

## **ARTESIA LODGERS' TAX**

### **MEETING MINUTES**

**February 12, 2014**

**Present:** Kevin Baggerly, Joy Barr, Jess Holmes, Sandy Johnson, Rebecca Prendergast, Hayley Klein  
Guest Councilor Jose Aguilar, Mayor Phil Burch

Meeting was convened at 1:30 PM

The Mayor took a few minutes at the opening of the meeting to recognize the Lodgers Tax Board for their work in promoting the community and taking seriously their responsibility in handling Lodgers' Tax. He thanked them for their volunteer time and support. Afterward, he excused himself from the meeting.

- I. Approve Minutes > Hayley supplied minutes from the December 19, 2013 and the January 23, 2014 meetings. Kevin Baggerly made a motion to approve both sets of minutes as presented. Jess Holmes seconded the motion. Approved.
- II. Consider Smokin' on the Pecos Request > Hayley reminded the board that this application had been provided during the January meeting. During that meeting Sandy needed to excuse herself early and Jess and Joy were required to abstain from voting as they both serve on the Smokin' committee. The board quickly reviewed the application and several noted that the event speaks for itself in terms of success and attracting visitors to Artesia. Smokin' on the Pecos is requesting \$26,275 to assist with the \$130,000 event budget. Kevin Baggerly made a motion to approve the Smokin' on the Pecos request for \$26,275. Sandy Johnson seconded the motion. Approved. Joy Barr and Jess Holmes abstained.
- III. Consider City Recreation Department's Chasing Rainbows Fun Run Request > Hayley invited Vickie Grounck in to give the background story leading up to the funding application for this new event. The City of Artesia recently hired a new employee, Tarra Williams, at the Artesia Center in the Recreation Department. She is very energetic and excited to heighten the Rec Dept's activities for the community and to attract visitors. Vickie added that Tarra is still unfamiliar with the process of organizing an event, such as submitting an event application to City Council, providing insurance information, etc. Vickie is helping Tarra through that process. Tarra wants to organize a Color Run, but our research indicates that the event is a trademarked event that is very expensive to host. She decided to use a name she personally has trademarked, Chasing Rainbows. Councilor Aguilar called Tarra and asked her to come to the meeting. Upon her arrival she explained that 5K runs with a fun catch are so popular right now and she wants to capture the excitement and interest from runners and walkers, who will travel to participate. Her funding request, totaling \$5,240,

was to cover advertising, t-shirts and color powder. Kevin Baggerly noted the amount she has designated to advertising is likely not enough in order to really get to people who may come from other areas. Joy Barr noted that t-shirts supported by Lodgers' Tax must be given away, not sold. The committee also discussed with Tarra concerns about ownership of the name of the event and her potential personal liability for a City event that is using a name she personally owns. She said she is willing to use another name for the event. Kevin Baggerly made a motion that \$5,240 be approved for the Rec Dept fun run for advertising only, and contingent upon final approval of the event and insurance issues by City Council and a name change. Rebecca Prendergast seconded the motion. Approved.

- IV. Website Presentation > At the request of the Board, Hayley prepared a presentation of the Chamber and Economic Development plans for a new website. Her presentation would be made on behalf of AdVenture Marketing, whose owner had a family emergency. Hayley noted that the project is basically one very large, complicated website that is designed to appear as two – Chamber of Commerce and Economic Development. The site will have at least 41 sub-pages. The staff has already created site menus and AdVenture has created a look for the homepage, which the staff is very excited about. Our site is currently outdated, but often is the first site people will see while looking for information about Artesia, whether regarding our events, relocating or visiting. Hayley ensured the board she would give the board progress reports. When asked, she noted that she does receive weekly reports regarding visits to the site. An estimate provided by another company said the site would cost between \$15,000 and \$18,000. AdVenture Marketing will build the site for \$8,500 to \$10,000. Hayley reminded the board that the amount is budgeted in the Advertise Artesia line item. The board authorized the Chamber and Economic Development to proceed and ensure that the project is completed in time for the summer events.
- V. Building Improvement Presentation > Hayley noted that she made a presentation to City Council demonstrating problems with the building that have led to the need for the upcoming building improvement plans. During the last meeting, the board agreed to increase the budgeted amount from \$250,000 to \$260,000. The board meets at the Chamber regularly, sees the problems first hand, and suggested there is no need to see the Powerpoint presentation.
- VI. Other Business > There will not be a meeting in March unless an unexpected funding request or other issue comes up. We will meet in April to discuss the FY15 budget.
- VII. Adjourn > With no other business before the board the meeting was adjourned. Hayley offered to provide a tour of the building to look at some of the issues in more detail. Jess Holmes opted to do a walk-through with Hayley.

Meet was adjourned at 3:30 PM

Summary of Requests Approved by Artesia Lodgers' Tax Board for Recommendation to Artesia City Council on February 12, 2014:

- Smokin' on the Pecos -- \$26,275
- City Rec Department fun run -- \$5,240
- Chamber & Economic Development websites -- \$10,000