

**Lodgers' Tax Advisory Board
Special Meeting
City Council Chambers
1700 N. Grand Avenue Las Vegas NM, 87701
Tuesday August 10, 2021 at 2:00 pm**

Call to Order

Board Chairman Bhakta called the meeting to order at 2:06 pm.

Roll Call

Krutik Bhakta- Present	Allan Affeldt- Absent
Gabriel Garcia- Present	Shawna Sandoval- Absent
Georgina Ortega-Angel- Present	

Approval of Agenda

Board Member Garcia made a motion to approve the agenda.

Board Member Ortega-Angel seconded the motion.

Motion passed with roll call vote.

Public Input

None.

Approval of Minutes

Board Member Garcia made a motion to approve the minutes.

Board Member Ortega-Angel seconded the motion.

Motion passed with roll call vote.

Finance Report

Bill Hendrickson showed up a bit late.

Montana Baca stated the only difference on the updated budget was 30k that was added because payments came in the same day but after the budget report was printed.

Board member Ortega-Angel asked if the Amazon production shows on the budget report.

Bill Hendrickson clarified the questions on the budget report.

Board Chairman Bhakta stated that a certain amount of money needs to be spent in a two year period.

Bill Hendrickson stated that for the next meeting a new ordinance will be included to add short-term rentals in lodgers tax.

Business Items

1. Repaint of the Calumet Girl

Bill Hendrickson stated that this was brought up by Allan Affeldt . Maybe have the painting say "Welcome to Las Vegas" instead of "Welcome to Calumet Girl."

Board Chairman Bhakta stated that we should get the film committee involved to be part of the name change discussion.

Bill Hendrickson stated the estimated cost is \$14,000 equipment, paint, and labor.

Board Chairman bhakta asked if it would be put out as a bid and if permission from the owner is needed. He also asked if planning and zoning needs to get involved. It needs to be an agenda item for the film committee.

Board member Ortega-Angel made a motion to table the approval of the repaint of the Calumet Girl.

Board member Garcia seconded the motion.

Motion passed.

2. 2021-2022 NM Top Hat Rewards \$1,500.00

Virginia Marrujo stated the awards are to recognize tourism hospitality industry professionals throughout the state. Last year was put on pause, hoping to get in this year as a finalist for the digital Covid campaigns. Usually they get two tables for Mayor and Council and the Lodgers Tax Board and for whoever else is nominated. This year maybe include the marketing committee.

Board Chairman Bhakta asked where it will be held.

Virginia Marrujo stated she believes in Albuquerque.

Bill Hendrickson asked when the awards will be held.

Virginia Marrujo stated that in fall but does not have specific dates yet.

Board Chairman Bhakta stated as long as it falls under the Lodgers tax guidelines.

Virginia Marrujo stated that it does, it is actually an exception in procurement.

Bill Hendrickson asked if the \$1,500 is for two tables.

Virginia Marrujo responded yes. It includes food and drinks, just not the room.

Board Member Ortega-Angel asked in the event it is cancelled, we get refunded.

Virginia Marrujo stated yes and they might not take the money until they know they are going to have it.

Board member Ortega-Angel made a motion to approve the \$1,500 for the 2021-2022 top hat rewards.

Board member Garcia seconded the motion.

Motion passed.

3. Set Application Deadline Dates

Bill Hendrickson advised the board that is the proposed date to set it.

Montana Baca stated that if you want to approve funding in January, the deadline needs to be in November so that you are able to score the applications and get with the

marketing committee to help score them. Come January's meeting to approve funding based on the score. I was thinking that these applications can be for all events happening between January through June 2022.

Board Chairman Bhakta stated that come July there is a gap for funding.

Montana Baca stated that she was thinking of having applications due in November for January thru June and April for July thru December.

Bill Hendrickson stated that the goal is to get people to start thinking about their event early on so we are not cramming everything in a short amount of time.

Board Chairman Bhakta asked if they approve this deadline will it also include the Fiestas.

Bill Hendrickson stated that he recommends opening it up to anyone that has an event next year.

Board Chairman Bhakta agreed with Mr. Hendrickson and believes that would be better.

Board member Ortega-Angel asked if there would be flexibility to changing or amending applications done that advanced in the year.

Bill Hendrickson stated that we can be flexible to a certain point.

Board Chairman Bhakta asked if they would have two full months to score the applications.

Montana Baca responded yes because the month of November the Lodgers Tax board can come together to score them. In the month of December the marketing committee can review and score them. The lodgers tax board can review the scores from the marketing committee and decide the appropriate amount of funding to give.

Board Chairman Bhakta stated he wants the events to report back to the board how the event went.

Bill Hendrickson advised the board CCHP will be presented to council on the 18th. He will put them on the next agenda.

Board member Garcia made a motion to approve the November 1st deadline.

Board member Ortega-Angel seconded the motion.

Motion passed.

New and Other Business

1. Marketing Plan

Virginia Marrujo explained the website analytics. The marketing plan is in the final state of planning. The marketing committee will probably give the board the entire plan in the next meeting. A designer and interns may need to be hired to do specific projects.

Board Chairman Bhakta asked who will be in charge of the plan.

Board member Ortega-Angel stated it has been discussed and it would be the designer in charge of the plan.

Board Chairman Bhakta asked if the designer would be working with Virginia.

Virginia Marrujo responded that yes, her and the designer will be working together.

The board had some unanswered questions about the marketing plan.

Virginia Marrujo stated that she will have everything flushed out by the Lodgers tax meeting in October.

Adjournment

Board member Garcia made a motion to adjourn the meeting.

Board member Ortega-Angel seconded the motion.

Motion passed.

Meeting adjourned at 3:26 pm.



Board Chairman Bhakta



Date