

1 **LODGERS TAX BOARD MEETING**
2 **Minutes for Tuesday, January 14, 2025**
3 **City Council Chambers, 1700 N. Grand Ave., Las Vegas, NM 87701**
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5 **CALL TO ORDER**

6 The meeting was called to order at 2:04 PM
7

8 **ROLL CALL**

9 Krutik Bhakta - Present
10 Georgina Ortega-Angel - Present
11 Helen Strader - Present
12 Matt Martínez - Present
13 Elmer Martinez - Present

14 **Others in Attendance:**

15 Lucas Marquez – Community Development Director
16 Scott Zunker – Community Development
17 Charles Ortiz, Community Development
18 Arnold Lopez – Public Works
19 Susie Tsyitee

20 **PLEDGE OF ALLEGIANCE**

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

22 **APPROVAL OF AGENDA**

23 Matt Martinez made a motion to approve the agenda with the addition of Public Input.
24 Krutik Bhakta seconded the motion.
25 A voice vote was taken with all voting yes.
26 Motion passed
27

28 **PUBLIC INPUT**

29 Susie Tsyitee signed up for the public comment
30

31 **APPROVAL OF MINUTES**

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33 Matt Martinez moved to approve the October 8, 2024 minutes with one correction..
34 Helen Strader seconded the motion.

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36 A voice vote was taken with all voting in favor.

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38 Motion passed.

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40 The motion passed
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45 **PUBLIC INPUT**

46 Susie Tsyitee representing Las Vegas First signed up for the public comment. Ms.
47 Tsyitee made several comments and asked various questions and continued speaking
48 after the 3 minute timer alarm sounded.

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50 **REPORTS FROM APPLICANTS FUNDED**

51 NONE

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53 **BUSINESS ITEMS**

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55 Chair, Elmer Martinez, made a presentation from a PowerPoint of a seminar that was
56 previously held by the NM Dept of Tourism regarding Lodgers' Tax Best Practices. The
57 expenditure formula for Non-class A Counties was presented. Further attempts will be made to
58 get the NM Dept of Tourism to make the full presentation to the Board.

59
60 **1. Review lodgers' Tax Funding for electrical improvements for Plaza Park.**

61 Arnold Lopez discussed the various needs and reasons for asking for infrastructure
62 funding for electrical improvements to Plaza Park. There are corrosion problems that
63 create problems with the current set-up. Currently during events power has to be run
64 across the streets to the park, by upgrading this would eliminate that need and make for
65 a safer events.

66
67 Mr. Lopez and Lucas Marquez discussed making electrical improvements on the
68 west side of the River Walk by adding permanent electric there also. It was suggested
69 that the city ask West Las Vegas Schools for an easement for the portion owned by the
70 schools. They also discussed possible purchase of additional decorations to be used for
71 events to light up the River Walk.

72
73 This was an informational presentation. Discussion that Improvements to the Plaza
74 might be incorporated into the annual budget process, with Lodgers funds to be utilized
75 as leverage for other funding sources. No Action.

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77
78 **2. Review and make recommendations regarding application process.**

79 The Board reviewed a revised application for Special Events funding that had been
80 written by Chairman Martinez. A few changes were made to the application. The Board
81 included that a pre-application workshop be included in the process and scheduled.

82
83 Matt Martinez moved to accept the use of the revised application. Helen Strader
84 seconded the motion.

85
86 A voice vote was taken.

87
88 Motion passed.

89
90 **3. Review and make recommendations regarding Media Marketing.**

91 It was discussed that the board come up with a recommended RFP in order to search.
92 It was suggested that Elmer Martinez and Krutik Bhakta would work together on this
93 item.

94 Matt Martinez moved for the Board to move forward regarding Media Marketing. Krutik
95 Bhakta seconded the motion.

96 A voice vote was taken.

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98 Motion passed.

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101 4. Review Lodgers' Tax funding for the Las Vegas – San Miguel Chamber of Commerce.
102 The board stated they would like a report from the Chamber. Chair Martinez stated that
103 he would visit with the interim Director for the Chamber.

104
105 **OTHER BUSINESS**

106 Susie Tsyitee stated that she was told that Las Vegas is not going to be on the "official"
107 route for the Route 66 100th Anniversary.

108
109 **ADJOURNMENT**

110 Matt Martinez made the motion to adjourn.
111 Georgina Ortega-Angel seconded the motion.
112 A voice vote was taken with all voting in favor.

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114 The motion passed and the meeting was adjourned at 4:20 PM

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117 Approved this the 10 of March, 2025

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120 Chairman: 