT • ENJOY

Plan Your Winter Weekend
@VisitLasVegasNM

LIVE Las Vegas Local Shopping

ATTENTION

#VisitLasVegas | #LasVegasNMTrue | #OGLV

STAY • SHOP • EAT • ENJOY

Plan Your Winter Weekend
@VisitLasVegasNM

LIVE Las Vegas Winter Adventures

ATTENTION

#VisitLasVegas | #LasVegasNMTrue | #OGLV

STAY • SHOP • EAT • ENJOY

Plan Your Winter Weekend
@VisitLasVegasNM

LIVE Las Vegas Local Cuisine & Historic Hot

ATTENTION

#VisitLasVegas | #LasVegasNMTrue | #OGLV





**Las Vegas First Independent Business Alliance: Connecting with southern Colorado's Public
Radio listeners**

As you can see from KRCC's media kit, our station reaches a group of influential people throughout southern Colorado and northern New Mexico. Our audience of over 80,000 weekly listeners are highly educated, affluent, and interested in having unique experiences. And because many of our listeners contribute to KRCC's operating budget on a monthly or yearly basis as members, they feel a connection to the businesses who do the same.

And as a listener, you've probably noticed that KRCC offers a unique non-commercial platform, delivering your sponsorship message without using advertising language in an uncluttered environment. This helps to build trust and loyalty with our audience, and holds their attention. You can trust that KRCC will remain a clutter-free and trusted source for up-to-date news and meaningful stories!

Research shows that 70% of our listeners prefer to connect with organizations that support NPR, and 71% have a more positive opinion of companies that support NPR stations (Lightspeed Research, 2019).

The following messages are examples of what your :15 message might sound like. Concise and to the point to hold listeners' attention (written with FCC rules for public media in mind):

Support comes from the Las Vegas First Business Alliance in Las Vegas, New Mexico. Offering a small town holiday experience this season with shops, restaurants and lodging off south I-25. more Las Vegas at L V I B A dot org at (58 syllables)

Below you will see a few options to consider, offering our lowest rate for rotating spots BTA (best time available) Monday-Sunday 5am-midnight, Prime Rotator Schedule on heavy rotation, and a more refined AM/PM drive schedule:

- A. Digital pre-roll campaign targeting smart speakers. Your message would be the first thing people hear when they tell their smart speaker to "play KRCC". We sell this at \$15 per 1,000 impressions, so \$495 would get you 33,000 impressions, which we could schedule November 1-December 23. That would make for a fantastic digital campaign.

B.

Basic Branding Schedule

8 weeks (November 1-December 23)

15 x per week

Mon- Sun 5am-12am, \$30 per spot

\$450 per week (payable by monthly electronic invoice)

Total Investment= \$3,600

(with plan A reach 80,500+ listeners an average of 4.6 times for a total of 372,000 impressions)

B. Prime Rotator

10 x per week

8 weeks (November 1-December 23)

Mon- Fri, 5a-8p, \$45/spot

\$450 per week (payable by monthly electronic invoice)

Total Investment= \$3,600

(with plan B reach 68,500+ listeners on air an average of 4.3 times each with 296,000 impressions)

C. Refined Presence on AM/PM drive time (rotating through KRCC's flagship programs, Morning Edition with Abigail Beckman 5a-10a, Colorado Matters with Ryan Warner 9a-10a, and All Things Considered with Mike Procell 3:30p-7p)

8x per week

4 weeks (November 1- December 19, 2021) rotating weeks, Monday-Friday, 5a-10a and 3p-7p, \$70/spot

\$560 per week (payable by monthly electronic invoice)

Total 6- month investment= \$2,940

(with plan C reach 53,300+ listeners an average of 2.2 times each with 140,800 impressions)

All options include one year on KRCC's sponsorship

directory <https://www.cpr.org/kbcc/support-kbcc/corporate-support/list-of-kbcc-sponsors/>, and 10% of the total amount in bonus on air spots!!!

Option to add to any plan a digital smart speaker campaign at \$15/CPM (1,000 impressions)

Prepared for Meredith Britt by Jeanette Hohman

on 10/11/21 with Nielsen Radio Spring 2021 numbers (digital listeners are not measured in the reach, frequency and overall impressions forecast I provided.) Please reach me at jhohman@krcc.org or 719.201.5456 with questions. Thank you very much!

SANTA FE NEW MEXICAN

Pasatiempo ¼ page ads = \$537 per ad plus tax = \$582.31 per ad x 8 = \$4,658.48

- Runs Every Friday
- ¼ Page Dimensions 4.75 w x 5.625 h as a PDF file
- 8 Fridays between November & December 25th

Santa Fe New Mexican Pickup Ads 3x7 = \$150 per ad plus tax = \$162.66 per ad x 8 = \$1,301.28

- Run Every Wednesday
- 3x7 – dimensions - 5.75 w x 7 h (equivalent to a ¼ page in Pasatiempo)
- 8 Wednesday between November & December 22nd

Winter Life Magazine – ¼ Page = \$625 plus tax = \$677.73

- Publishes Nov. 14th and will insert into the Santa Fe New Mexican
- 6-month shelf life and is distributed around Northern New Mexico
- ¼ page dimensions – 4.1806 x 5.1667 h

Taos News – Taos Tempo ¼ Page = \$325 per ad plus tax = \$347.34 per ad x 8 = \$2,778.72

- Runs Every Thursday and is inserted into the Taos News
- ¼ dimensions – 4.67 w x 5.23 h
- 8 Thursdays between November & December 23rd



CHRONICLE-NEWS

MEDIA GROUP

2020 NEWSPAPER AD RATES

(LOCAL OPEN) PRICES LISTED ARE PER INSERTION

Suggested Ad Sizes	Color Or B&W Ads	Regular Column Inch Rate	4 Week Run Or 350 Column Inches	13 Week Run Or 750 Column Inches	26 Week Run Or 1250 Column Inches	52 Week Run Or 2000 Column Inches
3.389x2	B&W	\$39.36	\$35.42	\$33.46	\$31.49	\$29.52
	Color	\$50.00	\$45.00	\$42.50	\$40.00	\$37.50
3.389x3	B&W	\$59.04	\$53.14	\$50.18	\$47.23	\$44.28
	Color	\$75.00	\$67.50	\$63.75	\$60.00	\$56.25
3.389x4	B&W	\$78.72	\$70.85	\$66.91	\$62.98	\$59.04
	Color	\$100.00	\$90.00	\$85.00	\$80.00	\$75.00
3.389x5	B&W	\$98.40	\$88.56	\$83.64	\$78.72	\$73.80
	Color	\$125.00	\$112.50	\$106.25	\$100.00	\$93.75
5.1528x3	B&W	\$88.56	\$79.70	\$75.28	\$70.85	\$66.42
	Color	\$112.50	\$101.25	\$95.63	\$90.00	\$84.38
5.1528x4	B&W	\$118.08	\$106.27	\$100.37	\$94.46	\$88.56
	Color	\$150.00	\$135.00	\$127.50	\$120.00	\$112.50
5.1528x5	B&W	\$147.60	\$132.84	\$125.46	\$118.08	\$110.70
	Color	\$187.50	\$168.75	\$159.38	\$150.00	\$140.63
5.1528x10 (1/4 Page)	B&W	\$295.20	\$265.68	\$250.92	\$236.16	\$221.40
	Color	\$375.00	\$337.50	\$318.75	\$300.00	\$281.25
10.444x10 (1/2 Page)	B&W	\$590.40	\$531.36	\$501.84	\$472.32	\$442.80
	Color	\$750.00	\$675.00	\$637.50	\$600.00	\$562.50
10.444x20 (Full Page)	B&W	\$1180.00	\$1062.72	\$1003.68	\$944.64	\$885.60
	Color	\$1500.00	\$1350.00	\$1275.00	\$1200.00	\$1125.00

