

1 **LODGERS TAX BOARD MEETING**
2 **Minutes for Tuesday, April 8, 2025**
3 **City Council Chambers, 1700 N. Grand Ave., Las Vegas, NM 87701**
4

5 **CALL TO ORDER**

6 The meeting was called to order at 2:03 PM
7

8 **ROLL CALL**

9 Krutik Bhakta - Present
10 Georgina Ortega-Angel - Present
11 Helen Strader - Present
12 Matt Martinez - Present via Google meets
13 Elmer Martinez - Present
14

15 A quorum was established.

16 **Others in Attendance:**

17 Lucas Marquez – Community Development Director; Scott Zunker – Community
18 Development; Charles Ortiz, Community Development; Charles Griego, Community
19 Development; Thomas Fernandez, Community Development; Frank Beurskens, Little Las
20 Vegas NM Media Marketing; Susie Tsyitee, Las Vegas First; Makahla Harapat, MainStreet;
21 Juli Salman, NMHU Foundation; Kristine Jaramillo, NMHU Foundation; Loretta Saiz, Las
22 Vegas Citizens’ Committee for Historic Preservation; Lawrence Quintana, Las Vegas
23 Citizens’ Committee for Historic Preservation; Martha Johnson, Las Vegas Citizens for
24 Historic Preservation; Robin Jones, Cornerstones Community Partnership; Gary Mazaroff,
25 New Mexico Racquetball Association; Carlos Lopez, New Mexico Racquetball Association;
26 Elías Trujillo, Las Vegas San Miguel Chamber of Commerce; Angie Lyster, Las Vegas San
27 Miguel Chamber of Commerce; Deborah Torres; Margo Segura; Edward Harrington, Bruce
28 Holmes (via Google Meets).

29 **PLEDGE OF ALLEGIANCE**

30 Chair, Elmer Martinez, led the meeting in the Pledge of Allegiance.

31 **APPROVAL OF AGENDA**

32 Staff made suggested changes to the Agenda: New Business Item 1.) change “approval” to
33 “report”; Item 2.) Combine the previously tabled applications b, c, d, & e into one as the
34 applicant presented one application instead of the four that were tabled; deleted f. tabled at
35 previous meeting and has since been pulled by applicant; move item “m” to “f” as the
36 applicant stated they have another Board meeting at 3:30 PM
37

38 Helen Strader made a motion to approve the agenda with the suggested changes.
39 Krutik Bhakta seconded the motion.
40 A voice vote was taken with all voting yes.
41 Motion passed
42

43 **PUBLIC INPUT**

44 No one signed up for the public comment

45 **APPROVAL OF MINUTES**

46 Krutik Bhakta moved to approve the March 10, 2025 minutes.
47 Helen Strader seconded the motion.
48 A voice vote was taken with all voting in favor.
49 Motion passed.
50

51 **REPORTS FROM FUNDED EVENTS**

52 NONE
53

54 **FINANCE REPORT FROM FINANCE DEPARTMENT**

55 Finance Director, Morris Madrid, gave an update on the Lodgers' Tax fund account,
56 income and disbursements.
57

58 **NEW BUSINESS ITEMS**

59
60 **1. Report of 3 of the 7 Media marketing firms that submitted RFP's to the City of Las Vegas**

61
62 Community Development Director, Lucas Marquez, gave a report regarding the
63 proposals received for On Call Media Marketing
64

65 **2. Discussion, Review, and Recommendations regarding Lodgers' Tax application request for funding.**

66
67 A. **Gallinas River Music Festival** (tabled from March 10, 2025). Frank Beurskens of
68 Little Las Vegas NM Media Marketing presented a changed application for funding
69 request. The new request was for funding of the Greg Abate Jazz Performance.
70 The proposed date is Friday, August 22, 2025 with the event scheduled to be held in
71 the Plaza Ballroom. The admission price will be \$10 for adults and \$5 for
72 students/children. There is consideration of doing a workshop along with the
73 program.

74 Helen Strader moved to recommend approval/funding of the application request with
75 a funding budget up to \$5,250.

76 Georgina Angel-Ortega seconded the motion.

77 A voice vote was taken with all voting yes.

78 The motion passed.
79

80 **B. First Friday! Art, Music, Discovery 5/2/2025, 6/6/2025, 7/4/2025 & 8/1/2025 -**

81 (tabled from March 10, 2025 meeting). Susie Tsyitee representing Las Vegas First
82 Community Service Foundation along with Makahla Harapat presented a new
83 application: First Fridays and Sweet Saturdays. Requesting funds for advertising for
84 the 8 months of May through December 2025 in eight newspapers across the State,
85 along with digital ads for a total of \$39,081.76. Matt Martinez asked to have the
86 Finance Director's opinion as to whether or not this application met the requirements
87 of the Lodgers' Tax. The Finance Director said he had reviewed the application and
88 felt that it could trigger an audit finding as it appears to be more of an economic
89 development project. The Board asked Ms. Tsyitee for specifics/details of what
90 would keep visitors staying overnight. The Finance Director was again asked if this
91 qualified for Lodgers' Tax funding and the Director again stated he felt it did not as
92 Lodgers' Tax relates to heads in beds. Matt Martinez moved to table the application.
93 The motion died for a lack of a second. Discussion continued and it was stated that
94 the application sounded more like funding for the Arts. Ms. Tsyitee made the
95 statement that beds are not about tourism they are about economy.

