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LODGERS TAX ADVISORY BOARD SPECIAL MEETING MINUTES CITY COUNCIL CHAMBERS

1700 N. GRAND AVENUE, LAS VEGAS NM 87701

Tuesday June 11, 2019

2:00pm -3:00pm

ROLL CALL:

Meeting called at 2:08p.m.

PRESENT:

Emilio Aragon
Allan Affeldt
Abraham Garcia

ABSENT:

Lisa Saiz
Krutik Bhakta

APPROVAL OF AGENDA:

Virginia Marrujo indicates the next item on the agenda is Approval of Agenda.

Emilio Aragon makes a motion to approve the agenda.

Abraham Garcia seconded the motion.

All vote Yes.

FUNDING FOR THE FIESTAS DE LAS VEGAS RADIO ADS:

Virginia Marrujo stated the City is looking for approval of funding for the Fiestas radio ads. Virginia Marrujo stated the City has a budget for marketing and as part of the marketing are requesting funding for Fiestas as follows:

\$3,000 for KNMX radio ads

\$3,000 for KFUN radio ads

\$2,500 for KSWV radio ads

\$2,500 for KDCE radio ads

Virginia Marrujo stated KNMX and KSWV will be including interviews with the artists performing at the Fiestas de Las Vegas. She stated KSWV will also be doing an interview with the Fiestas staff.

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**Abraham Garcia makes a motion to approve the funding of the radio ads for each station. Emilio Aragon seconded the motion as amended and all vote “Yes”.
Motion Passes.**

APPROVAL OF FUNDING FOR FIESTA GUIDE/HERITAGE WEEK:

Virginia Marrujo stated the City is looking for approval of funding for the Fiestas Guide with the Las Vegas Optic. Virginia Marrujo stated the City has a budget for marketing and as part of the marketing are requesting funding for Fiestas Guide and Heritage Week Guide as follows:

\$800 for full page Fiesta Guide ad
\$500 for Heritage Week Guide ad

Virginia Marrujo stated the board recently approved \$1,300 for advertising through the Las Vegas Optic but wanted to bring the approval to indicate specifically how the funding will be spent.

**Abraham Garcia states he makes a motion to allocate \$1,300 for funding the Fiestas/Heritage Week guides. Emilio Aragon seconded the motion as amended and all vote “Yes”.
Motion Passes.**

APPROVAL OF FUNDING FOR ALBUQUERQUE SUMMER GUIDE:

Virginia Marrujo stated the City is looking for approval of funding for the Albuquerque Journal Summer Guide with the Las Vegas Optic. Virginia Marrujo stated the City has a budget for marketing and as part of the marketing are requesting funding for Fiestas Guide as follows:

\$3,236 for full page advertisement
\$5,933 for double truck event advertisement
\$971 for Digital

Virginia Marrujo stated the board recently approved funding for a promoting digital campaigns. The Albuquerque Summer Guide is a separate cost for print.

**Emilio Aragon states he makes a motion to fund the Albuquerque Journal Summer Guide. Abraham Garcia seconded the motion as amended and all vote “Yes”.
Motion Passes.**

APPROVAL OF FUNDING FOR BILLBOARD WITH LAS VEGAS FIRST INDEPENDENCE ALLIANCE:

Virginia Marrujo stated the City is looking for approval of funding for the Billboards with Las Vegas First Independence Alliance. Virginia Marrujo stated the City has a budget for marketing and as part of the marketing are requesting funding for the billboards as follows:

\$19,500 for five billboards

- I-25 before Romeroville

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- I-25 North of exit 347
- US84 Next to Storrie Lake
- I-25 Southbound mile marker 351
- I-25 Southbound mile marker 385

Emilio Aragon asked if the billboards were part of the recently approved NM True FY20 grant.

Virginia Marrujo stated the billboards with Las Vegas First Independence Alliance was not part of the FY20 grant process which also allows full range of the creative process. As with NM True, you must follow their design guidelines.

Emilio Aragon states he makes a motion to fund \$19,500 for the Las Vegas First Business Alliance Billboards.

Abraham Garcia seconded the motion as amended and all vote "Yes".

Motion Passes.

APPROVAL OF FUNDING FOR BEAN DAY PROGRAM:

Virginia Marrujo stated the City is looking for approval of funding of advertisement for the 2019 Wagon Mound Bean Day Program with the Bean Day Association. Virginia Marrujo stated the City has a budget for marketing and as part of the marketing are requesting funding for the 2019 Wagon Mound Bean Day Program as follows:

\$3,236 for full page advertisement

Abraham Garcia stated he has never been to Bean Day but heard there are lots of people.

Emilio Aragon stated he knows they get visitors from all over.

Virginia Marrujo stated many of those visitors stay in Las Vegas because of the lodging.

Abraham Garcia states he makes a motion to approve funding of \$400 for the Bean Day ad.

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

Motion Passes.

NEW AND OTHER BUSINESS:

NM TRUE FY20 grant update

Virginia Marrujo states Wid Slick would like to give an update and talk about selection options for submitting the NM TRUE FY20 grant.

Wid Slick explains the board had recently approved funding for \$60,000 for the NM True FY20 grant match through the State Tourism Department. Wid states the resolution was taken to City Council meeting and the City Council approved the funding.

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Emilio Aragon asks if this is the approval from the last meeting.

Virginia Marrujo states yes.

Abraham Garcia indicates the request was brought to the board and approved. He states the City and Las Vegas First Independence Alliance should be able to work out a marketing plan.

Tana Vega, City Finance Director, handed out a copy of the budget and explained the remaining budget and the current approvals for funding. She stated if the board was to increase the funding it would affect the budget.

Virginia Marrujo states she stated a previous conversation with Wid was to cut the video shoot and photography to one day and eliminating one set of billboards. She stated they would still have video, print, digital boards, a set of billboards and the photography shoot.

Wid Slick states he would be interested in pursuing that option.

Emilio Aragon states the option would be a good choice considering the previously discussion about the design on the billboards.

Wid Slick, Virginia Marrujo and the board agree to eliminate a set of billboards and one day from the video shoot and no increase in funding.

Storrie Lake State Park Marketing Map Presentation

Jim McKeller a marketing consultant from Southeast Publications presented the Storrie Lake State Park Map. He stated the map is given at the Lake and throughout RV parks. Mr. McKeller handed out a copy of the map to the board and explained the advertising options.

Abraham Garcia stated it was a good idea as Storrie Lake attracts visitors. He then asks for Mr. McKeller to explain the advertisement sizes and costs.

Mr. McKeller explained the sizes and cost for each advertisement to the board members.

Abraham Garcia states he feels one ad purchase would be enough to promote the City.

Emilio Aragon states it would help promote the outdoors of Las Vegas.

Virginia Marrujo stated it would go along with the outdoor adventures campaign the City has been advertising.

The board agrees the marketing is a good idea and agree to make a motion on the item.

**Abraham Garcia makes a motion to approve the \$399 for one panel ad.
Emilio Aragon seconded the motion and all vote "Yes".
Motion Passes.**

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Tana Vega Budget Report

Virginia Marrujo stated Tana Vega and Dominic Satete have attended the meeting to present the budget breakdown.

Tana Vega explained the budget to the board and the allocations.

The board reviewed the budget and thanked Tana for the budget overview.

ADJOURNMENT:

Emilio Aragon makes a motion to adjourn the meeting 3:08 p.m.

Abraham Garcia seconded the motion and all vote "Yes."

Motion Passes.