

LODGERS TAX BOARD MEETING

JANUARY 10, 2013

MINUTES

Attending: Kevin Baggerly, Joy Barr, Jess Holmes, Rebecca Prendergast, Hayley Klein

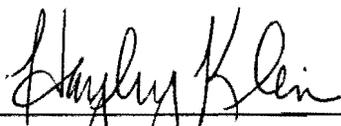
Guest: Commissioner Glenn Collier

Absent: Sandy Johnson

- I. Meeting was called to order at 10:09 AM
- II. Ordinance Review: Hayley presented the Lodgers Tax ordinance as presented on the Conway Greene website. The board discussed 3-38-21 Eligible Uses to look at additional opportunities for tourist and promotional opportunities. In addition to the ongoing events and Advertise Artesia campaign, members discussed opportunities with booster clubs that bring a lot of people in for tournaments as well as expenses associated with recruiting conferences and meetings that bring visitors to Artesia. Board members raised questions about eligible payers into the Lodgers Tax fund, notably section 3-38-16. Hayley agreed to do some research for further clarification at the February meeting.
- III. Review Financial Report: Hayley reminded board members that a monthly detailed report is submitted to the City of Artesia as well as a quarterly report. A Year-To-Date balance sheet and P&L were provided. When asked, Hayley noted that our average monthly collection is approximately \$25,000. The financials reflect that payments for August, November and December have not been received and the bookkeeper is working with the City to clarify the matter.
- IV. Requests:
 - a. Main Event Car Show & Cruise: Hayley presented an application for funding from Dorothy Hammond for the Main Event Car Show & Cruise. Date of event is March 29-30. Amount requested is \$6,000. The application was complete and Hayley noted that the event is well-run, brings in a lot of overnight visitors and creates business for other local businesses. After review, Jess Holmes made a motion to approve the request from Artesia Car Enthusiasts for \$6,000 for the March 29-30, 2013 Main Event Car Show & Cruise. Kevin Baggerly seconded the motion. Unanimously approved.
 - b. Eddy County Fair: Request tabled. Board members asked Hayley to retrieve additional information from the applicant.

- c. Advertise Artesia: Hayley ongoing ads, some of which are designed to meet the requirements of our regional New Mexico Tourism Cooperative Grant. Advertise Artesia ads in production include ads in El Paso, Ruidoso and Carlsbad visitor guides, the Pecos Valley Dining Guide, Carlsbad Focus, Hospitality magazine, RV Journal, and Local Pages.
 - d. Upcoming Community Projects: Walking Tour Brochure update and reprint, Community Guide, 2013 Events Calendar.
- V. Meeting Schedule: Hayley would like to continue to meet monthly at 10:00 AM on the second Thursday of the month at least through July. Depending on requests and other business, we may consider going to every other month after July.
- VI. Upcoming Agendas: Hayley suggested reviewing this fiscal year's funded projects in March; in April reviewing requests and begin budget process; and finalizing and submitting a proposed budget for FY14 in May. Hayley said the Chamber will send out the FY14 application to all potential applicants in early February. She added that she would like to recommend allowing applications to be submitted year-round for events that could not have been anticipated so far in advance. Members agreed.
- VII. With no other business to consider, the meeting was adjourned at 12:30 PM.

Minutes respectfully submitted by:



Hayley Klein
Executive Director
Artesia Chamber of Commerce