Retail Rates (Per Column Inch)

	Black & White	Full Color
Local Open	\$9.84	\$12.50
Local Non-Profit	\$6.90	\$8.75



Estimate

EST-000559

Taos Adventures LLC (dba KNCE Radio)

P.O. Box 1094

El Prado NM 87529

Email: sales@truetaosradio.com

Bill To

Las Vegas First

Estimate Date :

October 06, 2021

#	Item & Description	Qty	Rate	Discount	Amount
1	Morning Prime Time Ads - 30 30-Second radio ads run during weekday morning Prime-Time (7am - 9am)	20.00 1	12.50	80.00	170.00
2	Afternoon Prime Time Ads - 30 30-Second radio ads run during weekday afternoon Prime-Time (4pm-6pm)	20.00 1	12.50	80.00	170.00
3	Radio Ads - 30 30-second pre-recorded radio ads (9am-4pm, 6pm-10pm Mon-Fri; 7am-10pm Sat-Sun)	50.00 1	10.50	80.00	445.00
Sub Total					785.00
County GRT (7.5%)					58.88
Total					\$843.88



**Underwriting Proposal
Greetings Las Vegas
October 14, 2021**

Underwriting on KANW

All Spots on KANW are \$40.00
10 Spots would \$400.00
20 Spots would be \$800.00
30 spots would be \$1,200.00

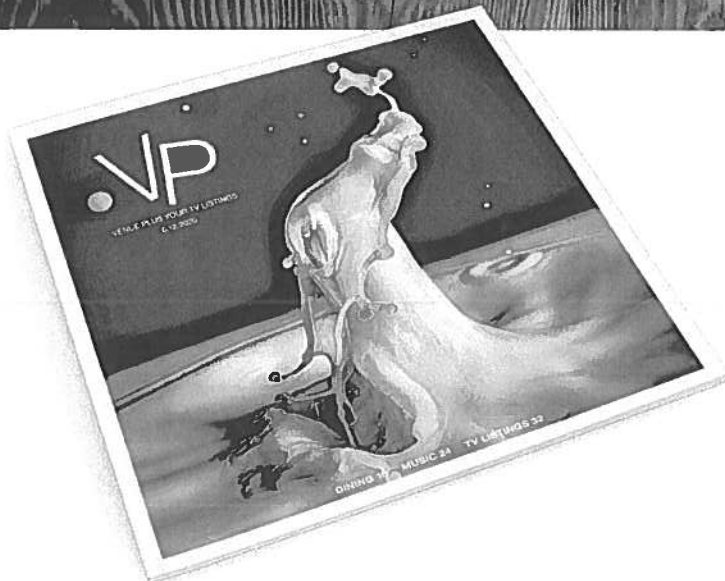
Your announcements can run throughout the day. I am attaching our media kits with program schedules, so we can discuss which hours or programs will hit your demographics.

Profit spots are 15 seconds and non-profit spots are 30 seconds

In addition to the purchase, underwriting spots for **non-profits** KANW provides all non-profits live read public service announcements DJ/host

venue plus

TV NOW LISTINGS



Albuquerque Journal readers come to Venue to learn what's happening in Albuquerque and New Mexico – where to go, what to do, where to eat, who is in to win. Now we're expanding.

Our writers cover music, food, events, galleries, theater and what's going on. With our new clean look and modular advertising, every ad will find a welcome environment along with high readership and exposure.

Want to reach people on the move? Venue Plus is the place to be.

Free Color

Full Color on every advertisement.

Free Pickups

Every 52 or 26 week commitment will receive a free pickup into Tuesday, Wednesday or Thursday's Albuquerque Journal.

65,394 Audited Household Circulation

Inserted into Friday's Albuquerque Journal plus the Saturday Albuquerque Journal's in over-the-counter newspapers. Venue Plus will also be delivered to more than 20 designated rack locations around Albuquerque and Santa Fe.

Venue Plus - Advertising Rates*

*Prices do not include NM Gross Receipts Tax.

Page Size (WxH, inches)	Open	13x	26x	52x
Full (10x10)	\$1990.00	\$1393.00	\$1194.00	\$995.00
Half (4.945x10)	\$960.00	\$672.00	\$576.00	\$480.00
Quarter (4.945x4.75)	\$450.00	\$315.00	\$270.00	\$225.00
Eighth (4.945x2.25)	\$270.00	\$189.00	\$162.00	\$135.00
TV Banner (10x2)	\$450.00	\$315.00	\$270.00	\$225.00

Advertiser Commitment Agreement

I, _____ of _____
ADVERTISER REPRESENTATIVE ADVERTISER
commit to _____ totaling _____
ADS OR WEEKS TOTAL VALUE

ADVERTISER SIGNATURE

DATE

JOURNAL REPRESENTATIVE SIGNATURE

DATE



KTAO 101.9 FM
PO BOX 2126 TAOS, NEW MEXICO 87529
575.758.5826 PHONE



Client	Las Vegas First Independent Business Alliance					Salesperson	Kayla Duffy 575-758-5826 x1211								
Agency						Start Date	11/15/2021			End Date	12/26/2021				
Product	Old Town Plaza Re-Vamp					Cash	Yes								
Address						Billing:	Monthly								
City			State	NM	Zip			Prepay							
Phone	505-454-1337		Contact	Nancy			Agency Com			%Affidavit Required					
Email	Lvgreetings@gmail.com					Co-op Script			Notary of Script Required						
KTAO 101.9FM #1 for 35 years, The biggest signal in Northern New Mexico															
Station	Run Dates		Days	Part	Type	M	T	W	Th	F	Sat	Sun	Weekly	Rate	CPW
KTAO	11/15-12/26/21		M-S	6A-6P	:30		1	1	1	2	1		6	\$16	\$96
KTAO	11/15-12/26/21		M-S	6P-6A	:30		1	1	1	1	1		5	\$12	\$60
TOTAL	Value Added:Non-Profit Match, On Air Interview												11		\$156

INVESTMENT (6 Wks)

66 Spots

KTAO Spot Package	\$936
Non-Profit Match	\$468
Net Total	\$468
Tax 7.5%	\$35.10
Grand Total	\$503.10
Total Value Added: \$420	

KTAOS Coverage



From Major Brands to Local Businesses
 We've got you covered!
**WHETHER NATIONAL, REGIONAL OR LOCAL
 KTAO PROVIDES THE COVERAGE
 EVERY BUSINESS NEEDS!**



Authorized Signature -LVFIBA Date

Authorized Signature - KTAOS/KLNN Date

2019-2020

Winterlife

NORTHERN NEW MEXICO'S
#1 WINTER GUIDE

SUNDAY, NOVEMBER 10

Space Reservation/Artwork Due
MONDAY, OCTOBER 21

Winter in Santa Fe is all about FUN!

