

**Minutes**  
**Lodgers Tax Advisory Board Special Meeting**  
**Tuesday, January 23, 2018, from 3:00 PM to 5:00 PM**  
**Transportation Meeting Chambers**  
**1700 N Grand Avenue, Las Vegas, N.M.**

**DRAFT COPY**

**Members Present:**

Joaquin Garofalo  
Emilio Aragon  
Allan Affeldt  
Krutik Bhakta

**Members Absent:**

Lupe Trujillo

**City Staff Present:**

Virginia Marrujo, Media Coordinator  
Renee Garcia, Community Development Director

**Call to Order:**

The meeting was called to order by Joaquin Garofalo at 3:08 p.m.

**Roll Call:**

Virginia Marrujo took attendance; it was determined by Joaquin Garofalo, Lodgers Tax Board Chair, that a quorum was met.

**Approval of Agenda:**

Joaquin Garofalo stated the minutes for January 9, 2018 were just presented as expected considering the meeting was held only two weeks prior. The December minutes were emailed at the last meeting.

Krutik Bhakta asked if the minutes for the last meeting were emailed?

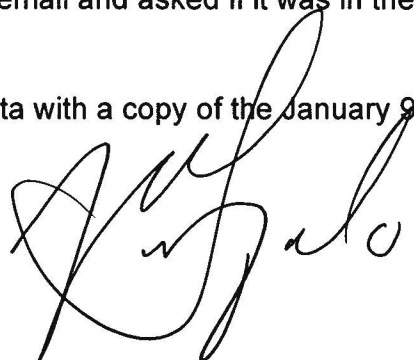
Virginia Marrujo replied with "Yes"

Krutik Bhakta asked if a print out was created of the draft ordinance?

Virginia Marrujo stated the draft was presented at the last meeting and a print out of the ordinance with the requested changes from the last meeting is in the packet for today's meeting.

Krutik Bhakta stated the draft ordinance was not in the email and asked if it was in the packet for the January meeting?

Virginia Marrujo replied "Yes" and provided Krutik Bhakta with a copy of the January 9, 2018 meeting packet.



### **Approval of Minutes:**

Krutik Bhakta states in order to act properly as a board, whatever is missed is received in proper manner as to not be enthralled with at meeting. Send a copy of whatever is in the packet through email. Whether it is me or anyone else on the board, email the information so we can review the information prior to the meeting.

Virginia Marrujo stated an agreement was made to send information 10 days prior to the meeting.

Krutik Bhakta stated the board could move on with approval of the minutes but he would not be able to approve them because he has not had a chance to review.

Emilio Aragon makes a motion to approve the minutes for January 9, 2018.

Allan Affeldt seconds the motion

All members excluding Krutik Bhakta voted and approved the motion by stating, "Yes."

### **Public Input:**

Joaquin Garofalo states organizations will now present their requests.

- Julie Salman, New Mexico Highlands University Alumni Foundation hands out packet. Julie states NMHU Foundation plans to have a Mantanza August 17th of 2018. It will be a welcoming event for the community and students from 3pm to 7pm and the new stadium in hopes of becoming a new tradition. The event is hosted by the NMHU Foundation which is a 501(c)3 organization experienced in hosting various events which attract alumni and visitors from out of town. The organization is interested in seeking assistance in advertising, specifically in the local Visitors Guide, a PSA, and a listing on the visitlasvegasnm.com. The event will also generate their own marketing and advertising through students affairs, alumni round-up and the University social media. The event will also fill hotels and generate revenue with the visitors from out of town.

Joaquin Garofalo asks if there is a specific request?

Julie Salman states the advertising which includes a page in the Visitor Guide.

Virginia Marrujo states the request was for a page in the Visitor Guide, a PSA and a listing on the visitlasvegasnm.com site.

Joaquin Garofalo asks for the Visitor Guide deadlines?

Joaquin Garofalo asks if the Walking Tour Guide print of 50,000 at \$28,000 is one of the projects requesting money?

Doyle Daves states he would like to see the guide printed but is unsure if it the responsibility of the City as they printed and designed the guide. Citizens Committee for Historic Preservation printed the guides a few times but last year the City preferred to do the printing.

