



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
REGULAR CITY COUNCIL MEETING
October 20, 2021–Wednesday– 5:30 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 4:30 p.m. on October 20, 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. MAYOR’S APPOINTMENTS/REPORTS AND RECOGNITIONS/PROCLAMATIONS**
 - Proclamation for “Domestic Violence Awareness Month”

VIII. COUNCILORS' REPORTS

IX. POLICE CHIEF'S REPORT

X. FINANCE REPORT

XI. 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.

Scott Aaron, City Attorney 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.

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.

Mr. Elmo Baca 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, Las Vegas/San Miguel Chamber of Commerce and Animal Welfare Coalition and benefits the entire community of Las Vegas.

3. Discussion and decision on Charter amendments.

Scott Aaron, City Attorney 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 posed to the Las Vegas voters in the March 1, 2022 election.

XII. EXECUTIVE SESSION

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

XIII. 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



Antonio Salazar
Chief of Police



MONTHLY REPORT

September 2021

OPERATIONAL UPDATE(S):

I. Field Operations Division (Patrol) dates from September 01 thru September 30, 2021.

- A. 1460 Calls for service
- B. 15 Burglary calls
- C. 4 reports for Burglary
- D. 160 Traffic Citations
- E. 10 Non Traffic citations
- F. 0 Parking citations issued
- G. 17 Arrests made

II. Communications Division dates from September 01 thru September 30, 2021.

- A. 1409 calls for service
- B. 58 Animal Control
- C. 81 LV Fire
- D. 238 AMR medic calls

III. Information Division (Records) numbers only reflect items processed from September 01 thru September 30, 2021.

- A. 105 Offense Incident Reports entered
- B. 35 Traffic accident reports entered
- C. 170 Citations were entered
- D. 164 Customers attended



Antonio Salazar
Chief of Police



- E. 328 offense Incident and traffic accident reports scanned.
- F. 19 City of Las Vegas IPRA's Completed

Continuing work on destruction order for:

2004-2017 Citations

2005-2016 Incident reports

Miscellaneous documents

Grants update:

- Completed IPRA requests, entered citations and completed daily internal audits.
- Attended New Mexico Gang Task Force Meeting
- Completed and updated monthly missing OI/TA report
- Working on NIBRS Entries for Department of Public Safety and FBI

IV. Street Crimes- Investigations/Narcotics/Evidence Sections dates September 01 thru September 30, 2021.

Street Crimes Unit:

- A. 15 Assigned Cases
- B. 15 Self initiated cases
- C. 2 Arrests made
- D. 1 Missing person
- E. 0 Stolen vehicles recovered
- F. 2 Search warrants
- G. 13 Cases Closed



Antonio Salazar
Chief of Police



Evidence Seized by Agents/Investigations/Police Officers

- A. 1 grams of methamphetamine
- B. 0 gram of cocaine
- C. 0 gram of Crack cocaine
- D. 3 Fentanyl pills
- E. 0 firearms
- F. 58 Evidence cases
- G. 196 Evidence turned in
- H. 4 property released
- I. 102 cases at NMDPS lab
- J. 1 cases at NMRCFL
- K. 1 Firearm seized (patrol)
- L. 14.8 grams methamphetamine (patrol)
- M. 15 strips of suboxone (patrol)
- N. 14 IPRA request CD-R/DVD-R
- O. 1 gram Fentanyl
- P. 11 grams of marijuana

**Meetings and trainings attended by Street Crimes-
Investigations/Narcotics/Evidence Section**

- District Court
- Magistrate Court
- Safe house Interviews
- MDT Meetings
- SCU responded to 81 calls for service for month September 2021

V. Animal Control dates from September 01 thru September 30, 2021.

- A. 51 Calls for service
- B. 8 Citations issued
- C. 14 animals impounded
- D. 11 Notices given
- E. 7 Complied



Antonio Salazar
Chief of Police



Court Cases:

- A. 0 Resolved with fine
- B. 1 Resolved by dismissal/deferral
- C. 0 Unresolved / no show

VI. Training & Recruiting

Travel/Training:

- One (1) police personnel attended Response to Resistance training in Hobbs, NM on August 29, 2021 through September 03, 2021.
- One (1) police personnel attended Background Investigation training in Rio Rancho, NM on September 08, 2021 through September 10, 2021.
- Three (3) police personnel attended first line Supervisor training in Rio Rancho, NM on September 19, 2021 through September 24, 2021.
- The Chief of Police attended Future Police Chief training in Rio Rancho, NM on September 27, 2021 through October 01, 2021.
- Firearms Instructor held a firearms training for another agency (Cimarron PD) on September 27, 2021 through September 28, 2021.

