

**MINUTES OF THE CITY OF LAS VEGAS CITY COUNCIL JOINT WORK SESSION WITH
LODGER'S TAX BOARD HELD ON MONDAY, MARCH 6, 2023 AT 5:30 P.M. IN THE
CITY COUNCIL CHAMBERS.**

MAYOR: Louie A. Trujillo

COUNCILORS: David G. Romero
Barbara Casey
Michael L. Montoya
David Ulibarri

LODGERS TAX BOARD: Krutik Bhakta
Matt Martinez
Georgina Ortega-Angel
Helen Strader

ALSO PRESENT: Leo Maestas, City Manager
Casandra Fresquez, City Clerk
Antonio Salazar, Sergeant at Arms

CALL TO ORDER

Mayor Trujillo called the meeting to order at 5:30 pm.

ROLL CALL

PLEDGE OF ALLEGIANCE

MOMENT OF SILENCE

Mayor Trujillo asked for a moment of silence for the Marquez family and for David James Marquez who passed away.

Councilor Montoya also asked for a moment of silence for Ramon Chris Martinez who also passed away and to keep his family in our prayers.

APPROVAL OF AGENDA

Councilor Montoya made a motion to approve the agenda as presented. Councilor Ulibarri seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

| | | | |
|--------------------|-----|-----------------|-----|
| Barbara Casey | Yes | David G. Romero | Yes |
| Michael L. Montoya | Yes | David Ulibarri | Yes |

City Clerk Fresquez advised the motion carried.

PUBLIC INPUT

There was no public input

APPROVAL OF MINUTES

Councilor Casey made a motion to approve the minutes from February 8, 2023 and February 15, 2023. Councilor Romero seconded the motion. Mayor Trujillo asked for roll call. Roll Call Vote was taken and reflected the following:

| | | | |
|--------------------|-----|----------------|-----|
| Michael L. Montoya | Yes | David Ulibarri | Yes |
| Barbara Casey | Yes | David G Romero | Yes |

City Clerk Fresquez advised the motion carried.

DISCUSSION ITEMS

1. Lodger's Tax Funding.

Mayor Trujillo discussed wanting to use the Lodgers Tax monies which is a revolving fund and wanting to think as a team as to how the monies should be spent. Mayor Trujillo advised they would appoint three vacant Lodgers Tax Board positions as soon as possible. Mayor Trujillo advised he wants the process to become easier and would like to have a community meeting at some point for

community members to contribute ideas on the use of Lodgers Tax monies. Mayor Trujillo advised a portion of Lodgers Tax monies can be used on infrastructure and some for marketing. Mayor Trujillo discussed an audit being done to make sure people are paying Lodgers Tax accordingly.

Mr. Cori Strife with NM Local Government Law introduced himself.

City Manager Maestas discussed the following;

- Total Lodgers Tax funds (Allowable uses)
 - Marketing & Advertising 60% (\$638,646.79)
 - Sunny505 \$270,000
 - NMTrue FY24 \$100,000
 - Post-Fire NMTrue Offer \$15,000
 - Tourism Infrastructure 20% (\$212,882.26)
 - Solid Waste, Public Works, Public Safety overtime in support of Tourism activity 20% (\$212,882.26)

Mayor Trujillo asked that there be several community meetings done by Sunny505 to discuss marketing strategies.

City Manager Maestas discussed Sunny505 and advised they are highly regarded from across the state and have done a lot of work for the state tourism department.

Discussion took place regarding Sunny505 scope of work, when the contract would be taken to council for approval, the need for tourism, making sure that the deliverables and assets belong to the City of Las Vegas once they are done with the marketing company and to see what year two would look like.

City Manager Maestas discussed the scope of work from Sunny505 that was in the RFP, rebranding, community meetings, distribution of the visitors guide using a digital format, and website redesign.

A lengthy discussion took place regarding analytics of the website, the quality of the webpage, the cap amount for marketing events, issues in the past regarding

monies being spent, ideas to track people attending events and the application process for Lodgers Tax.

Councilor Montoya asked about the overtime for Solid Waste, Public Works, Public Safety in the amount of \$212,882.26.

City Manager Maestas advised that is the amount that can be used and they had put \$150,000 in the budget last year.

Councilor Montoya asked if the amount of \$212,882.26 for Tourism Infrastructure is what's available.

City Manager Maestas advised yes.

Councilor Montoya requested to set aside \$80,000 to build public restrooms by the Arts Council building. Councilor Montoya also discussed an archway into Las Vegas on highway 104 and highway 518.

Mayor Trujillo discussed sports tournaments that would bring in tourists by investing \$100,000 in Rodriguez Park.

Lodgers Tax Chairman Bhakta discussed the need for more tourism projects.

Mayor Trujillo advised he also would like to invest in public art in public places.

Cindy Collins discussed the public restroom in the E. Romero Fire Museum.

Councilor Ulibarri discussed the need for more RV parks.

Lodgers Tax Chairman Bhakta discussed the justification to use Lodgers Tax monies for public restrooms and how that promotes tourism.

Georgina Ortega-Angel advised she liked the idea of a Police Substation and creating more parking for events.

Discussion took place regarding the Metropolitan Redevelopment Act that is incorporated into the City's Comprehensive Master Plan, a Police Substation at the

old Legion school, creating a permanent multifunctional facility for all events and the need for a Community Development Director.

Councilor Casey discussed making sure they have enough money for other organizations as well before spending all the Lodger's Tax monies.

Lodgers Tax Chairman Bhakta advised the money is there and they would need to figure out the total budget and figure out how much will be spent. Lodgers Tax Chairman Bhakta discussed the importance of deliverables and the monies being spent correctly. Lodgers Tax Chairman Bhakta discussed the infrastructure application not having a cap amount on it.

Councilor Montoya discussed when the cap amount changed from \$2,500 to \$5,000 for the Events application and the Infrastructure application not having a cap amount. Councilor Montoya thanked the Lodger's Tax Board for all they've done.

Finance Director Tasha Martinez discussed the recommendation of interns in the IT department.

Mayor Trujillo advised he wants it to be an easy process and the monies to be spent.

Councilor Romero suggested advertising to the public for their input.

Mayor Trujillo discussed Sunny505 having public meetings with the public and merchants so they can give their input on how Las Vegas should be marketed.

Discussion took place regarding how to bring people to Las Vegas when attending the Balloon Fiesta.

Mayor Trujillo advised if anyone knows of someone who would want to apply for the Community Development Director position to send them to the City.

EXECUTIVE SESSION

There was no need for executive session.

ADJOURN

Councilor Casey made a motion to adjourn. Councilor Montoya seconded the motion. All were in favor.


City Clerk Fresquez advised the motion carried.

Meeting adjourned at 7:20 pm.



Mayor Louie A. Trujillo

ATTEST:



Casandra Fresquez, City Clerk