Joaquin Garofalo asks if Heritage Week and Heritage Family Day are two of three events?

Doyle Daves states Places with Past is the third event which is a kick off for Heritage Week but is so strong it is handled as a single event.

Joaquin Garofalo reiterates the three events are Heritage Week, Family Heritage Day and Places with the Past.

Doyle Daves replies "Yes."

Joaquin Garofalo asks if there is a dollar request on the events.

Doyle Daves states the Family Heritage Day would request \$1,000 and the other two events would request \$6,000.

Emilio Aragon asks for information about the Family Heritage Week

Joaquin Garofalo states it is based around Martinez family as presented at the last meeting.

Doyle Daves states it is a brand new event and they have reserved Ilfeld Auditorium for the event. Doyle Daves also states they have visitors coming from Denver, Phoenix, Southern New Mexico and the local community.

Joaquin Garofalo confirms they are asking for \$6,000 as based on the last meeting the Heritage Week request was for \$4,500, Family Heritage Day \$500.

Doyle Daves states he did make that request at the last meeting.

Joaquin Garofalo asks the amount requested for Places with the Past.

Doyle Daves states he did not make that dollar amount request at the last meeting. He received information the Lodger's Tax was only asking for requests in the amount of \$1,000 or \$6,000 and that caused his confusion.

Joaquin Garofalo asks if Places with the Past is a first time event.

Wid Slick states most of the events fall into the next fiscal year. Wid Slick states he spoke with the City Attorney and said the Lodger's Tax Board can make recommendations for the next fiscal year. The contracts written up have to include some disclaimer if it is money available in the next fiscal year.

Joaquin Garofalo thanks Wid Slick for the information

- Donna Rivas, Arts Council and Animal Welfare Coalition. Donna mentions her first event is the People's Fair which brings about 2000 to 2500 people each year. The past couple of years have increased in vendors and visitors from out of town such as Santa Fe, Taos and throughout San Miguel. Donna states the assistance in marketing will help increase the number of vendors and visitors from out of town. Donna requests \$1,000 for marketing.
- Donna Rivas states the second event is marketing for the nonprofit organizations through a weekly event calendar sent out through mailchimp. The event calendar is sent out to over 1200 people. It is free to all nonprofit and has the option for nonprofits to have their events published in Santa Fe New Mexican. Donna states the people on the list live in various parts of New Mexico such as Albuquerque, Santa Fe and Taos. Donna requests \$1,000 for the event Calendar.
- Donna Rivas states the last event has to do with the Animal Welfare Coalition which is a fundraiser to help raise money for the Animal Shelter. The event is Artbark which features artists that donate their work for the event. Artists are from many of the surrounding communities and can include many more with the assistance of marketing. Donna mentions this year will be a two day event and to attract people from out of town. Donna requests \$1,000 for this event

Joaquin Garofalo thanks Donna Rivas

- Gonzalo states he is presenting 6th annual Salute to Troops. This year the event will be held around the 720th drill weekend to allow all the troops to participate in the event. Gonzalo states the event has good event headliners from New Mexico and would like to keep in Las Vegas. Last year the event raised \$3,000 and would like the assistance of Lodger's Tax this year.

Joaquin Garofalo states he followed up with the City and they are in process of completing the paperwork from last year.

Gonzalo thanks Joaquin Garofalo

Joaquin Garofalo asks if this year's request is the \$6,000?

Gonzalo replies "yes" and states they raised \$3,000 last year from food vendors and donations but \$6,000 is the price tag to hold the event.

Joaquin Garofalo asks what the City purchased last year?

Andy Kingsbury replies \$8,500 for 8 1/2 pages but there are 17 events which would like to have a full page and then 5 pages that have adventures and things to do around the City.

Joaquin Garofalo asks if a representative is present from the Optic visitor guide.

No response or representative.

Joaquin Garofalo asks if the Optic was aware?

Wid Slick states the Optic knew about the meeting.

Virginia Marrujo states the Optic is aware of the meetings.

Joaquin Garofalo asks if Lodger's Tax is aware of the City contribution made to the Las Vegas Optic last year?

Virginia Marrujo responds she is not aware of the amount of the contribution.