96 Krutik Bhakta moved to table the application until the next meeting. Matt Martinez
97 seconded the motion.

98 A voice vote was taken and the motion to table passed.
99

100 C. **Las Vegas - San Miguel Chamber of Commerce Customer Service & Guided**
101 **Tour Workshop.** (Tabled from March 10, 2025 meeting) Organization removed the
102 application.
103

104 D. **NMHU Foundation - Alumni Gatherings.**
105 Juli Salman and Kristine Jaramillo presented the application for the weeklong event
106 during Home Coming at New Mexico Highland University. The event brings between
107 350 and 500 Alumni plus their families to the City. The Alumni Association produces
108 mailers several times a year that go to about 30,000 alumni.
109 Matt Martinez moved recommend approval/funding of the application in an amount
110 up to \$10,000. Georgina Angel-Ortega seconded the motion.
111 A voice vote was taken with Elmer Martinez abstaining.
112 The motion passed.
113

114 E. **Las Vegas - San Miguel Chamber of Commerce - Car, Bike and Film Show. .**
115 Elias Trujillo presented the application and stated this will be the third annual event.
116 He stated each year they work to grow the event and last year there were 118
117 entries. This event helps build a database for the film industry when looking for
118 certain automobiles and extras for movies.
119 Krutik Bhakta moved to recommend approval/funding of the application request in an
120 amount up to \$ 7,400. Georgina Angel-Ortega seconded the motion.
121 A voice vote was taken with Matt Martinez abstaining.
122 The motion passed.
123

124 F. **Las Vegas Citizens Committee for Historic Preservation- Places with a**
125 **Past/Heritage Week.**
126 Lawrence Quintana presented the application. Mr. Quintana stated that they work
127 with Historic Preservation organizations across the state and are able to attract folks
128 from outside the area for the event.
129 Krutik Bhakta moved to recommend approval/funding of the application request in an
130 amount up to \$ 6,501.33. Helen Strader seconded the motion.
131 A voice vote was taken with Matt Martinez abstaining.
132 The motion passed.
133

134 G. **Las Vegas Citizens Committee for Historic Preservation- Dia de los Muertos.**
135 Martha Johnson and Lawrence Quintana presented the application. Last year's event
136 attracted over 800 attendees. They will be working with other Historical Societies
137 around the state to promote the event.
138 Matt Martinez moved to recommend approval/funding of the application request in an
139 amount up to \$3,988.81. Krutik Bhakta seconded the motion.
140 A voice vote was taken..
141 The motion passed.
142

143 H. **Cornerstones Community Partnerships - New Mexico State historic**
144 **Preservation Conference - Viva Vegas '25**
145 Robin Jones presented the application and gave information about the three day
146 conference that will be held at Highlands University. In normal times the conference

147 is held every two years but it has not been held for several years. They estimate 250
148 attendees for the event.
149 Krutik Bhakta moved to recommend approval/funding of the application request in an
150 amount up to \$ 11,000. Georgina Angel-Ortega seconded the motion.
151 A voice vote was taken with Matt Martinez abstaining.
152 The motion passed.
153

154 (Matt Martinez left the meeting)
155

156 **I. New Mexico Racquetball Association - 40th IRF World Senior Racquetball**
157 **Championship**

158 Gary Mazaroff presented the application. This is a four day event using the
159 racquetball courts at Highlands and the City Recreation Center plus the two squash
160 courts at the World College. The event has been moved from Albuquerque to Las
161 Vegas, NM.

162 Krutik Bhakta moved to recommend approval/funding of the application request in an
163 amount up to \$10,000. Georgina Angel-Ortega seconded the motion.
164 A voice vote was taken voting in favor.
165 The motion passed.
166

167 **J. Tarjama Ensemble LLC - World Music Weekend**

168 Meg York was unable to attend the meeting as she was traveling and will out of the
169 area for an extended time.

170 Krutik Bhakta moved to table the application. Helen Strader seconded the motion
171 A voice vote was taken with all voting in favor.
172 The motion passed.
173

174 **K. Balloon Fiesta - Sponsorship/booth/etc**

175 Charles Griego presented the application for the funding request. He talked about
176 the success of having the booth at Balloon Fiesta and the number of visitors that
177 continue to learn about our City.

178 Krutik Bhakta moved to recommend approval/funding of the application request in an
179 amount up to \$78,600 and requested that a breakdown be sent to the Board. Helen
180 Strader seconded the motion.
181 A voice vote was taken with all voting in favor.
182 The motion passed.
183

184 **L. OTHER BUSINESS**

185 The Board asked to have a Special meeting within a week or two from this meeting.
186 Chairman Martinez handed out a phone list to the Board.
187

188 **ADJOURNMENT**

189 Krutik Bhakta made the motion to adjourn.
190 Helen Strader seconded the motion.
191 A voice vote was taken with all voting in favor.
192 The motion passed and the meeting was adjourned at 5:25 PM.
193

194
195 Approved this the 22nd of April, 2025

196
197
198 Chairman: 