Recruiting:

- Oral Interviews for Vacant Lieutenant Position were conducted in Chief's office on September 21, 2021
- Oral Interviews for Police Officer positions were conducted in the Police Department Training Room on September 29, 2021

Vacancies:

- A. 1 Lieutenant
- B. 2 Sergeant
- C. 9 Police Officers
- D. 1 Community Service Aide
- E. 1 Communication Manager
- F. 4 Communication Specialist (Dispatcher)
- G. 1 Information Specialist (records Clerk)
- H. 1 Administrative Assistant I
- I. 2 Animal Control

RECREATION DEPARTMENT-REVENUE COMPARISON
THRU SEPTEMBER 30, 2021 - 25% OF YEAR LAPSED 3 OF 12 MONTHS
FISCAL YEAR 2021

	A	B	C	D	E	F
	FY 2021 BUDGET	FY 2022 BUDGET	FY 2022 YTD - BUDGET	FY 2021 YTD - ACTUAL	FY 2022 YTD - ACTUAL	(E/B) % REV
WELLNESS CENTER	60,000	115,000	28,750	8,605	14,626	13%
OPEN SWIM	0	10,000	2,500	0	0	0%
YABL/ADULT BASKETBALL	5,000	16,500	4,125	0	0	0%
SUMMER FUN PROGRAM		60,000	15,000	0	0	0%
RECREATION-OTHER	14,000	266,500	66,625	0	0	0%
GEN FUND TRANSFER	325,000	420,686	105,172	81,218	105,129	25%
TOTAL	404,000	888,686	222,172	89,822	119,755	13%

RECREATION DEPARTMENT- EXPENDITURE COMPARISON
THRU SEPTEMBER 30, 2021 - 25% OF YEAR LAPSED 3 OF 12 MONTHS
FISCAL YEAR 2021

	A	B	C	D	E	F	H
	FY 2021 BUDGET	FY 2022 BUDGET	FY 2022 YTD - BUDGET	FY 2021 YTD - ACTUAL	FY 2022 YTD - ACTUAL	FY 2022 AVAIL. BAL.	(E/B) % BDGT
EMPLOYEE EXP.	335,450	556,903	139,226	74,763	46,788	510,115	8%
YABL/ADULT BASKETBALL	1,750	16,500	4,125	0	0	16,500	0%
OTHER OPERATING EXP.	49,650	104,350	26,088	11,365	9,995	94,355	10%
CAPITAL OUTLAY	2,800	6,000	1,500	2,524	0	6,000	0%
TOTAL	389,650	683,753	170,938	88,653	56,783	626,970	8%

Surplus to Date

62,972

GENERAL FUND REVENUE COMPARISON
THRU SEPTEMBER 30, 2021 25% OF YEAR LAPSED (3 of 12 months)
FISCAL YEAR 2022

	<u>Total Budget to Actual Comparison</u>					
	A	B	C	D	E	G
	FY 2021 BUDGET	FY 2022 BUDGET	FY 2022 YTD - BUDGET	FY 2021 YTD - ACTUAL	FY 2022 YTD - ACTUAL	FY 2020 (E/B) % REV
PROPERTY TAX	1,417,060	1,467,869	366,967	115,075	77,959	5%
GROSS RECEIPT TAX 1.225	3,058,351	3,550,000	887,500	1,025,804	1,052,102	30%
FRANCHISE TAX	750,000	750,000	187,500	179,428	178,115	24%
GROSS RECEIPT TAX .75	2,008,316	2,449,125	612,281	673,080	692,778	28%
1/8 INFRASTRUCTURE	318,763	372,000	93,000	106,852	12,370	3%
GRT .25 (JAN 2011)	877,561	1,060,000	265,000	292,991	298,095	28%
HOLD HARMLESS		250,000				
LICENSE & FEES	47,000	63,000	15,750	7,216	12,968	21%
INTERGOVERNMENTAL	71,500	71,500	17,875	14,171	20,618	29%
LOCAL-FINES	61,000	106,500	26,625	12,524	27,491	26%
LOCAL-MISC	1,798,485	1,687,776	421,944	429,687	498,924	30%
TOTAL	10,408,036	11,827,770	2,894,443	2,856,828	2,871,420	24%

(License& Fees-Business Licenses, Liquor Licenses and Building Permits,Development Fees)
(Local Fines- Court Fines, Library Fines, Traffic Safety Fines)

