

**Lodgers' Tax Advisory Board
Special Meeting
Video Conference
1700 N. Grand Avenue Las Vegas NM, 87701
Tuesday May 12, 2020 2:00 pm**

Call to Order:

Board Chairman Bhakta called the meeting to order at 2:04 pm.

Roll Call:

Present:

Krutik Bhakta
Allan Affeldt
Gabe Garcia
Shawna Sandoval

Absent:

Georgina Ortega-Angel (2:20 pm)

Approval of Agenda:

Chuck Griego advised the Board of the applications withdrawn, item #1, item #2, and item #11.

Board Member Affeldt made a motion to approve the agenda with corrections.

Board Member Garcia seconded the motion.

Motion passed.

Approval of Minutes (March 10, 2020):

Board Member Affeldt made a motion to approve the minutes as presented.

Board Member Garcia seconded the motion.

Motion passed.

Finance Report:

Bill Hendrickson addressed the board and informed them of the remaining balance for the 2019-2020. Remaining balance \$155,966.51. See finance report for breakdown.

Las Vegas Recovery due to COVID-19:

Board Chairman Bhakta discussed the loss of revenues per COVID-19.

City Manager Taylor asked what the normal occupancy rate for hotels are.

Board Chairman Bhakta responded 60%

Board Member Affeldt agrees, recovery will be slow. No state is meeting the CDC criteria.

Board Chairman Bhakta stated planning, this year is gone.

Board Member Affeldt made a motion to increase the infrastructure reserve from 10% to 25%.

Board Member Ortega-Angel entered the meeting late. She asked for a review on what has been discussed.

Roll call vote was taken for Board Member Affeldt motion:

Allan Affeldt- Yes increase

Gabe Garcia- Yes increase

Shawna Sandoval- Yes increase

Georgina Ortega-Angel- Abstained because she was not present when it was discussed.

Motion passed, Member Ortega-Angel abstained.

Board Chairman Bhakta stated that they should plan for 2021. He asked for overall thoughts from the board.

Board Member Garcia asked if they saved or used to pre-plan.

Board Member Ortega-Angel stated she believes they need to be cautious of safety, because the hospital cannot handle a huge outbreak. It is hard on families right now and also people are not wearing masks.

Bill Hendrickson advised the Board raising the infrastructure percent to 25 will bring down the total budget to \$130,000.00. Fiestas and Biker Rally would have to be canceled. Use ideas for events like a coming out party. Recommend media digital ads a two to one monies marketing community.

Wid Slick stated the deadline for New Mexico True grant is May 22, 2020. There is just enough time to recommend to the City Council to try and secure \$90,000 from the grant.

Board Member Affeldt said the entire state is in freefall. Do research on infrastructure. Find out ways to do events with people staying in their cars.

Board Chairman asked if it was feasible to move events around instead of canceling. New Mexico has done a good job compared to other states. Right now Amarillo is a hotspot and people are traveling.

Board Member Garcia stated there would have to be restrictions where people can touch, and would require face masks.

Board Member Affeldt stated they need to decide on funding not if the event can be held.

Board Chairman Bhakta stated he had to remove all items from the hotels that multiple people can touch. They need to focus on reorienting to a digital campaign. He brought up how Frank Beurskens is working on an app.

Elmo Baca asked how to do digital ads to generate funds.

Frank Beurskens answered "paywalls".

Virginia Marrujo stated 60,000 people viewed the Mariachi page when she launched it.

Elmo Baca stated NMHU and schools have digital content.

Virginia Marrujo stated the Tourism Department advises to have digital ads.

