

1 **LODGERS TAX ADVISORY BOARD MEETING**

2 **Minutes for Tuesday March 5, 2024**

3 **WEST LAS VEGAS CONFERENCE ROOM**

4

5 **CALL TO ORDER**

6 Board Chairman Bhakta called the meeting to order at 2:09 PM

7 **ROLL CALL**

8 Krutik Bhakta - Present

9 Oliver L'esperance - Present

10 Georgina Ortega-Angel - Present

11 Helen Strader - Present

12 Matt Martinez - Via Google Meets

13 **APPROVAL OF AGENDA**

14 Helen Strader made a motion to approve the agenda.

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16 Georgina Ortega Angel seconded the motion.

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18 Motion passed.

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20 **APPROVAL OF JANUARY 9, 2024 MINUTES**

21 Board Chair expressed he would like more detail on the minutes.

22 Helen Strader made a motion to approve the minutes

23 Georgina Ortega-Angel seconded the motion.

24 Motion passed.

25 Board Chair expressed the transition from City Hall to where we are now due to the air
26 quality of City Hall. He also stated that there were to be two meetings one for presentation
27 and a second for approval or denial

28 **Business Items:**

29 **1. South West Off Road Racing DBA WeBe Racing**

30 MJ Dodson WeBe Racing rep went over the process of what will be happening for the motor
31 race. Board member Ortega-Angel spoke on concerns regarding safety issues related to
32 the event. Mr. Dodson assured her that he has reviewed all safety with the Police
33 Department and Fire/Rescue. Director Marquez assured the board that all rules and
34 procedures have been covered. Board member L'esperance asked what the funding will be
35 used for specifically related to advertising/marketing. Mr. Dodson stated that he would be
36 traveling to Colorado to promote the event. Discussion took place on what is allowed in
37 Lodgers Tax.

38 Board member Martinez stated the board approves the event pending Mr. Dodson would
39 provide the marketing of the event to Director Marquez. Mr. Dodson stated that he would
40 utilize print and radio along the I-25 corridor. Board member L'esperance asked if T-Shirts
41 would be something that would qualify for advertising.

42 Matt Martinez made the motion: Approve the \$2,500.00 for the event, with the caveat that
43 Lucas Marquez take care of the event.

44 Oliver L'esperance seconded the motion.

45 Motion passed.

46 **2. Las Vegas San Miguel Chamber of Commerce Car Show, Bike Show, Film Fun,**
47 **Red Dawn**

48 Angie Lyster explained the history of the event. Board Chair asked if she was speaking on
49 "Film Fun" Ms. Lyster stated yes, then she expanded on "Car Shows" and "Bike Show". Ms.
50 Lyster spoke on the quotes she received from the billboards as related to "Red Dawn".

51 Board Chairman asked to start with Red Dawn event, Ms. Lyster elaborated on the plans for
52 Red Dawn. She stated that the event may be planned for a later date. Ms. Lyster stated
53 that they would like to utilize marketing such as T-shirts, Billboards, Radio, and Print. Board
54 member Martinez stated he would need to abstain from the vote, being that his radio station
55 is on the list for advertising.

56 Oliver L'esperance made the motion to approve \$5,000.00 for the marketing of the Red
57 Dawn 40th anniversary.

58 Helen Strader seconded the motion.

59 Motion passed.

60 Board members Martinez, and Ortega-Angel both abstained from the vote.

61 Oliver L'esperance made a motion for the approval of \$5,000.00 for the car show as
62 presented.

63 Helen Strader seconded the motion.

64 Motion passed.

65 Board member Martinez did abstain. Director Marquez clarified that the motion and approval
66 was inclusive of all three (car show, bike show, and film fun) Board Chairman stated yes.

67 **3. Chad Brown Las Vegas Phoenix**

68 Mr. Brown stated that he would like to begin with clarification that his understanding of the
69 funding was different than which lodgers tax funding allocated. He went on to explain the
70 process and work of the phoenix that would temporarily be placed in the plaza park. He
71 went on to state that the sculpture would travel throughout northern New Mexico in relation
72 to the fire. The piece will be displayed from August to January.

73 Board Chairman asked if the piece will be permanent and who will own the piece. Mr.
74 Brown stated that the placement would be temporary and the ownership is still up for
75 question. August 21st would be the unveiling. Mr. Brown also stated that the Governor
76 would be in attendance for the unveiling.

77 Board Chairman stated if the piece would be permanent because if lodgers money would be
78 utilized using tourism infrastructure being the property of the City, being a continuous asset
79 of the city. However at this point we are not there yet. Mr. Brown stated that is the way he
80 would like it to go.