FISCAL YEAR 2022

	<u>Total Budget to Actual Comparison</u>						
	A	B	C	D	E	F	H
	FY 2021 BUDGET	FY 2022 BUDGET	FY 2022 YTD - BUDGET	FY 2021 YTD - ACTUAL	FY 2022 YTD - ACTUAL	FY 2022 AVAIL. BAL.	(E/B) % BDGT
JUDICIAL	297,043	343,535	85,884	60,988	65,367	278,168	19%
GOVERNING BODY	62,383	62,383	15,596	13,879	13,397	48,986	21%
MAYOR	97,561	171,068	42,767	18,876	18,473	152,595	11%
MANAGER	222,013	225,103	56,276	60,959	72,909	152,194	32%
MUNICIPAL CLERK	253,841	303,896	75,974	57,519	63,863	240,033	21%
CITY ATTORNEY	226,928	233,815	58,454	46,860	50,311	183,504	22%
PERSONNEL/HR	320,034	365,536	91,384	51,395	53,037	312,499	15%
FINANCE	537,566	645,125	161,281	118,687	124,307	520,818	19%
COMMUNITY DEV.	557,227	713,041	178,260	101,278	155,268	557,773	22%
POLICE	3,919,102	4,322,569	1,080,642	840,789	839,396	3,483,173	19%
CODE ENFORCEMENT	80,817	9,900	2,475	5,955	552	9,348	6%
ANIMAL SHELTER	146,450	262,440	65,610	35,150	48,726	213,714	19%
FIRE	1,446,316	1,580,346	395,087	295,884	328,793	1,251,553	21%
PUBLIC WORKS/AIRPORT	479,693	752,780	188,195	86,623	269,922	482,858	36%
PARKS	440,992	518,137	129,534	92,182	104,722	413,415	20%
LIBRARY	188,488	279,282	69,821	47,452	58,942	220,340	21%
MUSEUM	148,881	182,772	45,693	25,675	25,255	157,517	14%
GENERAL SERVICES	1,867,349	1,990,349	497,587	323,917	269,474	1,720,875	14%
TRANSFERS	994,991	917,352	229,338	248,681	229,279	688,073	25%
TOTAL	12,287,675	13,879,429	3,469,857	2,532,747	2,791,993	11,087,436	20%

Surplus to Date

79,427.00

ENTERPRISE FUNDS-REVENUE COMPARISON
THRU SEPTEMBER 30, 2021 25% YEAR LAPSED (3 of 12 months)
FISCAL YEAR 2021

	<u>Total Budget to Actual Comparison</u>					
	A	B	C	D	E	G (E/B) %
	FY 2021 BUDGET	FY 2022 BUDGET	FY 2022 YTD - BUDGET	FY 2021 YTD - ACTUAL	FY 2022 YTD - ACTUAL	BUDGET
WASTE WATER (610)	3,143,800	3,141,800	785,450	752,663	844,812	27%
NATURAL GAS (620)	5,036,000	5,436,000	1,359,000	486,228	517,762	10%
SOLID WASTE (630)	3,394,107	3,405,400	851,350	874,370	836,358	25%
WATER (640)	5,172,720	5,176,220	1,294,055	1,488,317	1,379,923	27%
<i>Total of Enterprise Funds</i>	16,746,627	17,159,420	4,289,855	3,601,579	3,578,855	21%

ENTERPRISE FUNDS-EXPENDITURES COMPARISON
THRU SEPTEMBER 30, 2021 25% YEAR LAPSED (3 of 12 months)
FISCAL YEAR 2021

	<u>Total Budget to Actual Comparison</u>						
	A	B	C	D	E	F	H
	FY 2021 BUDGET	FY 2022 BUDGET	FY 2022 YTD - BUDGET	FY 2021 YTD - ACTUAL	FY 2022 YTD - ACTUAL	FY 2022 AVAIL. BAL.	(E/B) % BUDGET
WASTE WATER(610)	3,225,006	3,289,814	822,454	645,054	589,538	2,700,276	18%
NATURAL GAS (620)	6,084,827	6,203,037	1,550,759	618,732	638,000	5,565,037	10%
SOLID WASTE (630)	4,205,030	3,853,165	963,291	848,135	747,964	3,105,201	19%
WATER (640)	5,645,564	5,371,579	1,342,895	1,030,282	955,619	4,415,960	18%
Total of Enterprise Funds	19,160,427	18,717,595	4,679,399	3,142,203	2,931,121	15,786,474	16%

