



City of Las Vegas

1700 N. Grand Avenue | Las Vegas, NM 87701 | T 505.454.1401 | lasvegasnm.gov

Mayor Louie A. Trujillo

LODGERS TAX ADVISORY BOARD SPECIAL MEETING

GOOGLE MEET VIDEO

Tuesday December 8, 2020, 2:00 PM

AGENDA

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF MINUTES
 - a. 10/13/2020
- IV. APPROVAL OF AGENDA
- V. FINANCE REPORT
 - a. Bill Hendrickson
- VI. PUBLIC INPUT
- VII. AGENDA
 - a. Nominate a Vice Chair
 - b. Project Update
 1. EDA Grant
 - c. Approval/Disapproval
 1. roll over the \$63,154.00 for NM True Advertising Grant
 2. roll over the \$26,000.00 for the Visitor Guide
 - d. Approval/Disapproval
 1. RFP Marketing Plan Proposal
 - e. Approval/Disapproval

David Ulibarri
Councilor Ward 1

Michael L. Montoya
Councilor Ward 2

Elaine Rodriguez
Councilor Ward 3

David G. Romero
Councilor Ward 4



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1. \$30,000.00 COVID 19 Marketing Campaign (Virginia Marrujo)

VIII. DISCUSSION ITEMS

- a. Procedure for event funding
- b. New Marketing Committee
- c. LVFIB Billboards on I-40 (Near Santa Rosa)

IX. NEW AND OTHER BUSINESS

X. ADJOURNMENT