Andy Kingsbury states the guide is done weekly and rarely sees the Las Vegas Optic guide out for distribution out of town.

Krutik Bhakta asks if the Lodger's Tax contributed to the LVFIBA Visitor Guide last year.

Virginia Marrujo responds "Yes."

Andy Kingsbury stated LVFIBA alerted the City they would not have a presence in the guide which the City then purchased the 8 1/2 pages in the guide.

Krutik Bhakta asks if the same contribution is supposed to be given again this year?

Andy Kingsbury responds "no" and the previous year the City only purchased a half page.

Joaquin Garofalo asks for the cost of distribution?

Andy Kingsbury states the cost for distribution would be \$10,000 and asking for 75% of the \$10,000.

Joaquin Garofalo asks if that is in addition to the purchase of the 25 pages.

Andy Kingsbury responds "yes."

Joaquin Garofalo states no one is present and will not be discussed at this meeting.

Virginia Marrujo states Brock Fuller made contact and would like to present at the next meeting, allowing him time to create a plan to present.

Allan asks for discussion on the 1% increase?

Krutik Bhakta asks if the ordinance covers the discussion of what should be accomplished with the increase.

Allan Affeldt states the board is making the recommendation to City Council to say the 1% will be used for infrastructure.

Joaquin Garofalo state the ultimate goal is to create a template which can be used for committee after committee. Joaquin states a motion was made and had second and asks for a vote.

All members voted and approved the motion by stating, "Yes."

#### **Approval/Disapproval of Wayfinding:**

Joaquin Garofalo states Cindy Collins will present.

Cindy Collins hands out a packet to the board and staff. Mainstreet has received four application for the \$10,000 in infrastructure projects and has been ranked. E. Romero is ranked #1.

Joaquin Garofalo asks if the PNM grant money can be distributed between multiple projects.

Cindy Collins states the money can be distributed to multiple projects along with the \$50,000 being provided by the City of Las Vegas which the Lodger's Tax Board has allocated for tourism related infrastructure and the four projects total \$40,800.

Cindy Collins states a plan was in place years ago for wayfinding with a route in a proposal presented by Main Street and Plaza Hotel in the amount of \$19,500. Cindy states the City is updating it's master plan along with Mainstreet and it does include some Wayfinding which would reduce the \$19,500 cost.

Krutik Bhakta states the previous City Manager was on board to fund the wayfinding and asks Cindy Collins if it was part of the master plan.

Cindy Collins replies "yes."

Allan Affeldt states the board should pick an actual project such as wayfinding and implement it. It is important to not just plan but to implement the project.

Joaquin Garofalo states money is available and should be used to complete at least one project such as wayfinding. Joaquin asks if the PNM grant is a match grant or just a grant offering the \$10,000 for the projects?

Cindy Collins states it is a grant given to Main Street with no match to help the projects.

Krutik Bhakta states \$50,000 was allocated for infrastructure and approved was \$10,000. The cost presented was \$19,500 but Cindy Collins previously stated part of the costs could be included in the current master planning then the board will stick with the \$10,000 already approved.

Allan Affeldt states to take it one step further and allocate the remaining money for implementation.

Krutik Bhakta states many other infrastructure projects have been presented and if the board wants to allocate the money to one project then it would have to be a discussion. Wayfinding needs to get done.

Allan Affeldt states money has been saved through the Cisneros contract

Joaquin Garofalo states the wayfinding should be a priority and the board should earmark the money for planning and construction of wayfinding and then visit the funding of the remaining projects.

Cindy Collins states the Lion was also presented and has a meeting with state preservation but no work can be done until they receive approval from the state.

Virginia Marrujo states the conversation with the contractor was to get approval and the contractor would possibly create the work at no cost. The only cost would be for the structure to protect the Lion.

Joaquin Garofalo states the Lion should be priority as it is dealing with decomposition of a historical structure. Joaquin reiterates the agenda item is to approve or disapprove wayfinding and discussion of distribution of capital expenditures can be in future meetings. The wayfinding was voted and approved a year ago with the 1% discussion.

Krutik Bhakta asks if the upkeep of wayfinding would be the City of Las Vegas?