Promote your business all season long
with an ad in Winterlife Magazine.

Showcase your business alongside all of the
amazing winter adventures that Northern New
Mexico has to offer: skiing, world-class museums,
luxurious resorts, incredible restaurants,
concerts, galleries, celebrations and more!

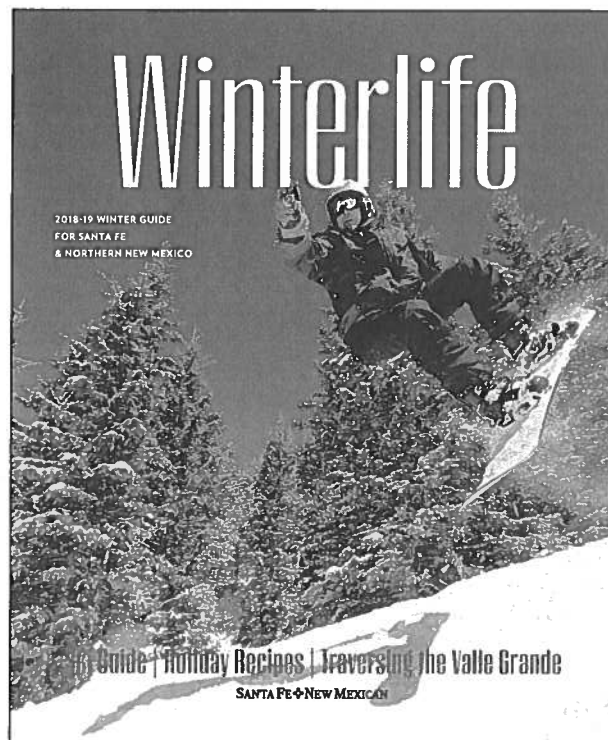
**Featuring high-definition full glossy printing
for maximum advertiser impact!**

DISTRIBUTION:

Sunday insertion in The Santa Fe New Mexican,
50K+ Readers. 12K additional season-long regional
distribution throughout Northern New Mexico,
including: airports, hotels/motels, and visitors
centers

SPECIFICATIONS:

9.5"w x 11.5"h , Full Gloss



Premium Positions

Ad Position	Rate
Inside Front Cover	\$3994
Inside Back Cover	\$3058
Back Cover	\$4322
Centerfold One Page	\$3276

Regular Placement

Size	Size (inches w x h)	Rate (includes color)
Double Truck	18 x 10.5139	\$6500
Full Page	8.5 x 10.5139	\$2160
Half Page Vertical	4.1806 x 10.5139	\$1160
Half Page Horizontal	8.5 x 5.1667	\$1160
Quarter	4.1806 x 5.1667	\$625
Eighth	4.1806 x 2.5	\$328

SANTA FE  NEW MEXICAN

To advertise: **505-995-3852** | advertising@sfnewmexican.com



Local Multimedia Advertising For Your Business

A black and white photograph of a historic street scene in Las Vegas. The image shows a row of old, multi-story buildings with arched windows and doorways. A prominent sign on one of the buildings reads 'Las Vegas First Independent Business Alliance'. The street is paved, and there are some people visible in the distance. The overall atmosphere is that of a well-preserved historic district.

Las Vegas First Independent Business Alliance

HUTTON PLATFORMS

MULTIMEDIA ADVERTISING OPPORTUNITIES

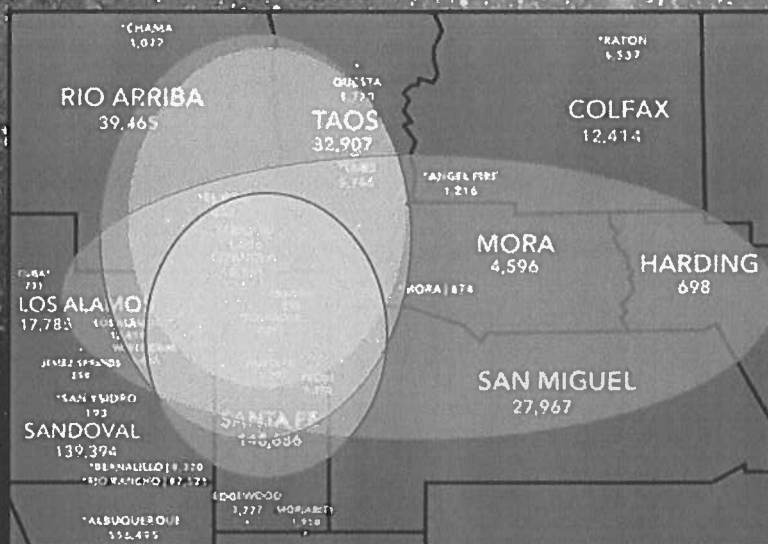
Presented By:
Diana Mejia
Senior Multimedia Account Executive

Radio

Hutton Broadcasting is Northern New Mexico's number one radio group in audience, revenues and results. Our six radio stations blanket over 6000 square miles from North Albuquerque to Colorado to Texas. We have the top formats including Newstalk, Country, Adult Album Alternative, Pop, Sports and Jazz. Our client list is a Who's Who of New Mexico businesses. Our goal is to create captivating entertainment to improve reach and retention, creating opportunities for our advertisers.



- Radio Reaches 92% of the population
- Hutton Broadcasting radio stations keeps the community of Santa Fe "in the know" and entertained
- Radio connects your business to the community
- Our stations showcase the best of local and national talent
- Radio drives search & results
- Radio is closer to the point of purchase



Our stations reach the people you want to reach with frequency that is affordable and provides results. Our reach blankets Northern New Mexico.



KBAC-FM 98.1 Radio Free Santa Fe

KBAC – FM 98.1 Radio Free Santa Fe is one of the most successful Adult Album Alternative stations in the country. Combining eclectic programming, heritage on air talent such as Honey Harris, with live on-air performances, and a commitment to community non-profits, Radio Free Santa Fe has been the voice of the City Different for sixteen years. In addition, KBAC Radio Free Santa Fe takes great pride in our support of the local music and musicians, sponsoring live in-studio sessions on a regular basis, artist interviews and local CD promotions.

