

ARTESIA LODGERS' TAX

MEETING MINUTES

January 23, 2014

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

Meeting was convened at 11:05 AM

- I. Approve December 19, 2013 Minutes > Hayley forgot to include minutes in the packet. They have been submitted to the City. The December and January minutes will be presented at the February meeting.
- II. Accept Financial Report > Hayley provided a fiscal year-to-date profit and loss report as well as a mid-year budget update showing anticipated expenses for the second half of the year. Kevin Baggerly made a motion to accept the financial report as presented and approve the mid-year budget update. Jess Holmes seconded the motion.
- III. Consider Chamber's 2014 Balloons & Bluegrass Request > Hayley asked that this request be tabled, as the Chamber and the Arts Council would like to collaborate to reconsider the event and the corresponding funding request.
- IV. Consider Special Library Request > The Chamber is requesting an additional \$25,000 in Lodgers Tax funding for printed materials, advertising and other expenses associated with promoting the new Artesia Public Library in general and the grand opening festivities. Kevin Baggerly made a motion to approve the request with updates on expenditures. Jess Holmes seconded the motion.
- V. Consider Community Events Requests >
 - a. AHS Baseball Invitational > Requesting up to \$4,200 for invitational March 6-8. The event brings 300-325 visitors to Artesia for 2 to 3 nights. Joy noted that Hotel Artesia does receive a lot of business from the tournaments and the participants are always very respectful and appreciative. Jess Holmes made a motion to approve AHS Baseball Invitational for up to \$4,200. Kevin Baggerly seconded the motion. Approved.
 - b. Leadership New Mexico > Requesting up to \$2,500 for conference that brings 40 people to Artesia for 3 nights. Joy expressed concern about the sponsorship concept, paying a fee to advertise Artesia on LNM website and printed materials, and acknowledged that the conference is already booked to come. Hayley commented that the opportunity to promote our community to leaders from other communities is excellent with this

particular group. She added that we have received return visitors from this conference in the past. Kevin Baggerly made a motion to approve \$2,500 with an outline of expenses. Rebecca Prendergast seconded the motion. Joy opposed. Approved 3-1.

- c. Main Event Car Show > Requesting up to \$6,000 for car show on March 28-29 that brings approximately 250 visitors for 2 or 3 nights. Jess Holmes made a motion to approve the request. Rebecca abstained from voting as her organization is involved in the event. Kevin Baggerly seconded the motion. Approved.
- d. AHS Lady Dog Invitational > Requesting up to \$4,200 for invitational April 4-5. Approximately 300 competitors for 1 to 2 nights. Jess Holmes made a motion to approve the request. Joy seconded. Approved.
- e. Smokin on the Pecos > Requesting up to \$26,275 for Smokin on the Pecos June 27-28. The event grew a lot in its second year and is anticipated more growth this year. Joy Barr and Jess Holmes serve on the Smokin committee and agreed to abstain from voting. Due to lack of quorum for this reason, Kevin Baggerly made a motion to table the request until the February meeting. Rebecca Prendergast seconded the motion. Approved.
- f. Wet & Wild > Requesting up to \$4,500 for the Wet & Wild run and ride June 28. The event was in its first year last year and was declined for Lodgers' Tax out of concern that the event is strictly local. The event was a huge success and the Lodgers' Tax board expressed an interest in helping the event grow. Rebecca Prendergast made a motion to approve the request. Kevin Baggerly seconded the motion. Approved.
- g. Fourth of July Fun Run > Requesting up to \$2,500 for the fun run that is planned to correspond with other Fourth of July activities. Jess Holmes made a motion to approve the request. Kevin Baggerly seconded the motion. Approved.
- h. Kickin It Under the Lights > Requesting up to \$2,000 for the overnight soccer tournament that brings visitors to town for 2 nights. Kevin Baggerly noted that the tournament last year had a lot of participation and attendance. Joy Barr made a motion to approve the request with the condition that Vickie assist the organizer with advertising. Jess Holmes seconded the motion. Approved.
- i. Eddy County Fair > Requesting up to \$11,700 for the Eddy County Fair. This is an increase from last year, but the Fair Board would like to grow the interest in the fair and its associated activities as well as begin work on a website. Security needs also have grown. Jess Holmes noted that he would like to see a more comprehensive report on the successes of the 2014 fair. Kevin Baggerly made a motion to approve the request. Rebecca Prendergast seconded the motion. Approved.

- j. AHS High School Rodeo Invitational > Requesting up to \$4,100 for the annual rodeo event that brings 75 to 100 visitors in for 2 nights. Kevin Baggerly made a motion to approve the request. Joy Barr seconded the motion. Approved.
 - k. Our Lady of Grace Family Fun Weekend > Requesting \$2,911.16 for security and portapotties and a small amount of advertising for the two-day event on Sept. 27-28. The board discussed how much of an attraction to visitors the event created. Kevin Baggerly noted that he would like to work with the organizers to turn the event into more of a Hispanic cultural event that would appeal to a larger audience outside Artesia. Jess Holmes made a motion to table the request and allow Kevin an opportunity to work with the organizers to restructure and grow the event. Kevin Baggerly seconded the motion. Approved.
 - l. New Mexico Regional Swap Meet and Car Corral > Requesting up to \$1,200 for the swap meet on Oct. 9-11. The event pulls in 40 to 50 visitors from out of town for the two-day event. Jess Holmes made a motion to approve the request. Rebecca Prendergast seconded the motion. Approved.
 - m. New Mexico MESA (Math Engineering Science Achievement) > Requesting up to \$10,000 for NM MESA to bring between 300 and 400 students, teachers and chaperones to Artesia for two days in October to learn about oil and gas and encourage them in career development. Joy Barr expressed concern that any funding used for transportation would make the Lodgers Tax Board liable. Kevin Baggerly made a motion to approve the request with the contingency that no funding be applied to transportation. Joy Barr seconded the motion. Approved.
 - n. AHS City of Champions Classic Basketball Invitational > Requesting up to \$7,200 for the basketball event that brings 600 to 700 students, coaches, chaperones and parents to Artesia for 2 to 3 nights. Jess Holmes made a motion to approve the request. Rebecca Prendergast seconded the motion. Approved.
- VI. With no other business before the board, Kevin Baggerly made a motion to adjourn the meeting. Rebecca Prendergast seconded the motion. Approved. The meeting was adjourned at 3:15 PM.

Summary of Requests Approved by Artesia Lodgers' Tax Board for Recommendation to Artesia City Council on January 23, 2014:

- The New Artesia Public Library Grand Opening Events and Marketing -- \$25,000
- AHS Baseball Invitational -- \$4,200
- Leadership New Mexico Conference -- \$2,500
- Main Event Car Show & Cruise -- \$6,000
- AHS Ladydog Invitational -- \$4,200
- Wet & Wild Run and Ride -- \$4,500
- Fourth of July Fun Run -- 2,500
- Kickin' It Under the Lights -- \$2,000
- Eddy County Fair & Rodeo -- \$11,700
- AHS Rodeo Invitational -- \$4,100
- NM MESA -- \$10,000
- Swap Meet & Car Corral -- \$1,200
- AHS Basketball Classic -- \$7,200

Total amount approved = up to \$85,100