

**ARTESIA LODGERS' TAX  
MEETING MINUTES  
December 19, 2014**

Attending: Lauren Austin, Sandy Johnson, Rebecca Prendergast, Jess Holmes  
Chamber staff Hayley Klein and Vickie Grousnick  
Guests: OPAC Director Mark Amo (excused himself from the meeting at 1:30 PM)

Absent: Joy Barr

The meeting of the Artesia Lodgers' Tax board was called to order by Hayley Klein at 1:07 PM.

- I. Minutes > Minutes from the previous meeting were not presented. Hayley will email the September meeting minutes to the board, along with the December meeting minutes.
- II. Accept Financial Report > Hayley presented a Profit & Loss report and a budget update. Vickie provided her detailed spreadsheet of event expenses. Hayley and Vickie reported that we have kept our events under budget. She added that our cash as of July 1, 2014 was \$408,264. Revenue collected to date this fiscal year is \$269,451. Hayley anticipates an approximately \$280,000 for the last seven months of the year. Jess Holmes made a motion to accept the financial information as presented. Sandy Johnson seconded the motion. Approved.
- III. Building Remodel Update > To date we have paid almost half the costs of the contract. We expect a change order to address issues with the flooring, and the two large arched windows in the "cow room" need to be addressed. Hayley is working with Infrastructure Director Byron Landfair on project coordination. To date, the project is under budget.
- IV. Artesia Car Enthusiasts Request for Main Event Car Show > Vickie presented an application from Artesia Car Enthusiasts for the Main Event Car Show & Cruise taking place the last weekend in March. Organizer Dorothy Hammond is very meticulous about handling her budget and following the rules. Last year she stayed within her Lodgers' Tax budget. This year, her request is \$8,500, which is \$2,500 more than last year. She is requesting the additional funds for advertising because they will be featuring a car once owned by baseball great Babe Ruth. The event is always very successful and brings in 250 to 300 individuals for two to three nights. Rebecca Prendergast made a motion to approve \$8,500 for Artesia Car Enthusiasts' Main Event Car Show & Cruise. Sandy Johnson seconded the motion. Approved.
- V. Artesia High School Athletic Department Varsity Baseball Invitational > Vickie presented an application from AHS Athletic Department for the Varsity Baseball Invitational in March. The tournament brings in 300 to 325 individuals for two to three nights. Last year, the event came in under budget and was considered quite successful in terms of impact on restaurant

and hotels. This year, they are requesting \$4,700, which is \$500 more than last year. Jess Holmes made a motion to approve \$4,700 for AHS Athletic Department's Varsity Baseball Invitational. Rebecca Prendergast seconded the motion. Approved.

- VI. Artesia Historical Museum & Art Center > Nancy Dunn submitted an application for a series of events totaling \$16,950. Hayley recommended that the museum be considered a tourist attraction in the same way the Ocotillo and Artesia MainStreet are, and to line item the organization with a \$20,000 budget. The board agreed that the museum is an organization that needs to be supported. Sandy Johnson made a motion to approve Artesia Historical Museum & Art Center for up to \$20,000 for the year for advertising and activities designed to draw visitors to the museum. Jess Holmes seconded the motion. Approved.
  
- VII. Hospitality & Tourism Trends Conference > Hayley reported that the trends conference organized by Tourism Association of New Mexico and the Hospitality Association is scheduled for January 8-9. The agenda includes discussion points such as making the most of free advertising, social media opportunities, how to track advertising, etc. Vickie has checked several sources to verify the usefulness of the conference, and learned that it is definitely valuable. Sandy Johnson concurred. Hayley would like to send Vickie to the conference, total cost under \$1,000. We do have the funds available. Jess Holmes made a motion to approve the request as presented. Sandy Johnson seconded the motion. Approved.
  
- VIII. Other Business > None
  
- IX. Adjourn > With no other business before the board, Jess Holmes made a motion to adjourn. Lauren Austin seconded the motion. Approved. Meeting was adjourned at 2:31 PM.

Summary of Requests Approved by Artesia Lodgers' Tax Board for Recommendation to Artesia City Council on December 19, 2014:

- Artesia MainStreet request for Main Event Car Show & Cruise, March 27-28: \$8,500
- AHS Athletic Department request for Varsity Baseball Invitational, March 5-7: \$4,700
- Artesia Historical Museum & Art Center annual request for events & marketing: \$20,000