Surplus to Date 647,734.00

LODGERS TAX PROMOTION - REVENUE COMPARISON
THRU SEPTEMBER 30, 2021 - 25% OF YEAR LAPSED 3 OF 12 MONTHS
FISCAL YEAR 2021

	A	B	C	D	E	G (E/B)
	FY 2021 BUDGET	FY 2022 BUDGET	FY 2022 YTD - BUDGET	FY 2021 YTD - ACTUAL	FY 2022 YTD - ACTUAL	% REV
LODGER'S TAX PROMO	89,600	376,000	94,000	74,980	140,970	37%
LODGER'S TAX - INFRASTRUCTURE	22,400	94,000	23,500	18,745	35,242	37%
TOTAL	112,000	470,000	117,500	93,725	176,212	37%

LODGERS TAX PROMOTION - EXPENDITURE COMPARISON
THRU SEPTEMBER 30, 2021 - 25% OF YEAR LAPSED 3 OF 12 MONTHS
FISCAL YEAR 2021

	A	B	C	D	E	F	H (E/B) % BDGT #DIV/0!
	FY 2021 BUDGET	FY 2022 BUDGET	FY 2022 YTD - BUDGET	FY 2021 YTD - ACTUAL	FY 2022 YTD - ACTUAL	FY 2022 AVAIL. BAL.	
EMPLOYEE EXP.	2,320	0	0	2,873	0	0	
OPERATING EXPENSES	4,600	13,000	3,250	1,508	2,230	10,770	17%
PUBLICATIONS & ADVERT	65,000	334,000	83,500	841	52,379	281,621	16%
CONTRACTUAL SERVICES	100,000	20,000	5,000	7,134	0	20,000	0%
CAPITAL OUTLAY	8,400	97,900	24,475	0	0	97,900	0%
TRANSFERS	40,002	40,000	10,000	9,998	9,996	30,004	25%
TOTAL	220,322	504,900	126,225	22,354	64,605	440,295	13%

Surplus to Date 111,607



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

Meeting Date: October 20, 2021

Date Submitted: 10/14/21

Department: City Attorney

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

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.

Fiscal Impact: Cost for codification

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.

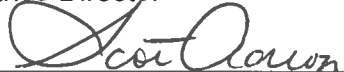
Approved For Submittal By:



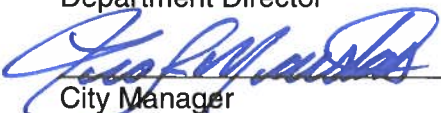
Department Director

Reviewed By:

Finance Director



City Attorney (Approved as to Form)



City Manager

**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 REGULAR
COUNCIL MEETING AGENDA REQUEST FORM**

Meeting Date: October 20, 2021

Date Submitted: 10/15/21

Department:

Item/Topic: 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.

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: \$24,134.00 to LodgersTax 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 _____

15 October 2021

TO: Honorable Mayor and City Councilors
RE: Emergency Lodgers Tax Application

This emergency application is being delivered directly to you. It was completed after the deadline for the finalized agenda of last week's LTAB meeting because we were not in possession of all advertising proposals to complete our attached budget.

The Chair of the LTAB is aware of this application. By law the City Council can act on behalf of the LTAB and concur or override their decisions.

The reasons for this emergency application are these:

- The timeline for the completion of the Plaza-Bridge Street road and utilities improvements is uncertain.
- Currently there is no marketing plan in place to promote Las Vegas for the upcoming holidays.
- Advertising must be put in place now to be effective and timely.
- Sales and foot traffic are significantly down; some businesses are in danger of closing their doors.
- This holiday marketing campaign will be create economic benefits City-wide.

We ask you to favorably consider this application with the understanding that this marketing campaign is designed to help mitigate the negative effects of 4th quarter construction and a second year of Covid-19 on the 50+ businesses in the historic Old Town commercial district which is a financial and cultural asset to the City of Las Vegas.