Cindy Collins states the signs would be on City property.

Krutik Bhakta states the signs then would be inherited by the City of Las Vegas and if there should be discussion with the City.

Emilio Aragon states the board should hold a meeting without input to prioritize due to the amount of requests.

Joaquin Garofalo states moving back to the agenda item which is approval or disapproval of wayfinding recommendation.

Allan Affeldt asks if there is a specific motion

Joaquin Garofalo states there is no current motion.

Allan Affeldt asks Cindy Collins what she is requesting

Cindy Collins states she is asking for \$10,000 to begin the planning of wayfinding and an additional \$40,000 to be total of \$50,000.

Allan Affeldt states there will not be approval of \$40,000 as the next stage has not been determined. Approval will be \$10,000 for planning with the understanding of presenting the plans once completed.

Allan Affeldt makes motion to allocate \$20,000 for the planning process with the understanding Main Street will return with options to implement the wayfinding.

Krutik Bhakta asks if Main Street would be able to present at the next quarterly meeting?

Cindy Collins states it would be possible to present the options at the next meeting.

Renee Garcia asks the board if they will be a part of the determination of the designation of the signage.

Joaquin replies no

Cindy Collins states they would have to be presented to the design review board for approval.

Joaquin Garofalo states there is a motion on the floor and asks if there is a second.

Krutik Bhakta states it is important to implement the wayfinding and seconds the motion.

All members voted and approved the motion by stating, "Yes."

Cindy Collins asks when it will be presented to City Council

Virginia Marrujo states the Lodger's Tax board will present their recommendations at the February City Council meeting.



- Las Vegas First Business Alliance Visitor Guide: (\$27,500pgs + \$7,500dist = \$35,00)

Joaquin Garofalo states last year the City bought \$8,500 in advertisement. This year they are asking for \$9,000 to \$28,000 which is a broad spectrum. 25 pages purchased from the city in addition to 75% of distribution (\$10,000)

Wid Slick states the 25 pages is purchase of advertising, not an event or contract, the City has \$100,00 for purchase of advertising.

Joaquin Garofalo states the Optic has not made a presentation for this years Visitor Guide and asks if the board should move forward or allocate \$20,000.

Krutik Bhakta states the question is excellent as he felt the guides should be combined to make one Visitor Guide.

Allan Affeldt states the amount is high.

Krutik Bhakta agrees.

Joaquin Garofalo states the amount would then be \$25,000 plus the 75% distribution costs which add to about \$30,000

Allan Affeldt states part of the amount is purchase not nonprofit.

Joaquin Garofalo states allocation can be \$5,000 on nonprofit and \$15,000 on print advertising.

Emilio Aragon asks when the Visitor Guide held presentation.

Joaquin Garofalo stated it was at the beginning of the meeting.

Virginia Marrujo stated Andrea Gottschalk also presented during public input at the last meeting.

Joaquin Garofalo states allocation will be \$20,000 from print and publication and \$3,000 to nonprofit.

The board agrees.

- Allocation of Main Street E. Romero follow up.

Joaquin Garofalo asks if it was part of the contest

Virginia Marrujo states the follow up is to market the winning of E. Romero grant.

Renee Garcia asks Wid Slick if the ad was taken down?

- Seed Exchange Allocation: \$500

Board agrees to the allocations

- Heritage Week Allocation: \$4,500
- Family Heritage Day Allocation: \$500
- Places with the Past Allocation: \$4,500

The board excluding Krutik Bhakta agrees to \$2,500 for Heritage Week and Places with Past \$2,500 and Family Heritage Day \$500.

The board agrees the Chamber needs to create a plan before allocating funds.

- Castaneda Under the Stars Allocation: \$6,000

Board agrees to \$2,000 marketing seed money.

Emilio Aragon asks about the request for Old City Hall.

Virginia Marrujo states Robert Archuleta is waiting on approval of the letter asked for by the board.

Joaquin Garofalo states Old City Hall and the Lion will be presented at the next meeting.

#### **New & Other Business:**

No items.

#### **Adjournment:**

Joaquin Garofola adjourned the Lodgers' Tax Advisory Board meeting at 5:08 p.m.

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
Date