Some of Our Favorite Artists

Elvis Costello

Ben Harper

Fitz & The Tantrums
Sons

Bob Marley

Matthews

Los Lobos

Mumford &

Dave

Bob Dylan



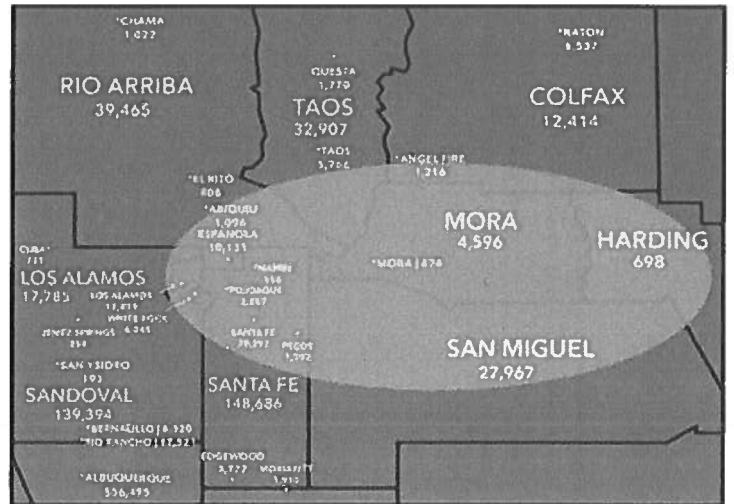
THE BIG SHOW
with **HONEY HARRIS**
Weekdays
7am – 11am



MIDDAYS with
MICHELLE
Weekdays
11am – 3pm



AFTERNOONS with
CHRIS "THE MIGHTY D"
Weekdays
3pm – 7pm



KBAC-FM 98.1 Radio Free Santa Fe Demographics

Male/Female

Male

....47%

Female.53%

Age

18-24

...7.50%

25-34

19.70%

35-44

20.70%

45-54

23.50%

.....7.50%

*Source:

St

7

a

Radio Free Santa Fe



KQBA-FM 107.5 Outlaw Country

The cornerstone of Hutton Broadcasting, Outlaw Country brings to our loyal listeners the best of new and old country music while breaking a few molds along the way.

Celebrating the western lifestyle in Santa Fe and Northern New Mexico, Outlaw Country connects with listeners young and old who love ranches and rodeos, hunting and fishing and those who hold a belief in protecting our spectacular open spaces. Outlaw Country is the #1 country station in Northern New Mexico.

Some of Our Favorite Artists

Travis Tritt

Luke Bryan

Mark Chesnutt

Miranda Lambert

Kenny Chesney
Stapleton
Tim McGraw
Garth Brooks

Chris

Brad Paisley
Jason Aldean



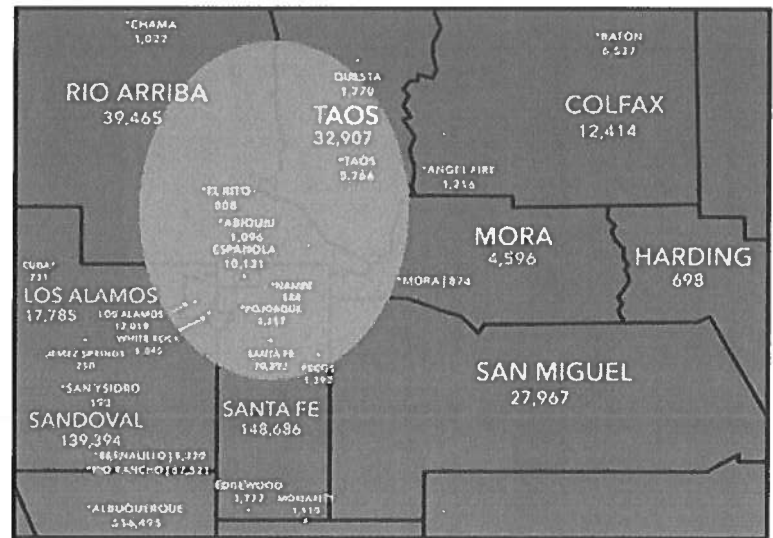
KIDD CORONA
Weekdays
6am - 10am



KAT BELEW
THE GOLDMINE
Weekdays
10am - 3pm



WEEKENDS w/ LISA
Saturday
8am-12noon
Sunday
10am-2pm



KQBA - FM 107.5 Outlaw Country Demographics

Male/Female

Male

...47%

Female53%

Age

18-24

4.10%

25-34

0.20%

35-44

7.40%

45-54



JAM'N 94.7 is THE station to get you dancing no matter where you are!

Mariah Carey
 Katy Perry
 Beyonce
 Jonas Brothers

Kanye West
Rihanna
Wiz Khalifa
Bruno Mars

John Legend

Cardi B

Justin Timberlake
Tommy

Ariana Grande



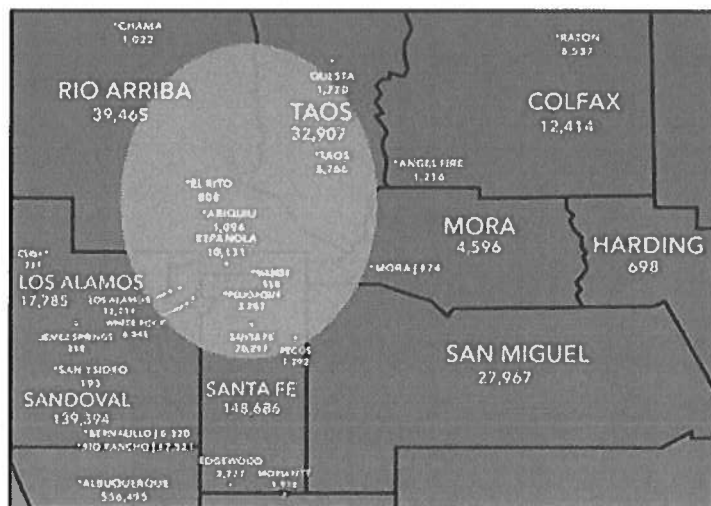
the
Hacker
Morning Show

Weekdays 7a – 10a



KIDD
CORONA

Weekdays 2p – 7p

**KLBU – FM JAM'N 94.7 Demographics**

Male/Female

Male.....	43%
Female.....	57%

Age

18-24	31.20%
25-34	30.20%
35-44	19.70%
45-54	11.80%
55-64	4.70%
65+	2.40%

Income

\$50K +

...50%





Stations:

Flight: 8-week flight
***3 stations**

Schedule

Station A KQBA	Length	Total Commercials
Mon-Sun 5a-12p	:30	42
Station B KBAC	Length	Total Commercials
Mon-Sun 5a-12p	:30	42
Station C KLBK	Length	Total Commercials
Mon-Sun 5a-12p	:30	42

126x 30-second commercials each per month

Total Investment: \$1,500+ tax (\$1,626.56)

VALUE \$2,250

SUMMARY

☐ 3 Station Radio Campaign

➤ 25, 30-second commercials per station

Total Commercials: 75, 30-second commercials

**All Radio Creative and Production Included*

☐ 3 Station Radio Campaign ~ ADDED VALUE

➤ 17, 30-second commercial per station

➤ Total Commercials: 51, 30-second commercials

Total Investment: \$1,500+ tax (\$1,626.56)

Business Name: _____ Contact: _____

Address: _____

Phone: _____ Email: _____

Primary Conflict (Business Category): _____

Approval: _____ Print Name: _____ Date: _____

Campaign period: 1 Year; Start Date: _____ - End Date: _____

(Month/Day/Year)

(Month/Day/Year)

AE: _____ Diana Mejia: _____

Lisa Clark: _____

Hutton Broadcasting does not discriminate on the basis of race, color, national origin, sexual orientation or gender.