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

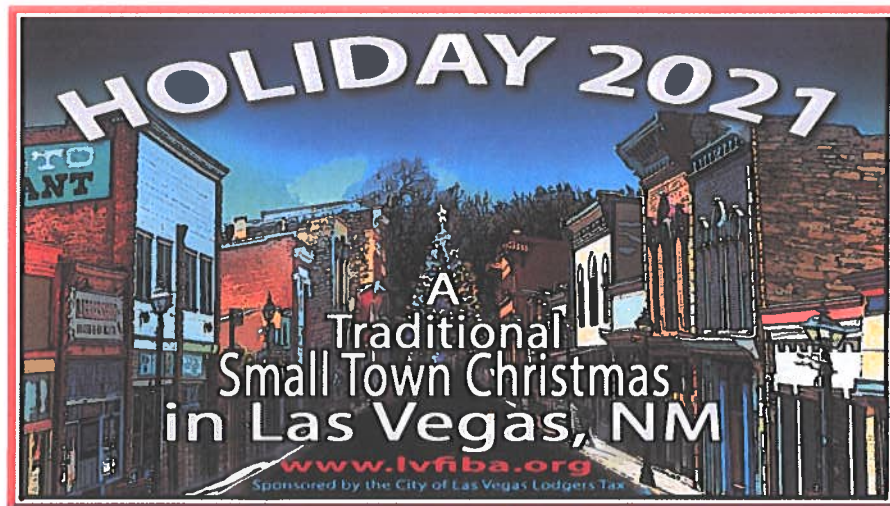
PART I: PROJECT INFORMATION

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 53 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.

Event Name:

“Holiday 2021...A Traditional Small Town Christmas in Las Vegas, NM”



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

Start Date: **October 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 to the entire City of Las Vegas will be positively affected by holiday advertising, promotion and events.

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.)

The only and best measure of sales, of course, in the Gross Receipts Tax collections and Lodgers Tax Collections compared with previous years. This data is collected by the City of Las Vegas Finance Director. Lodgers in Las Vegas, NM should partner with organizations hosting events to provide lodging nights associated with said events as Lodgers are the best source of “heads in beds”.

What amount of funding are you requesting? ■ \$0 - \$2,500 ■ \$2,501 - \$5,000
*Please give the exact amount of funding you are requesting. **\$24,134***

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 previous years and presently, (LVFIBA) has produced and marketed campaigns such as billboards, Las Vegas/San Miguel Visitors Guide and Fridays Al Fresco.

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 -- Christmas Crier/Holiday Howdy newsletter distributed in LV (LVFIBA)
November 6 -- Art Bark (Animal Welfare Coalition)
November 14 -- Turkey Trot 5 K Run (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)
December 15 -- Mini Christmas Tree Cash Mob (MSLV) Virtual Facebook
December 19 -- Gingerbread Cookie Contest in Plaza Hotel Library (LVAC)

Additional Cash Mob events will take place in Old Town Businesses (MSLV/LVFIBA) Virtual Facebook (Dates TBD) November 17 – December 21)

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 focus on the City of Las Vegas; travelers, heritage tourists and visitors are attracted to Las Vegas for our history, architecture and cultural attractions resulting in a unique small-town shopping, dining and lodging experience.

TOTAL COST OF EVENT: \$ 32 434
TOTAL MATCH: - 8,300
THIS REQUEST: \$ 24,134

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?

Las Vegas offers a variety of shopping experiences including the food experience, unique gift and antiques shopping, artists' studios, theatre, coupled with the opportunity to stay in our historic hotels. Holiday shoppers are looking for authentic experiences combined with shopping, and Las Vegas offers both, beyond what can be covered in one day, necessitating stayover.

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

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.)

This question can only be answered by City of Las Vegas Lodgers Tax Advisory Board using data collected by the lodgers in Las Vegas and provided by the City Finance Director.

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 \$40 each at local independent businesses. This was only a fraction of total holiday shoppers.

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

As referenced above, folks (local, travelers, other New Mexicans) looking to enjoy an authentic small-town atmosphere with unique shopping, dining and lodging offerings in an historic town unlike their own hometowns.

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 a unique holiday small-town shopping, dining and lodging experience with events and promotions for families.

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

Heritage tourists and visitors are especially attracted to Las Vegas for our unique architecture and cultural attractions for a unique small-town shopping, dining, and lodging experience.

- 3.2. 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.)

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.

