



**Lodgers' Tax Advisory board
Regular Meeting
Video Conference Call
1700 N. Grand Avenue Las Vegas NM, 87701
Tuesday October 13, 2020 at 2:00 pm**

Call to order

Board chairman Bhakta called the meeting to order at 2:04 pm.

Roll call

Present:

Krutik Bhakta

Allan Affeldt

Georgina Ortega-Angel

Absent:

Gabriel Garcia (entered meeting at 2:08 pm)

Shawna Sandoval

Approval of minutes

Board Member Affeldt made a motion to approve the minutes from August 8, 2020.

Board Member Ortega-Angel seconded the motion.

Motion passed with unanimous vote.

Approval of Agenda

Board Member Affeldt made a motion to the agenda.

Board Member Ortega-Angel asked if she can add an item to new and other business.

Board Chairman Bhakta advised Board member Ortega-Angel when new and other business came up she can discuss her item at that point.

Board Member Ortega-Angel seconded the motion.

Finance Report

Bill Hendrickson gave a brief breakdown of the finance report.

Board Chairman Bhakta asked if more revenue was found.

Bill Hendrickson stated that all payments until September have been added into the budget.

Board Chairman Bhakta stated that they need to be careful on spreading money because next year's budget is being included into the available budget now.

Board chairman Bhakta asked if the \$20,000 set aside for events is included in the total amount.

Board member Ortega-Angel asked if contracts have been completed for previous approved items.

A lengthy discussion was held regarding questions on the financial report.

Agenda

a. Lodgers Tax Best Practice Handbook

Board Member Affeldt stated there was no need to have a discussion over this item. The board needs to be aware of the laws and what Lodging tax can pay for.

Board Member Affeldt asked if he could make a motion to move item b. Marketing plan and design for the city of Las Vegas under discussion items to the next item on the agenda.

Board Member Ortega-Angel seconded the motion.

Motion passed.

b. Marketing Plan and DesLas Vegasign for the City of Las Vegas

Roxanne Gonzales stated they need a document stating what the city is requesting the proposal to look like.

Board Chairman Bhakta wants to know what the capabilities the University has.

Roxanne Gonzales stated there are different ways to approach this.

Miriam Langer stated that integrating a curriculum is complicated but there is an internship program that can help with the project.

Board Member Affeldt stated that a contract would need to be made between the City and the University, an RFP needs to be created.

Roxanne Gonzales stated they need a document to respond to.

Veena Parboteeah jumped into the conversation.

Board Member Affeldt asked what it would take to generate an RFP.

Bill Hendrickson stated they will have to come together to make one.

Board Member Garcia asked what entity would make the proposal to the University.

Board Chairman Bhakta stated the City.

Board Member Garcia asked if the Lodgers' Tax Board would be involved in the proposal.

Board Member Affeldt wants to make sure this discussion is placed on the next agenda as an action item.

Board Chairman Bhakta wants to know when the RFP would be created and ready.

Chuck Griego stated he will get with Gabe after the meeting.

Board Member Affeldt wanted to make a motion to have an RFP drafted.

Board Member Ortega-Angel seconded the motion.

Roll call vote was taken, motion passed.

Chuck Griego reminded the board this item was for discussion only.

Board Chairman asked if a motion would be made to get the discussion as an action item on the January agenda.

No response was made.

c. End of Year Fundraising (Wid Slick)

Board Chairman Bhakta asked if Wid was ready to present.

Wid Slick's mic was muted.

The board needed to move on to the next agenda item.

d. Art Council Funding \$500.00

Susan Tsyitee stated that the money would be spent on behalf of the arts council and the city. She described what the funding was going to be used for.

Board Member Bhakta asked if there is a way to approve this since it is a small amount.

Chuck Griego stated it is an action item.

Board Member Ortega-Angel asked if it will pay for ads.

Susan Tsyitee responded yes.

Board Member Affeldt made a motion to approve the item.

Board Member Garcia seconded the motion.

Motion passed with unanimous roll call vote.

e. San Miguel Chamber of Commerce, \$20,000.00 for advertising

Phillip Martinez stated they want to to get people to Las Vegas for the Holiday season. He explained that the \$20,000 would be for the next three months, fundraises will also be done. The Chambers would be in charge of the funds.

Board Chairman Bhakta wants to know the best way to spend money.

Board Member Ortega-Angel asked where the video that was at.

Virginia Marrujo stated they have the videos and they get placed where they can.

Board Chairman Bhakta stated a plan needs to be made.

Phillip Martinez stated they plan to do a digital campaign and have it run through 2021.

Board Member Garcia asked the board if they saw the new regulations the Governor put on the hotels.

Board Member Ortega-Angel made a motion to table and placed it on the agenda for the special meeting.

Board Member Garcia seconded the motion.

Motion passed.

Discussion Items

a. Project updates

Virginia Marrujo gave a project update on the billboards and recovery market.

Wid slick gave an update on the Google DMO program he has been working on.

b. Set up dates for new proposals

Board Chairman Bhakta stated he thinks this item can be part of the discussion at the next special meeting.

Bill Hendrickson stated they need to set dates for the new fiscal year for funding applications.

Board Chairman Bhakta asked if January would be a good time to discuss this.

c. Summer visitor guide

Board Chairman Bhakta asked if it was the guide that was postponed this year.

Bill Hendrickson stated if may be an item they set aside for whoever they pick that would do the marketing.

Board Chairman Bhakta asked if they will be sending out for RFP or reward it to the same people it was rewarded to last year.

Bill Hendrickson stated that they are looking into it because it was mentioned that the City Council suggested it go out for RFP.

Board Chairman Bhakta asked if they could have the information needed from the City Council for the special meeting.

New and Other Business

Board Member Ortega-Angel asked if contracts and MOUs have been created. She wants to know about the deliverables. She wants to know what the procedures are.

Bill Hendrickson responded to what contractracts are being processed.

Board Chairman Bhakta stated the special meeting can be on December 1, 2020.

Adjournment

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

Board Member Garcia seconded the motion.

Motion passed with unanimous vote.

Board Chairman Bhakta

Date