

ARTESIA LODGERS' TAX BOARD

MINUTES

SEPTEMBER 13, 2013

Present: Joy Barr, Jess Holmes, Sandy Johnson, Rebecca Prendergast, Hayley Klein

- I. Meeting was called to order at 10:12 AM
- II. Approve Minutes: Joy Bar made a motion to approve the minutes as presented. Rebecca Prendergast seconded the motion. Approved.
- III. Review Financials: Hayley noted that we are still working on realigning our chart of accounts with the categories on which the board bases its funding. Joy questioned a negative expense in the Light Up Artesia line item. Hayley believes it is a mistake in entry, but will clarify and let the board know. The year-to-date income is \$261,028. Hayley reminded the board that monthly and quarterly reports are provided to the City.
- IV. Funding Requests
 - a. Artesia Car Enthusiasts: ACE is planning the 15th annual SENM Regional Swap Meet and Car Corral for Oct. 11-12. The application indicates 40 to 50 overnight visitors for 2 nights. ACE requests \$1,100 for radio advertising and portapotties. **Rebecca made a motion to approve ACE's request for \$1,100 for the Regional Swap Meet and Car Corral. Jess seconded the motion. Approved.**
 - b. Artesia Historical Museum: The museum requests \$1,200 to reprint museum brochures, reprint coasters that include museum information, and advertising in a Brantley State Park publication. The board discussed the popularity of the coasters and would like to see more of them and the museum's brochures at the chamber and in hotels. They also suggested that if the museum wanted a redesign of the brochure, the chamber could provide assistance through its marketing consultant. **Due to the board's interest in the availability of additional museum marketing pieces, Jess made a motion to increase the museum's request to up to \$2,500 for the purposes of printing the coasters and brochures. Joy seconded the motion. Approved.**
 - c. Our Lady of Grace Catholic Church organizes an annual Fall Festival Family Fun Weekend. The organization requests \$2,911.16 for advertising, portapotties and security. Organizers say the event attracts visitors from out of town. Board members felt that, based on wording in the application, the event seems to bring in visitors staying with family and that hotels and restaurants tend not to benefit. The event also is designed to be a fundraiser for the church. **Due to the stated purpose of the event, Jess made a motion to deny the request from Our Lady of Grace Church for funding for the Family Fun Weekend. Sandy seconded the motion. Approved.**

- d. Clays Crusher: Artesia Chamber of Commerce requests up to \$14,380 for advertising, postage, and shirt giveaways for the annual Clays Crusher Sporting Clays Fun Shoot. The event attracts approximately 250 shooters and has been the largest shoot in the state in terms of numbers of participants. Approximately 80 visitors come from out of town and generally stay one night. The board agreed that \$100 for a particular print ad that does not qualify for the funding. Joy noted that the application is late, pointing out that it is being reviewed just a couple weeks before the event date (Sept. 27-28). Hayley commented that new Chamber staff is still in the first cycle of events and is still learning. Additionally, she noted that the Lodgers Tax board did not have a quorum the prior month. **Rebecca made a motion to approve the Chamber's request for up to \$14,280 for the Clays Crusher, after subtracting \$100 for the ineligible ad. Sandy seconded the motion. Approved, with one descending vote (Joy Barr).**
- e. Balloons & Bluegrass: Artesia Chamber of Commerce also requests up to \$10,200 for advertising, security, tent and generator rental, sound rental, portapotties, and promotional giveaways for the annual Balloons & Bluegrass event. Hayley noted that the event will no longer be at Eagle Draw due to new tree plantings. The Chamber is looking to move the entire event to MLK Recreation Complex, including the bluegrass that has been at the Derrick Floor in years past. Hayley added that the Chamber will be studying the event and beginning to plan for next year right after this year's event in order to find ways to cause growth. Joy suggested that we remove the Lodgers Tax logo from the t-shirts, make it smaller or just use the simple Chamber A. **Jess made a motion to approve the Chamber's request for \$10,200 for the Balloons & Bluegrass festival. Sandy approved the motion. Approved.**
- f. Upcoming Events: Hayley would like to call the board back for an interim meeting to look at funding for NM MESA and Artesia Public Library.
- g. Adjourn: Hayley noted that the board's next regular meeting is scheduled for 1:30 PM Tuesday, Oct. 15. Jess made a motion to adjourn. Joy seconded the motion. Approved. The meeting was adjourned at 1:00 PM.

SUMMARY:

ACE Regional Swap Meet & Car Corral - \$1,100 – Approved

Artesia Historical Museum - \$2,500 – Approved

Our Lady of Grace Family Fun Weekend - \$2911 – Denied

Clays Crusher Sporting Clays Fun Shoot - \$14,280 – Approved

Balloons & Bluegrass Festival - \$10,200 – Approved