

**LODGERS TAX ADVISORY BOARD MEETING**  
**CITY COUNCIL CHAMBERS**  
**1700 N. GRAND AVENUE, LAS VEGAS NM 87701**

Tuesday April 14, 2020 2:00 PM

**AGENDA**

- I. CALL TO ORDER
- II. ROLL CALL
- III. APPROVAL OF AGENDA
- IV. APPROVAL OF MINUTES FOR March 10, 2020
- V. FINANCE REPORT
- VI. PUBLIC INPUT
- VII. AGENDA
  - 1) Item: Friends of the City of Las Vegas Museum & Rough Rider Memorial  
Collection: Jack Johnson Kept His Heavyweight Title \$5,500.00
  - 2) Item: Las Vegas First Independent Business Alliance, 2020 Las Vegas Art  
Auction \$5,000.00
  - 3) Item: CCHP- Places with a past Historic Homes and Buildings Tour \$5,000.00
  - 4) Item: Las Vegas Arts Council – Peoples Fair \$5,000.00
  - 5) Item: LVFIBA – Fridays Al Fresco Advertising - \$5,000.00
  - 6) Item: Rough Rider Motorcycle Rally Committee - \$5,000.00
  - 7) Discussion: Las Vegas/San Miguel Film Council – “Wildest of the Wild West Film  
Festival” \$20,500.00
  - 8) Discussion: Friends of the City of Las Vegas Museum & Rough Rider Memorial  
Collection: E. Romero Firehouse and Acequia Museum \$15,000.00
  - 9) Discussion: Las Vegas Citizen’s Committee for Historic Preservation, “Connect  
Las Vegas Mobile Guide to Historic Sites \$11,790.00

- 10) Discussion: Las Vegas First Independent Business Alliance, Funding for Spring and Fall Delivery of the 2020 Las Vegas and San Miguel County Visitors Guide throughout the state of New Mexico \$5,000.00
- 11) Discussion: City of Las Vegas, City tourism website and film tourism website. \$1,721.10
- 12) Discussion: City of Las Vegas, Marketing software \$1,844.84
- 13) Discussion: Albuquerque Journal - Advertising and Marketing of Las Vegas Events
- 14) Discussion: LVFIBA – Highway Billboard Advertising - \$40,000.00
- 15) Discussion: LVFIBA – Digital Distribution and Social Media Advertising - \$7,000.00
- 16) Discussion: LVFIBA – NM True Advertising - \$70,000.00

VIII. DISCUSSION ITEMS

IX. NEW AND OTHER BUSINESS

- a. \$0 - 2,500.00 & \$2,500.00 - \$5,000.00

- 1. With exception of::

- 4<sup>th</sup> of July Fiestas
    - Salute to Troops
    - Rough Rider Motorcycle Rally

- b. \$26,000.00 Visitor Guide

- c. Strategic Planning Meeting for Board

X. ADJOURNMENT