

ARTESIA LODGERS' TAX BOARD

MEETING MINUTES

DECEMBER 19, 2013

Present: Jess Holmes, Sandy Johnson, Kevin Baggerly, Hayley Klein

Meeting convened at 1:30 PM

- I. Approve Minutes of October 15, 2013 – Sandy Johnson made a motion to approve the minutes of October 15, 2013 as presented. Jess Holmes seconded the motion. Approved.
- II. Accept Financial Report – Hayley Klein presented monthly and year-to-date reports of income and expenses, showing expenses based on approved applications. Jess Holmes made a motion to accept the report as presented. Sandy Johnson seconded the motion. Approved.
- III. Budget Review – Hayley provided a budget vs. actual comparison to show that to date expenses have been on target or under budget.
- IV. Review/Approve Chamber 2015 Event Applications – Chamber Events Coordinator Vickie Grousnick presented four event applications for review. Hayley reminded board members that the Chamber always works to find other sources of funding to reduce our costs to Lodgers' Tax. In 2013, all of the Chamber events were under budget.
 - A. Gus Macker – Requesting \$14,700. The event will be in its second year as the only nighttime Gus Macker in the nation. The Chamber has heard that the Las Cruces Gus Macker may not occur. We hope to recruit more participants and grow our event. Jess Holmes made a motion to approve the application as presented. Sandy Johnson seconded the motion. Approved.
 - B. Fourth of July – Requesting \$12,500. Last year was our last with the Deans Pyro Team. The Chamber is working to find another fireworks display professional team to make the event a success and keep people coming to Artesia. This year, the holiday is on a weekend, giving us a better opportunity to attract overnight visitors. Jess Holmes made a motion to approve the application as presented. Sandy Johnson seconded the motion. Approved.
 - C. Clays Crusher – Requesting \$16,100. This event has been one of the shooting range's most successful events and has created a lot of interest in Artesia for sport shooters. We plan to activate a committee to grow the event this year and have adjusted the date for the upcoming year to avoid a conflicting similar event that we have competed with in the past. We hope this and some new ideas for the event will increase our

participation. Jess Holmes made a motion to approve the application as presented. Sandy Johnson seconded the motion. Approved.

- D. Balloons & Bluegrass – Request tabled. Sandy Johnson had an emergency and needed to leave the meeting. The board no longer had a quorum.

- V. Other Business – None

- VI. Adjourn – The meeting was adjourned at 2:30 so Sandy could leave. The board’s January meeting will cover the Balloon’s & Bluegrass application as well as other applications submitted by the community. Board members will receive a packet of applications for review prior to the meeting.