**Early cancellation of this contract will result in a \$1,200 per month short rate for each month run of this contract.*

***Weeks cannot be mixed and matched or split. 10 Packages are available for the first two weeks. 20 Packages are available for the last two weeks.*

HUTTON BROADCASTING & MULTIMEDIA

CREDIT CARD AUTHORIZATION

PLEASE WRITE CLEARLY- FAX TO 505 471 3441

(Private/dedicated fax for safety)

CONTRACT TERMS | START _____ END _____

BUSINESS NAME _____

NAME ON CARD _____

☐

Visa

☐

Mastercard

☐

American Express

☐

Discover

CREDIT CARD NUMBER _____

EXPIRATION (MM/YY) _____ BILLING ZIP CODE _____ SEC CODE _____

I, the undersigned account holder, hereby authorize Hutton Broadcasting, LLC to charge for my advertising to the credit card set forth in this agreement upon my written request. I understand that if my payment is declined for any reason whatsoever, my advertising will automatically be cancelled and that Hutton Broadcasting may or may not notify me of this cancellation. In this regard, it is my sole responsibility to make certain that my payment has been accepted for payment of all advertising orders. In the event that advertising has been fulfilled and payment has not been received due to a dispute, I agree that I will be responsible for full payment of all amounts due, as well as a twenty dollar (\$20.00) service charge for each such occurrence. I further understand that Hutton Broadcasting reserves the right to implement any further terms and conditions which may be necessary to maintain or improve the credit card program.

Santa Fe Gross Receipts Tax Rate: 8.44%

	Total Amount Due	For Invoice Period
Amount to be billed:		
Amount to be billed:		
Amount to be billed:		
Amount to be billed:		
Amount to be billed:		
Amount to be billed:		
Amount to be billed:		
Amount to be billed:		
Amount to be billed:		
Amount to be billed:		
Amount to be billed:		
Amount to be billed:		

Please process payment:

☐

Beginning of the Month

☐

Middle of the Month

☐

End of the Month

Signature of
Account holder: _____

I have read the above and I understand and agree to comply with the terms and conditions set forth herein.

I understand that tax rates may change, and authorize Hutton Broadcasting to adjust noted amounts in compliance with State and Federal laws as required.



2502 CAMINO ENTRADA SUITE C | SANTA FE, NM 87507 | (505) 471 - 1067



KANW 89.1 Albuquerque
107.5 Albuquerque



91.1 FM Española/Santa Fe



KGGA 88.1 FM Gallup



KIDS 88.1 FM Grants
KANM 90.3 FM Grants



KANR 91.9 FM Santa Rosa



FROM THE KANW BROADCAST SIGNAL AT THE TOP OF SANDIA CREST
YOUR MESSAGE HAS THE
POTENTIAL TO REACH
OVER 760,000 PEOPLE
IN NORTHERN & CENTRAL NEW MEXICO

ACOMA	JEMEZ	SAN MATEO
ALBUQUERQUE	LAGUNA	SAN RAFAEL
ALGODONES	LAMY	SAN YSIDRO
ARABELLA	LAS VEGAS	SANA ANA
BELEN	LOS LUNAS	SANDIA
BERNALILLO	MILAN	SANDIA PARK
BLUEWATER	MORIARTY	SANTA CLARA
BOSQUE FARMS	NAMBE	SANTA FE
CASA BLANCA	OHKAY	SANTA ROSA
CEDAR CREST	PECOS	SANTO DOMINGO
CERRILLOS	PERALTA	SOCORRO
CLINES CORNERS	PLACITAS	STANLEY
COCHITI	POJOAQUE	TAOS
CORRALES	PREWITT	TESUQUE
EDGEWOOD	PUERTA DE LUNA	THOREAU
ESPANOLA	RIO RANCHO	TIJERAS
GRANTS	SAN FELIPE	WHITE ROCK
ISLETA	SAN ILDEFONSO	ZIA



KANW Listeners

KANW Information

- KANW is a public, non-commercial station owned and operated by Albuquerque Public Schools.
- KANW is the oldest FM station in the state, which first broadcast in 1951.
- KANW operates repeater stations: KANR 91.9 Santa Rosa and KIDS 88.1 Grants, KGGA 88.1 Gallup, KEDP 91.1 Las Vegas.
- KANW has more than 112,000 listeners in Central and Northern New Mexico.
- KANW serves Central and Northern New Mexico, covering the entire I-40 corridor and from Taos, to south of Socorro.
- KANW serves the underserved, minority populations in New Mexico.
- KANW public affairs programs -- *Concerning New Mexico* with Jorja Armijo and *Report from Santa Fe* with Lorene Mills -- explore local issues, needs and interest of our listeners.
- KANW's New Mexico Music programming continues to be a significant service heard only on KANW.



KANW Listeners

KANW Benefits of underwriting

- Supporting KANW's nonprofit radio programming is perceived as a valued contribution to the community.
- Straightforward public image building.
- Underwriting contribution is a tax-deductible contribution.
- KANW is an enriching, stimulating and trusted radio service that has grown to become a radio "tradition" in our communities.
- KANW listeners are extremely loyal to public radio.
- KANW reaches a very desirable and frequently hard to reach target market.
- Provides the avenue to reach an audience, which may not be tuned in to other area media.
- KANW is a non-profit community resource, serving Central New Mexico for 71 years.



NEW MEXICO PUBLIC RADIO

NEW MEXICO MUSIC

YOUR PUBLIC RADIO STATION

KANW serves the citizens of Northern and **Central New Mexico**

For more information contact

Heidi Brown

505-242-7163

heidi.brown@aps.edu

Program Underwriting Costs Net \$40.00 per spot





Beyond the Metro

The Metro is the Core Nielsen Radio Survey Area. Many Stations Deliver Additional Potential Customers Beyond This Area.