Christmas Crier/Holiday Howdy Newsletter	\$ 750
LVFIBA cost for Over the Back Fence on KLVF	850
Cash Prizes from LVFIBA for "Cross the Bridge"	1,700
In Kind donations of Christmas trees	300
In Kind donations for contest winners	500
Donated (gift certificates or other prizes for The Gingerbread Cookie Contest, Ugly Christmas Sweater Contest and Turkey Trot	TBD

*Volunteer hours to plan this campaign	<u>4,200</u>
TOTAL MATCH	\$ 8,300

*Volunteer hours expended to plan this campaign and events include 7 volunteers spending a total of 30 hours each @\$20 per hour = \$4,200. This campaign was planned by: Nancy Colalillo (Paper Trail), Meredith Britt (El Zocalo), Susie Tsyitee (Las Vegas Arts Council), Michael Peranteau (MainStreet de Las Vegas), Cindy Collins (volunteer), Elmo Baca (Indigo Theater) and Marshall Poole (Animal Welfare Coalition) spending approximately 30 hours each at \$20 per hour = \$4,200

SECTION D TOTAL POINTS 10 Points Max.	
Evaluator Use Only	

5. Marketing Plan (10 Point Value)

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

***Print media in Albuquerque, Santa Fe and Northern New Mexico**

***Radio ads in Albuquerque, Santa Fe, Northern New Mexico, West Texas and Southern Colorado.**

***Social Media on Facebook and ads boosted in targeted areas of Northern New Mexico, West Texas and the entire USA.**

Please note that ALL advertising 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 53 BUSINESSES DIRECTLY AFFECTED BY STREET CONSTRUCTION AND LETTERS OF SUPPORT

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 VEST 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 THECITY 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: _____

**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

140 Bridge Street • PO Box 2603
www.lasvegasartscouncil.org



Las Vegas, NM 87701 • (505) 425-1085
lvac@lasvegasartscouncil.org

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



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



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)

Description	THIS REQUEST	MATCH
SIGNAGE		
1 Banner for Bridge Steet 5' x 30' mesh fabric	\$ 500	
1 Banner for balcony of Plaza Antiques3' x 10'	\$ 140	
Rope for banners	\$ 30	
Graphic Design for Logo by K.Dawne Holmes	\$ <u>500</u>	
TOTAL SIGNAGE COST	\$ 1,170	
PRINT ADS		
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 every Friday 1/4 page	\$ 450	
Taos News FOR 8 Thursdays	\$ 2,778	
WinterLife Magazine	\$ 677	
Las Vegas Optic	\$ 500	
Holiday Howdy 1,000 copies @ \$.75 ea	—	\$ 750
TOTAL PRINT COST	\$ 10,364	\$ 750
RADIO		
KENW Portales (Eastern New Mexico and West Texas)	\$ 1,500	
KANW (NM Public Radio (Alb, Santa Fe, Los Alamos)	\$ 1,000	
KBAC (includes KLBU, and QBASanta Fe)	\$ 1,500	
KRCCC (Southern Colorado Public Radio	\$ 1,000	
KTAO (CO, Taos, Eagle Nest, Cimarron, Angel Fire, Los Alamos, Espanola	\$ 1,000	
KRTN (Raton)	\$ 1,000	
KNCE (Taos, Ojo Caliente, Taos Ski Valley	\$ 1,000	
KNMX (Las Vegas, Santa Fe & Northern New Mexico)	\$ 1,000	
KLVF/KFUN (Las Vegas) - 2 months @ \$425 per month	\$ <u>1,000</u>	\$ 850
TOTAL RADIO	\$ 10,000	\$ 850
SOCIAL MEDIA/CASH MOB		
Facebook targeted ads by LVFIBA, MSLV and LVAC	\$ 2,000	
Cash Mob promotion EVENT (videographer)	\$ <u>600</u>	
TOTAL SOCIAL MEDIA	\$ 2,600	
In Kind donation from LVFIBA in cash prizes for Cross the Bridge		\$ 1,700
in Kind donation from 7 volunteers spending 30 hours @\$20 p/h		\$ 4,200
In Kind donations of Christmas trees		\$ 300
In Kind donations for contest winners		\$ 500
TOTAL	\$ <u>24,134</u>	\$ <u>8,300</u>



CITY OF LAS VEGAS
COUNCIL REGULAR MEETING AGENDA REQUEST FORM

Meeting Date: October 20, 2021

Date Submitted: 10/12/2021

Department: City Attorney

Item/Topic: Discussion and decision on Charter amendments.

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 posed to the Las Vegas voters in the March 1, 2022 election.

Fiscal Impact: Election costs

Attachments:

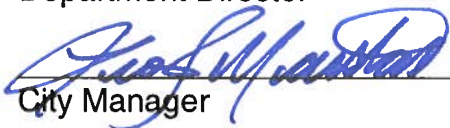
THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY CLERK'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.

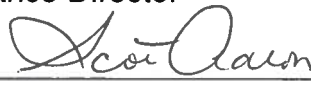
Approved For Submittal By:

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 _____