Agenda:

1. Presentation: Friends of the Las Vegas Museum & Rough Rider Memorial Collection
Withdrew application
2. Presentation: CCHP-Places with a past Historic Homes and Building Tour
Withdrew application
3. Presentation: Las Vegas/San Miguel Film Council

The film council came together last August made up of a few business owners. There are about seven members. Elmo Baca spoke about what the original proposal to Lodgers Tax was. Due to COVID the film festival may not happen. The new proposal is to get some support for infrastructure, film tourism. He wants to revise and place back in print a film tourism brochure. He also wants the City's film tourism website published. He wants money to invest in billboard vinyls with film tourism messaging on them for the summer and fall to brand Las Vegas film tourism destination. The film counsel would like support for the Las Vegas Film Tourism Facebook page. It will be about \$7,000 to fulfil all those requests.

Board Chairman Bhakta asked if they can do it digitally or does it have to be on paper. He brought up how the brochure won't be able to get delivered and print is not cheap. He wants to maximize online printing.

Board Member Sandoval asked what if it could be a package deal.

Board Member Affeldt agrees with the Board Chairman about not being able to print, but he also added how people like to have something in their hands when they walk around.

Board Member Sandoval asked if it was feasible

4. Presentation: Las Vegas Arts Council

The event is August 29th so it is almost three months away. The shows are being placed on-line and they can advertise those shows internationally. Susan Tsyitee would have to know if it is going to be more digital than print. The ultimate goal is to get heads in beds and to get people to fall in love with Las Vegas.

Board Member Affeldt asked if they still wanted to have the event.

Susan responded yes because it is outdoors and people can be socially distant, but first the City will have to approve the permit. If not then it cannot happen.

Board Chairman Bhakta asked Bill if the City was going to give out permits for events.

Bill Hendrickson stated they have not discussed this event yet. The furthest was through July they will have to comply with the Governors orders on events and also figure out a way for crowd control.

Board Chairman Bhakta stated they would have to make adjustments since packets have been submitted.

Board Member Affeldt stated there are only a few that can proceed.

5. Presentation: Rough Rider Motorcycle Rally Committee

Withdrew application

6. Hermit's Peak Watershed Alliance/Gallinas River Park Collaboration

Director Lea Kanutsun, from the watershed alliance and representative for Gallinas River Park Coalition. A infrastructure request was submitted to install 8 park benches in the Gallinas water park as well as add one new interpreter sign. The entire project will total six million dollars to complete.

Board Member Sandoval asked about the six million dollar allocation not covering the park benches.

Lea responded the six million dollars is not an allocation as an estimated budget and the park benches are certainly part of that.

Bill Hendrickson stated the infrastructure budget is about \$16,007.00 with the new reserve.

Board Chairman Bhakta stated, going forward we will have to decide how we'd like to proceed because there are other infrastructure requests and we do not have the budget for everything.

Michael Peranteau stated that the eight or however many park benches would be approved would be nice because people are using the River Park right now.

7. Presentation: E. Romero Firehouse and Acequia Museum

Bob Missler stated they are continuing with the E. Romero Museum project. It started back in 2009 with the Main Street initiative it went through a number of iterations of the funding and the New Mexico Fire Protection Grant, PNM, Lodgers' Tax, the National Trust and the New Mexico legislative Council has invested in it and so far there has been \$400,000 the community and outside entities have put in. They are coming to closure with it. There are some specific items that have been identified, high resolution scanning for all the media that will be required in the museum, photo documentation as a slideshow, artifacts preparation not only for the exhibit but also for preservation and a bit more design work. It is a \$15,000.00 infrastructure request.

Board Chairman Bhakta stated to Bob Mishler if they can do smaller portions of what is being asked for.

Bob Mishler responded that certainly can happen.

8. Presentation: Las Vegas CCHP Connect Las Vegas Mobile Guide to Historic Sites

Frank Beurskens explains the mobile app. The connect Las Vegas is designed to create a mobile application in an infrastructure that can provide a single source of visitor orientated information that is easily accessible on a phone that is specific about what you can see, where you find it, and how to get there, relative to any historic site, movie site, or historical cultural site. Having it available all-in-one simple-to-use platform. It is designed specifically for tourism or a visitor walking through town. The app's analytics are extensive so we know how long you were on the page, if you bought the ticket, we now have your email address, we had your phone number, we know where you came from, it provides information, this is an example if we had this set up ahead in time what we could offer a virtual home tour. The application will give me walking and driving directions from any site that is listed in the application.