Audience Outside the Metro for Adults 25+, Monday-Sunday 6a-midnight

Station	Estimates	Metro Total	TSA Total*	TSA Increase	% TSA Increase	DMA Total	DMA Increase	% DMA Increase
KANW-FM	Average Persons	3,900	7,000	3,100	79.5	7,100	3,200	82.1
KABG-FM	Average Persons	3,200	5,200	2,000	62.5	5,200	2,000	62.5
KKOB-AM	Average Persons	4,400	5,200	800	18.2	5,300	900	20.5
KRST-FM	Average Persons	4,000	5,100	1,100	27.5	5,100	1,100	27.5
KUNM-FM	Average Persons	1,800	4,300	2,500	138.9	4,300	2,500	138.9
KZRR-FM	Average Persons	3,000	3,700	700	23.3	3,700	700	23.3
KIOT-FM	Average Persons	2,800	3,400	600	21.4	3,400	600	21.4
KMGA-FM	Average Persons	2,400	2,900	500	20.8	2,900	500	20.8
KHFM-FM	Average Persons	1,800	2,600	800	44.4	2,600	800	44.4
KBQI-FM	Average Persons	1,800	2,500	700	38.9	2,500	700	38.9
KDRF-FM	Average Persons	2,300	2,500	200	8.7	2,500	200	8.7
KPEK-FM	Average Persons	2,300	2,500	200	8.7	2,500	200	8.7
KRZY-FM	Average Persons	2,300	2,500	200	8.7	2,500	200	8.7
KKSS-FM	Average Persons	1,700	2,400	700	41.2	2,400	700	41.2
KOAZ-AM	Average Persons	1,500	1,800	300	20.0	1,800	300	20.0
KOLZ-FM	Average Persons	1,700	1,700	0	0.0	1,700	0	0.0
KLVO-FM	Average Persons	1,500	1,500	0	0.0	1,500	0	0.0
KBQI-FM HD2	Average Persons	1,400	1,400	0	0.0	1,400	0	0.0
KOBQ-FM	Average Persons	1,200	1,400	200	16.7	1,400	200	16.7

This report was created using the following information: ALBUQUERQUE; JUN20 SD (APR-JUN); Metro; M-Su 6a-12m; P 25+; See Detailed Sourcing Page for Complete Details.

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Page 1 of 3

TAPSCAN

Outside



Hour by Hour

ALBUQUERQUE (TSA Survey Area)
JUN20 SD (APR-JUN)
Adults 25+
Sa 6a-12m

Hour by Hour Breakout for KANW-FM

Sat	Average Persons	Average Rating	Average Share
6a-7a	5,100	0.6	12.7
7a-8a	15,400	1.7	17.3
8a-9a	27,900	3.0	22.9
9a-10a	31,700	3.4	21.8
10a-11a	26,600	2.9	17.0
11a-12n	20,000	2.1	13.0
12n-1p	17,900	1.9	12.8
1p-2p	21,400	2.3	14.4
2p-3p	19,400	2.1	14.6
3p-4p	9,200	1.0	7.4
4p-5p	10,100	1.1	10.2
5p-6p	8,200	0.9	11.0
6p-7p	6,700	0.7	10.4
7p-8p	7,500	0.8	14.8
8p-9p	7,000	0.8	13.7
9p-10p	6,400	0.7	16.3
10p-11p	3,000	0.3	11.8
11p-12m	2,200	0.2	10.6



Ranker

ALBUQUERQUE (TSA Survey Area)
JUN20 SD (APR-JUN)
Station Rankings Based on: Home to Metro

Adults 25+					
M-Su 6a-12m					
Station	Average Rating*	Average Persons	Weekly Cumulative Persons	Weekly TSL (Hr:Min)	
1 KANW-FM	0.8	7,000	108,500	8:15	
2t KABG-FM	0.6	5,200	106,500	6:15	
2t KKOB-AM	0.6	5,200	96,400	6:45	
4t KRST-FM	0.5	5,100	109,400	6:00	
4t KUNM-FM	0.5	4,300	90,100	6:00	
6t KIOT-FM	0.4	3,400	86,800	5:00	
6t KZRR-FM	0.4	3,700	91,800	5:00	
8t KBQI-FM	0.3	2,600	75,100	4:15	
8t KDRF-FM	0.3	2,600	70,300	4:30	
8t KHFM-FM	0.3	2,600	43,700	7:30	
8t KKSS-FM	0.3	2,400	86,900	3:30	
8t KMGA-FM	0.3	2,900	74,800	5:00	
8t KPEK-FM	0.3	2,500	80,900	3:45	
8t KRZY-FM	0.3	2,500	30,100	10:30	
15t KBQI-FM HD2	0.2	1,400	38,600	4:45	
15t KLVO-FM	0.2	1,500	26,600	7:00	
15t KOAZ-AM	0.2	1,800	22,700	10:00	
15t KOBQ-FM	0.2	1,400	76,600	2:15	
15t KOLZ-FM	0.2	1,700	45,000	4:45	
20t KABQ-FM	0.1	500	24,500	2:45	
20t KFLQ-FM	0.1	1,100	24,100	5:30	
20t KIVA-AM	0.1	1,000	17,800	7:15	
20t KJFA-AM	0.1	700	21,300	4:15	
20t KNML-AM	0.1	600	15,300	4:45	
20t KZRR-FM HD2	0.1	600	21,500	3:30	
26t KABQ-AM	0.0	0	2,400	1:45	
26t KANW-FM HD2	0.0	300	9,100	4:15	
26t KDLW-FM	0.0	200	15,000	2:00	
26t KRZY-AM	0.0	0	1,200	3:30	
26t KTBL-AM	0.0	300	16,400	2:30	

PROGRAM SCHEDULE

KIDS 88.1 FM GRANTS
KGGA 88.1 FM GALLUP
KEDP 91.1 FM LAS VEGAS
KANR 91.9 FM SANTA ROSA
KANW 89.1 FM & HD1 ALBUQUERQUE

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Time									
12 AM	New Mexico Spanish Music					New Mexico Spanish Music	Saturday Night Country Classics	12 AM									
1 AM							Today's Hits	1 AM									
2 AM							Morning Edition					New Mexico Spanish Music	2 AM				
3 AM												3 AM					
4 AM												4 AM					
5 AM							On Point					Fresh Air Weekend	5 AM				
6 AM												6 AM					
7 AM	7 AM																
8 AM	Concerning New Mexico Report from Santa Fe						Classical Music for a Sunday Morning	8 AM									
9 AM								The Splendid Table	Radiolab	TED Radio Hour	Reveal	9 AM					
9:30 AM								Report from Santa Fe	The Splendid Table	Radiolab	TED Radio Hour	Reveal	10 AM				
10 AM	Fresh Air							10 AM									
11 AM	1A						11 AM										
12 PM	New Mexico Spanish Music						Thistle & Shamrock	12 PM									
1 PM							1 PM										
2 PM							2 PM										
3 PM						3 PM											
4 PM						4 PM											
5 PM						New Mexico Spanish Music					Wait Wait...Don't Tell Me	5 PM					
6 PM											6 PM						
7 PM											Native Music Hours					The New Yorker Radio Hour	7 PM
8 PM																The Moth Radio Hour	8 PM
9 PM																Snap Judgment	9 PM
10 PM	New Mexico Spanish Music	Today's Hits									Saturday Night Country Classics	Jazz Night in America	10 PM				
11 PM											Hearts of Space	11 PM					

kanw-2 PROGRAM SCHEDULE

EFFECTIVE 2/1/2021

KANW 89.1 HD2 ALBUQUERQUE
K298BY 107.5 FM ALBUQUERQUE
KANM 90.3 FM GRANTS
K216AW 91.1 FM GRANTS
K216GQ 91.1 FM SANTA FE & LOS ALAMOS

