

**ARTESIA LODGERS' TAX
MEETING MINUTES
August 28, 2014**

Present: Kevin Baggerly, Sandy Johnson, Rebecca Prendergast, Hayley Klein

Absent: Joy Barr, Jess Holmes

Meeting was convened at 11:07 AM

- I. Financial Update > Hayley reported that we are getting closer to the Visitors' Center renovation work beginning. She reminded the board that \$260,000 has been set aside for renovation expenses. She also noted that many of the events we have funded have come in under budget. She added that she is working with the City on regularity of payments from the City to the Lodgers' Tax fund.

- II. Balloons & Tunes Request > Vickie Grousnick reminded board members that the Chamber has submitted a Balloons & Bluegrass funding request back several months ago, and we decided to table the request in order to make some changes. The event has since been revamped and renamed Balloons & Tunes, and the new request is approximately \$1,500 less than the original request. Balloons & Tunes is scheduled for Nov. 1-2, 2014. The Chamber is requesting up to \$21,700. The new format will include an evening concert downtown. There were no questions posed to Vickie as the event, even with the changes, is well understood by the community. Rebecca made a motion to approve the request for funding. Sandy seconded the motion. Approved.

- III. Fall Fiesta > Kevin Baggerly worked with organizers to create a larger, more well marketed event at Guadalupe Park Sept. 27-28, 2014. Kevin explained the event includes two days of food booths and music in the park and is open to everyone. The event is requesting \$12,000 for advertising and equipment rentals. Rebecca made a motion to approve the request. Sandy seconded the motion. Approved.

- IV. Other Business > Hayley noted that it is time for Artesia Arts Council and Artesia MainStreet to make their annual requests for funding. She suggested scheduling a meeting in September. We agreed to meet at 11:00 AM on Thursday, Sept. 25.

- V. Adjourn > With no other business before the board, the meeting was adjourned at 11:40 AM.

Summary of Requests Approved by Artesia Lodgers' Tax Board for Recommendation to Artesia City Council on August 28, 2014:

- Balloons & Tunes – October 31-November 2, 2014: \$21,700
- Fall Fiesta – September 27-28, 2014: \$12,000