Board Chairman Bhakta asked if they can add an interactive brochure with GPS.

Frank Beurskens stated the request is to pay the one-time setup license and then an annual license fee.

Board Chairman asked Bill what he thinks about the City having the license right.

Bill Hendrickson advised the Board Chairman that it had been discussed.

Frank Beurskens stated since he is the president of CCHP he is responsible for the maintenance and content, but that can change later in time.

City Manager Taylor advised he would like the City Attorney to be involved, so there can be guidance on this.

Frank Beurskens believes it should belong in the City, so that everybody has access to it.

City Attorney Aaron stated if anyone knows about a city that has done an application like this, to let him know and he will contact that municipality to find out what kind of contracts, agreements of governing rules are in place.

9. Presentation: City Tourism and Film Website

Virginia Marrujo stated this is the tourism website visitlasvegasnm.com that we've been using throughout the last few years, with New Mexico true and any other type of marketing. The quote on the application should be for two years. The website has grown from a 0-100 dollar value on it to \$80,000 value on it as of today.

Board Chairman Bhakta asked how the amount value was placed on the website.

Virginia Marrujo explained the analytics on how she received that amount.

Board Chairman Bhakta asked for monthly reports on the website for the quarterly meetings.

10. Presentation: Marketing Software

Virginia Marrujo stated the amount on the application is for the full price for the Adobe Suite Software that is used. It takes care of the billboards, graphics, anything needed for the website, letterhead, brochures, majority of the creatives or on the software.

Board Chairman asked if the license for the software is for as many computers for the City or only one.

Virginia Marrujo stated it is for the city and it comes with two licenses (computers that can be used).

Board Chairman Bhakta asked who helps with design.

Virginia Marrujo responded the entity is responsible for its own design unless a partnership with an assisting entity involved.

Board Chairman Bhakta would like to see local groups helping with the design.

Bill Hendrickson advised Board Chairman about his concern regarding getting groups in to assist.

11. Presentation: ABQ Journal Advertising and Marketing Las Vegas Events

Withdrew Application

12. Presentation: LVFIBA Highway Billboard Advertising

Wid Slick stated the billboards Las Vegas First are at an incredibly good lease rate. There are five billboards North and South Town. One is on NM HWY 518 and then going north towards Raton and the city's been contracting with Las Vegas 1st with these boards for several years now and we don't want to lose those lease rates. I think we have on the present contract between the City and "Las Vegas First" they have about 2-3 months covered. Wid stated the item could come back for the next special meeting or the July regular meeting.

Virginia Marrujo advised to keep in mind the new fiscal year is coming up.

Board Chairman asked what the total amount of the contract was.

Virginia Marrujo stated the quote received for the current year are five billboards with complete creative control. This one is about \$15,400 for the billboards and about \$15,000 for three vinyl changes on them. It is about \$30,400 for the entire year.

Board Chairman Bhakta reiterated if it was our own design with no guidelines.

Wid Slick/Virginia Marrujo responded yes correct.

Board Chairman Bhakta stated it is a great purchase to have them because more people will be driving than flying.

Virginia Marrujo stated two are local and three from Lamar.

Board Member Affeldt asked if the board could review the packages before order.

Board Member Garcia asked how long the ads are up for and can they be customized for what we are going through.

Virginia Marrujo advised they can stay for as long as they want.

Board Chairman asked Virginia to find out if a vinyl change could be shaved off from the contract with Lamar to save a little bit of money.

13. Presentation: LVFIBA NM True Advertising

Wid Slick stated generally New Mexico true advertising is a partnership with New Mexico tourism that Las Vegas has had for 6 years now. It is running from \$80,000.00 to a hundred and something thousand a year, half from the city and half from tourism. Tourism basically has paused all advertising until they feel it is safe for traveling so no advertisements are getting funded.