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME
12 AM	BBC World Service					BBC World Service		12 AM
1 AM								1 AM
2 AM								2 AM
3 AM	Morning Edition							3 AM
4 AM	BBC World Service							4 AM
5 AM						5 AM		
6 AM						6 AM		
7 AM	BBC Newshour					Weekend Edition		7 AM
8 AM	1A							8 AM
9 AM								9 AM
10 AM	Here and Now					Freakonomics Radio	The Pulse	10 AM
11 AM						The Splendid Table	Milk Street Radio	11 AM
12 PM	The Takeaway				Science Friday	TED Radio Hour	To the Best of Our Knowledge	12 PM
1 PM	BBC Newshour					Innovation Hub		1 PM
2 PM	On Point					It's Been a Minute with Sam Sanders	Planet Money & How I Built This	2 PM
3 PM	All Things Considered					The New Yorker Radio Hour	Hidden Brain	3 PM
4 PM						All Things Considered		4 PM
5 PM	Marketplace (5:00-5:30)					Day 6	Fresh Air Weekend	5 PM
	The Daily (5:30-6:00)							
6 PM	The World					The Moth Radio Hour	Reveal	6 PM
7 PM	The Takeaway					Bullseye	Live Wire	7 PM
8 PM	q					Radiolab	Selected Shorts	8 PM
9 PM	Fresh Air					On the Media	Travel with Rick Steves	9 PM
10 PM	The Moth Radio Hour	Freakonomics Radio	Live Wire	Selected Shorts	Snap Judgment	Sound Opinions	Ask Me Another	10 PM
11 PM	BBC Newsday					BBC Weekend		11 PM

Radio Demographics



98.1 Radio Free Santa Fe is one of the most successful Adult Album Alternative stations in the country. Combining eclectic programming, heritage on air talent with live on-air performances and a commitment to community non-profits. Radio Free Santa Fe has been the voice of the City Different for more than 20 years. In addition, Radio Free Santa Fe takes great pride in our support of local music and musicians, sponsoring live in-studio sessions on a regular basis, artist interviews and local CD promotions.

Male/Female

Male 47%
Female 53%

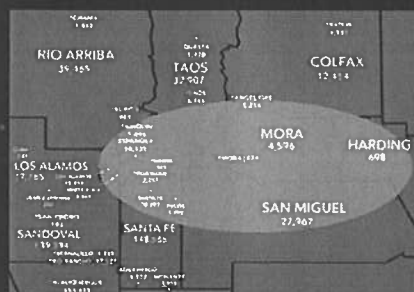
Age

18-24 7.50%
25-34 19.70%
35-44 20.70%
45-54 23.50%
55-64 21.20%
65+ 7.50%

Income

\$50K + 63%
\$100 + 48%

Format: AAA



KTRC Talk 1260 is northern New Mexico's progressive talk radio station. Our programming and radio shows consist primarily of news, talk, comedy, interviews, guest editorials and listeners' telephone calls. The station highlights discussion and information programs with hosts reflecting progressive points of view. The most popular hosts, Stephanie Miller and Thom Hartmann, are estimated to each have over 1.5 million unique listeners a week. This station includes an FM Translator.

Male/Female

Male 56.1%
Female 43.9%

Age

18-24 3.20%
25-34 10.30%
35-44 15.20%
45-54 20.80%
55-64 23.20%
65+ 26.90%

Income

\$50K + 79%
\$100K + 45%

Format: News/Talk



The cornerstone of Hutton Broadcasting, Outlaw Country brings to our loyal listeners the best of new and old country music while breaking a few molds along the way. Celebrating the western lifestyle in Santa Fe and Northern New Mexico, Outlaw Country connects with listeners young and old who love ranches and rodeos, hunting and fishing and those who hold a belief in protecting our spectacular open spaces. Outlaw Country is the #1 country station in Northern New Mexico.

Male/Female

Male 47%
Female 53%

Age

18-24 14.10%
25-34 20.20%
35-44 17.40%
45-54 19.30%
55-64 15.10%
65+ 5.5%

Income

\$50K + 63%

Format: Country



Radio Demographics



A mix of today's top 40 music favorite singles along with old-school Dance, Hip Hop and R&B favorites, primarily from the 80's, 90's and the last decade. JAM'N 94.7 is THE station to get you dancing no matter where you are!

Male/Female

Male 43%
Female 57%

Age

18-24	31.20%
25-34	30.20%
35-44	19.70%
45-54	11.80%
55-64	4.70%
65+	2.40%

Income

\$50K + 50%

Format: Rhythmic CHR



The Cat is Santa Fe's Community Jazz Station, playing a variety of old and new jazz, both instrumentals and vocals. We play swing, big band, Latin, torch songs and more. Our playlists consist of standards from late great legends and new music by contemporary artists. Late at night we might stretch our legs a bit with longer instrumentals. We also stream 24/7 on santafe.com/thecat.

Male/Female

Male 43%
Female 57%

Age

18-24	5.80%
25-34	10.70%
35-44	15.20%
45-54	21.50%
55-64	24.10%
65+	26.80%

Income

\$50K + 80%
\$100K + 43%

Format: Jazz



Your Santa Fe sports station, KVSF 1400 is the one and only sports radio station in New Mexico delivering the power and resources of ESPN. Locally owned and operated, ESPN helps your business target avid sports fans! KVSF 1400 airs the most powerful and comprehensive sports shows, updates, highlights, interviews and play-by-play commentary available in sports radio.

Male/Female

Male 86%
Female 14%

Age

18-24	4.50%
25-34	19.00%
35-44	21.80%
45-54	22.70%
55-64	17.20%
65+	14.80%

Income

\$50K + 82%

Format: Sports



LAS VEGAS

New Mexico

CITY OF LAS VEGAS, NEW MEXICO REQUEST FOR MARKETING ASSISTANCE

Requests must be received by the Community Development Department

For questions email: cbaca@Jasvegasnm.gov or (505) 454-1401 ext 1607

PART I: PROJECT INFORMATION

A request for marketing assistance application must be completed and submitted for each individual event or project. Please note if you have previously received financial marketing or monetary assistance from Lodgers tax for your event you may not receive additional funding for the same event. A marketing work group is tasked with evaluating well organized events with strong marketing plans.

Organization Name: Las Vegas First Independent Business Alliance (LVFIBA), applicant and fiscal sponsor on behalf of 50+ independent, locally owned businesses in Old Town directly affected by recent construction. This application represents a collaboration between LVFIBA, Las Vegas Arts Council (LVAC), MainStreet de Las Vegas (MSLV), Las Vegas/San Miguel Chamber of Commerce (LVCC) and Animal Welfare Coalition (AWC) and economically benefits the entire community of Las Vegas.

Marketing Campaign / Event Name:

"SHOP LAS VEGAS, NM...Enjoy a traditional Small-Town Christmas!"