81 Board member Ortega-Angel stated that Mr. Brown should be looking for money in other
82 sources such as Historic places. Places that deal with these types of monuments, State
83 such as plaques etc. Board member Ortega-Angel also stated that the City should contact
84 the State, FEMA, and County for funding of the piece/sculpture.

85 Board member Martinez stated that city could go out for an RFP for a sculpture/art. Mr.
86 Martinez stated the question to Director Marquez utilizing general fund dollars as opposed to
87 lodger's tax dollars. His understanding was for the unveiling of the piece.

88 Board member Martinez stated that the City could go out for an RFP for art project. He
89 elaborated that the state would take too long, and believed that the City would be quicker as
90 far as the process goes. He believes that the funding would be coming out of the general
91 funding. Mr. Lucas Marquez believes that the application would be for the unveiling of the
92 event.

93 Matt Martinez made a motion to table the item,

94 Georgina Ortega Angel seconded the motion,

95 Motion passed.

96 **4. Las Vegas Citizens Committee for Historic Preservation Places with a Past,**
97 **Heritage Week, Holiday Home Tour**

98 Ms. Loretta appeared via telephone due to family emergency. She elaborated on the status
99 of the event. Board Chairman Bhakta asked if the total of \$6,583.00 was the amount that
100 they were asking for. She did answer in the affirmative stating due to inflation the amount
101 has been increased. She stated she did have her quotes with the exception of Northgate
102 printing. She stated that the distribution was Las Vegas, Mora, National park services.

103 Board chairman stated that he would like the distribution to be outside of the 65 mile radius.
104 Ms. Loretta stated that she would have a table at the association of counties. Board
105 member Georgina Ortega Angel, asked how many years has the event been happening?
106 Ms. Loretta stated that this would be the thirty first annual (31st). Board chairman Bhakta
107 stated that it is above the amount allotted however it is three (3) separate events. Board
108 member Strader stated that she highly recommended the tour. Board member Ortega-Angel
109 disagreed. Board Chairman opened up for a motion to approve.

110 Oliver L'esperance made a motion to approve the \$6,583.00

111 Helen Strader seconded the motion.

112 Motion passed.

113 Board chairman Bhakta reiterated for the sake of the minutes that the funding was for three
114 separate events.

115 **5. City of Las Vegas, 4th of July Fiestas**

116 Charles R. Griego, Event Planner/Film Liaison for the City of Las Vegas expanded on the
117 event. Board Chairman Bhakta stated that the amount for advertising was not on the sheet.
118 He also expanded that lodgers could only pay for advertising and marketing. Discussion
119 went back and forth regarding how the funding would be used for and what was allowable
120 under the ordinance. Board Chairman called for the question for \$18,500.00.

121 Georgina Ortega-Angel made the motion to approve \$18,500.00

122 Oliver L'esperance seconded the motion

123 Motion passed.

124 Matt Martinez abstaining. Lucas Marquez asked what the amount was extended in the past.
125 Board Chairman Bhakta stated that there was no backup, no broad spectrum for what is
126 being asked. He stated that we need to be more clear and inventive on the marketing and
127 promoting of the event. The amount of funding was approved. Board Chair asked for more
128 information on marketing of said event.

129 **6. City of Las Vegas, Music in the Park**

130 Mr. Lucas Marquez, elaborated about Music in the Park. The amount requested was
131 \$ 16,000.00 to be spread over two fiscal years. Board Chairman Bhakta stated that we are
132 only asking for funding in radio. We need to be more creative with our advertising.

133 Oliver L'esperance made a motion to approve \$16,000.00 for music in the park.

134 Helen Strader seconded the motion.

135 Motion did pass.

136 **7. City of Las Vegas, Albuquerque International Balloon Fiesta**

137 Charles R. Griego explained the plan for the AIBF. Griego stated the advertising, pins,
138 trading cards, signage, and TV. Board member Strader asked how this was benefiting Las
139 Vegas, Griego explained that tour buses have brought people to Las Vegas. Board
140 member Ortega-Angel asked how we can apply the information that was just told to her
141 could be applied to the application. Mayor David Romero, elaborated on how Balloon Fiesta
142 2023 played out. He stated that he received calls and statements that local businesses did
143 benefit from the balloon fiesta. Mayor Romero elaborated about the tent and televisions that
144 are being purchased for the balloon fiesta. Board Chairman called for the question,

145 Oliver L'esperance made a motion to approve 2024 balloon fiesta for \$30,000.00

146 Georgina Ortega-Angel seconded the motion.

147 The motion did pass.

148 Mayor Romero added having a banner on the balloon itself and having on air tv interviews.

149 OTHER BUSINESS

150 ADJOURNMENT

151 Oliver L'esperance made the motion to adjourn.

152 Helen Strader seconded the motion.

153 The motion passed at 4:39PM

154

155 Approved this the 9th of July, 2024

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157

Chairman:



158