- We were supposed to have a month of digital billboards at the Albuquerque airport
- Two months Pandora Radio this April and May
- The grant contract with tourism sets up the media that we get the advertising from and they would share the cost of advertising in but it does not set the content about advertising.
 - That could be done by turning it over to Virginia
 - By setting up a special committee.

The third point is because of COVID the tourism has upped the ante to try and help communities like us recover after tourism from start again. Virginia mentioned it before they got packages together that they will pay 2/3 if we pay 1/3 and they've thrown out a \$8,500 package that they're going to pay 100% on.

- The next thing is that the tourism NM true program that we are sort of looking at as well over 85% digital and tourism is done with these recovery packages. They are 100% digital so they're putting advertising on Facebook, TripAdvisor, a couple of other things that target our particular market.

Grant deadline for fiscal 21 starting in July is next Friday(May 22nd). The request is that the City put \$63,000 for the match. With the rollover and all the extras that generates about \$110,000 of leverage for additional advertising.

Chuck asked if it would be \$63,154

Bill Hendrickson asked why wouldn't that generate another \$120,000.00

Wid Slick stated because it's leveraged the grant tourism will do which is 1 to 1 (\$63,000) but some of their recovery packages are 2 to 1 so the \$8,500 Google analysis is in there and also the counting of money from New Mexico true advertisement. That is why it comes out to over 100,000 in leveraged money for the 63,000

Board Chairman asked if they are tied to how the money gets spent.

Wid Slick responded you are tied to do the advertising within their guidelines. They do not deal with the content that we advertise.

Virginia Marrujo advised the Board Chairman there is a selection you can choose from and Wid has a selection committee together to make the choices.

Board Chairman Bhakta stated he would like the board to be involved in the selection process.

Wid Slick advised that they do have one week to review the choices before the proposal has to be submitted.

Virginia Marrujo stated she has the packets and can forward them to the board to review them.

Discussion Items

No items to discuss

New and Other Business

- **\$0-\$2,500 & \$2,500-\$5,000**

With the exception of 4th of July Fiestas, Salute to Troops, Rough Rider Motorcycle Rally.

Chuck Griego advised the Board that City Council approved the cap on the applications from Lodgers Tax.

- Visitor Guide

Board Member Ortega-Angel stated even though the City Council approved the \$26,000 for the visitor guide, is it not a waste of money because there is not much you can do with them.

Board Chairman Bhakta stated it is not a waste of money just yet but distribution will put a damper on things. Melissa and Andy can answer questions you have.

Melissa stated they have delayed going to press because of the epidemic. She is not sure what setbacks will be in place when the state reopens. If they do go to print not as many guides as planned will be printed. They need to wait and see how the next few weeks play out with the pandemic.

Board Chairman asked if it can get combined with 2021.

Melissa stated she will not say no to that.

Board Chairman Bhakta stated he believes the town needs a visitors guide whether in print or digital.

Board Member Affeldt agreed with Georgina. He added maybe instead of making a spring guide it can be a fall guide. Spoke about putting the guide as an insert in newspapers because mail still gets distributed.

Board Member Ortega-Angel asked Bill Hendrickson if he has submitted anything from the city to put into guide.

Bill Hendrickson deferred the question to Virginia and Chuck.

Chuck Griego responded not yet Andy needs to get with Virginia still to decide what ads will go in.

Board Member Ortega-Angel stated she wants to make sure the information going into the guide is correct and current.

Board Chairman Bhakta asked Melissa what the turn around to print the guide was.

Melissa responded if everything is ready it will take about a week to go to press and about eight days after that would be the turn around. To be on the safe side maybe three weeks.

Adjournment

Board Member Garcia made a motion to adjourn the meeting.

Board Member Sandoval seconded the motion.

Motion passed with a unanimous vote.

Meeting adjourned at 5:25 pm

A handwritten signature in blue ink, appearing to be "Bhakt", is written over a horizontal line.

Board Chairman

A horizontal line for the date.

Date