(Preliminary graphic design by local artist, K. Dawne Holmes)



**CITY OF LAS VEGAS
COUNCIL MEETING AGENDA REQUEST FORM**

Meeting Date: November 3, 2021

Date Submitted: 10/28/2021

Department: Finance

Item/Topic: Approval of Resolution No. 21-47. The City of Las Vegas is in need of making a budget adjustment in the 2021-2022 fiscal year budget to include an revenue and expense increase to various funds

Fiscal Impact: Revenue increase to various funds in the amount of \$4,700,374. Expenditure increase to various funds in the amount \$4,700,373.

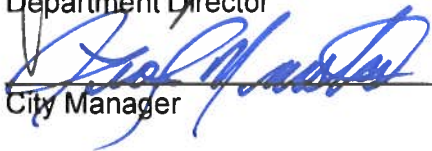
Attachments: Spreadsheet identifying revenues and expenditures, Funds and amounts.

THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY CLERK'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.

Approved For Submittal By:



Department Director



City Manager

Reviewed By:



Finance Director

City Attorney (Approved as to Form)

**CITY CLERK'S USE ONLY
COUNCIL ACTION TAKEN**

Resolution No. _____
Ordinance No. _____
Contract No. _____
Approved _____

Referred To: _____

Continued To: _____

Denied _____
Other _____

CITY OF LAS VEGAS, NEW MEXICO
Resolution No. 21-47

**A RESOLUTION TO MAKE BUDGET ADJUSTMENT FOR THE
2021-2022 FISCAL YEAR**

WHEREAS, the Governing Body of Las Vegas has developed a budget adjustment request for fiscal year 2021-22; and

WHEREAS, said budget was developed on basis of increases in revenues, expenditures and transfer (in) out through cooperation with all user departments, elected officials and other department supervisors. Please see attached schedule: and,

WHEREAS, the City of Las Vegas is in need of making a budget adjustment in the 2021-2022 fiscal Year budget to include an increase to revenue and expenditure to Fund 771 in the amount of \$1,595,027. An increase to revenue and expenditure to Fund 213 in the amount of \$11,602 An increase to expense from unbudgeted cash balance to Fund 101 in the amount of \$2,897,511. An increase to revenue and expenditure to Fund 294 in the amount of \$218,484. A decrease to revenue and expenditures to Fund 294 in the amount of \$22,250 and,

WHEREAS, the Governing Body finds that the budget adjustment request should be as it meets the requirements as currently determined for fiscal year 2021-22, and,

NOW, THEREFORE BE IT RESOLVED the City Council of the City of Las Vegas, that the recitals and any exhibits are incorporated herein by reference and the Governing Body hereby approves the aforementioned budget adjustment request and respectfully request approval from the Local Governing Division of the Department of Finance and Administration.

ACCEPTED AND APPROVED this ____ day of November 2021.

Mayor Louie A. Trujillo

ATTEST:

Reviewed and approved as to legal sufficiency only:

Casandra Fresquez, City Clerk

Scott Aaron, City Attorney

City of Las Vegas			
Special Council Meeting			
Thursday, October 14, 2021			
1. Discussion/Prioritize General Funds Surplus		2. Discussion/Prioritize Projects Regarding Recovery Act Funds	
General Fund Reserves	\$ 2,234,515.00	ARPA Funds	\$ 1,208,223.00
Audio/Visual City Hall Chambers	\$ (166,699.57)	Premiery Pay For All City Staff	\$ (232,000.00)
Moreno Demo	\$ (50,000.00)	Church St. (Waste Water)	\$ (75,000.00)
Roads/Sidewalks (\$345,000 Per Ward) (45K - Montoya)	\$ (1,380,000.00)	Parkway St. (Water)	\$ (350,000.00)
City Hall - Flooring	\$ (25,000.00)	Independence Avenue (Waste Water)	\$ (170,000.00)
Parks Shelter (\$75,000 Per Ward)	\$ (300,000.00)	Baca Avenue	\$ (192,000.00)
Police Dept. Vests	\$ (71,000.00)	Hanna Effluent Line \$189	\$ (189,000.00)
Survey (Rodriguez Park)	\$ (38,000.00)		
Plow	\$ (10,132.00)		
Mulchers	\$ (26,000.00)		
Police Dept. Training	\$ (20,000.00)		
Library (Mold/Asbestos)	\$ (87,000.00)		
Tractor- Rec.	\$ (45,000.00)		
Balance	\$ 15,683.43	Balance	\$ 223.00



**CITY OF LAS VEGAS SPECIAL
COUNCIL MEETING AGENDA REQUEST FORM**

Meeting Date: November 3, 2021

Date Submitted: 10/26/21

Department: Executive

Item/Topic: Request approval to appoint Darlene Arguello as Human Resource Director.

As per City Charter, Section 5.07. Departments. C. The city manager shall appoint department directors, subject to approval by the Governing Body.

Fiscal Impact: Salary of the HR Director

Attachments: Section 5.07. Departments of the City Charter

THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY CLERK'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.

Approved For Submittal By:

Reviewed By:

Department Director

Finance Director


City Manager

City Attorney (Approved as to Form)

**CITY CLERK'S USE ONLY
COUNCIL ACTION TAKEN**

Resolution No. _____
Ordinance No. _____
Contract No. _____
Approved _____

Continued To: _____
Referred To: _____
Denied _____
Other _____

Section 5.06. Chief of Police.

A. There shall be a Chief of Police.

B. The Mayor shall appoint the Chief of Police, subject to Council approval. The Governing Body shall enter into a contract with the chief of police which shall establish, among other matters, compensation, benefits, duties and responsibilities. The Chief of Police shall establish residence in San Miguel County within ninety (90) days of acceptance of appointment.

C. The Chief of Police serves at the pleasure of the Governing Body, and may be suspended or removed without cause at any time by the Mayor, subject to approval of the Council, or by the Governing Body by a majority of all members of the Governing Body.

Section 5.07. Departments.

A. Subject to approval of the Governing Body, the city manager shall establish such departments as are necessary for efficient administration of the City.

B. Each department shall be under the supervision of a department director, subject to the direction and supervision of the city manager.

C. The city manager shall appoint department directors, subject to approval by the Governing Body.

D. Department directors are at-will employees who may be suspended or removed by the city manager, subject to approval by the Governing Body.

E. The city manager may serve as a department director, provided that the manager shall not serve as either city clerk or finance director.

Section 5.08. Personnel System.

A. The Governing Body shall adopt a personnel ordinance which is consistent with this Charter establishing the personnel policies, rules and procedures of the City. All appointments and promotions of City employees, other than department directors and those employees who are by this Charter or by ordinance designated as at will employees, shall be made solely on the basis of merit and fitness in accordance with the personnel ordinance to be adopted by the Governing Body.

B. The personnel ordinance shall:

(1) Establish a merit system governing personnel policies necessary for the effective administration of the employees of the City departments, offices and agencies, including but not limited to classification and pay plans, examinations, force reduction, discipline, termination, removals, working conditions, provisional and exempt appointments, in-service training, grievances and relationships with employee organizations;

(2) Be consistent with all mandatory federal and state requirements; and