

Minutes
Lodgers Tax Advisory Board Regular Meeting
Tuesday, October 10, 2017, from 2:00 PM to 5:00 PM
City Hall Council Chambers
1700 N Grand Avenue, Las Vegas, N.M.

Members Present:

Joaquin Garofalo
Krutik Bhakta
Allan Affeldt

Members Absent:

Diane Ortiz
Lupe Trujillo

City Staff Present:

Virginia Marrujo, Media Coordinator
Tiara Shorty, Administrative Assistant I
Corinna Laszlo-Henry, City Attorney
Robert Archuleta, Grant Writer
Richard Trujillo, City Manager

Call to Order:

The meeting was called to order by Joaquin Garofalo at 2:09 PM.

Roll Call:

Tiara Shorty took attendance; a quorum was met. Diane Ortiz has resigned from the Board and Lupe Trujillo was sick.

Approval of Agenda:

Krutik Bhakta made a motion to approve the agenda upon removing approval of minute's item, Allan Affeldt seconded the motion. All members voted and approved the motion by stating, "Yes".

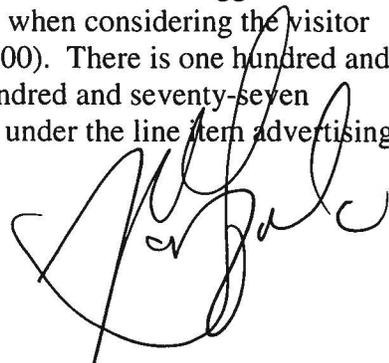
Allan Affeldt made a motion to add public input to the agenda with a 10 minute time limit, Krutik Bhakta seconded the motion. All members voted and approved the motion by stating, "Yes".

Approval of Minutes:

No discussion.

Public Input:

Wid Slick addressed the Board and handed out a packet for review. The official budget for the City was discussed. Changes can be made to help the Board make decisions. Suggests that a goal of four hundred thousand (400,000). Budget is much more when considering the visitor center. The actual media placement is sixty-five thousand (65,000). There is one hundred and eighty thousand (180,000) in lodgers' tax. There can be two hundred and seventy-seven thousand (277,000) in media placement. All marketing is listed under the line item advertising



Non-profit Allocation of Funds and Packages – City Staff and Non-profits:

No discussion.

Cisneros Design Contract Discussion – City Staff Update:

Krutik Bhakta emphasized that the old contract must be discussed first before the new contract can be addressed. A sit down with Cisneros Design must be done. There is no basis for how much money is given to non-profits.

The Board is not interested in a presentation by Cisneros Design; the purpose is for everyone to speak freely. A regular sit down was encouraged.

Corinna Laszlo-Henry reported that the Board must comply with an open meetings act for a sit down with Cisneros Design.

The Board discussed a special meeting in order to allocate a real budget effective by January 2018.

Discussion of E. Romero Fire Station National Trust for Historic Preservation Contest and Lodgers Tax as Promotion for Las Vegas:

Virginia Marrujo reported that Cisneros Design will promote the E. Romero Fire Station on social media with what funding they possess, no need to spend more.

New & Other Business:

The Board would like to make a recommendation for a new member to Madam Mayor. The Board will get their recommendations to Virginia Marrujo via email. They want an at-large individual.

Wid Slick addressed the Board and requested that they make a motion to approve for Main Street and the City Grant Writer to seek out grants and RFP's.

Krutik Bhakta reported that this motion requires a full discussion. It is undetermined whether they have money to leverage.

Virginia Marrujo recommended that non-profits fully discuss grant opportunities with the City prior to applying, do not simply sign up on the City's behalf. Ms. Marrujo recommended that other non-profits be awarded as well, not just one

Wid Slick reported that in the future, he would like the City to discuss grants with non-profits before it is too late.

Krutik Bhakta reported that the Board wants to award money, but there needs to be a process in place to make it fair for everyone. The Board would like to see other non-profits attend the meetings. The non-profits must ensure that their marketing is professional with similar resources. Put in the same time and effort into marketing.

Robert Archuleta addressed the Board. In regards to RFP's, resource and subject matter is necessary. Outreach must be done. RFP's are driven by deliverables and need. When the City

The Board clarified whether Wid Slick was looking a match in price, it was determined that the State is taking care of the e-blasts. The Board instructed City staff to explore other media outlets such as radio and print, not solely social media.

Virginia Marrujo reported that the Holiday Home Tour has a package that consists of e-blasts, window decals, stencils and social media. Ms. Marrujo will look into past non-profit packages. The largest package consists of three thousand and five hundred (3,500). Recommended at some funds be saved to go towards a remainder of the events, do not devote entire twenty-four thousand (24,000) to Main Street.

Joaquin Garofalo recommended designating nineteen thousand (19,000) for boosting the Vote Your Main Street contest. The remaining amount will go towards the events. The objective is to win the contest.

Allan Affeldt recommended that marketing primarily focus on Albuquerque and Santa Fe.

The Board emphasized that they would like to meet before Thanksgiving. Plan to break down the funds at the next meeting.

In regards to allotting funds to non-profits, Corinna Laszlo-Henry reported that there is fifty thousand (50,000) for leveraging. RFP formats could be used. Encourage non-profits to provide schedules for events and begin the process soon so that there is an availability of funds in April of 2018. The budget should be specific so that professional marketing is sought.

Joaquin Garofalo questioned whether the Board would micro-manage the process. Do they allot two hundred thousand (200,000) for the duration of October to June 2018?

Allan Affeldt reported that from January to June 2018, the Board has already agreed that the Cisneros Design contract will end. They need to determine who will manage the money. They should work with an organization that wants to work with the Board.

Krutik Bhakta questioned that if another organization was contracted to, how does the Board know if deliverables will be met. A well written contract for professional marketing is needed, along with the management of the contract. We cannot rule out all professional entities.

Corinna Laszlo-Henry reported that professional services will require contract management. There could be potential pitfalls from another entity, they could tell us what they want us to buy. The City staffs are capable to ensure that deliverables are met.

Richard Trujillo reported that there were no deliverables because they were not a strong enough Board to recommend, which there currently is now. They must get with the contractor and put together an effective contract.