

1 **LODGERS TAX ADVISORY SPECIAL BOARD MEETING**

2 **Minutes for Monday, August 27, 2024 at 2:00 PM**

3 **City Hall Council Chambers, 1700 N. Grand Ave., Las Vegas, NM 87701**

4
5 **CALL TO ORDER**

6 The meeting was called to order at 2:04 PM

7
8 **ROLL CALL**

9 Krutik Bhakta - Present
10 Georgina Ortega-Angel - Present
11 Helen Strader - Present
12 Matt Martinez - Present
13 Elmer Martinez - Present

14 **Others in Attendance:**

15 Lucas Marquez – Community Development Director
16 Charles Griego – Community Development
17 Thomas Fernandez – Community Development
18 Charles Ortiz – Community Development
19 Scott Zunker – Community Development
20 Loretta Saiz – LVCCHP
21 Lawrence Quintana – LVCCHP
22 Inimeg (Meg) York – Tarjama Ensemble
23 Eddie Bustamante – Yolo Fest
24 Reina Fernandez – MainStreet LV
25 Cindy Collins – MainStreet LV
26 Elias Trujillo – LV-SM Chamber of Commerce

27
28 **PLEDGE OF ALLEGIANCE**

29 Krutik Bhakta led the Pledge of Allegiance

30
31 **APPROVAL OF AGENDA**

32 Matt Martinez made a motion to amend the agenda by re-arranging the Lodgers' Tax
33 Application order to start with Dia de los Muertos; Eddie B. Promotions and Events; Holiday
34 Home Tour; Meadow City Motor Show & Film Expo; Main Street Furniture; Tarjama World
35 Dance Music Festival; with the remaining applications following the stated order. .

36 Elmer Martinez seconded the motion.

37
38 A voice vote was taken with all voting in favor. The motion passed.

39
40 Georgina Ortega-Angel moved to approved the amended agenda. Matt Martinez seconded the
41 motion.

42
43 A voice vote was taken with all voting in favor. The motion passed.

44
45
46

47 **APPROVAL OF MINUTES**

48 Meeting Date: August 5th, 2024

49 Georgina Ortega-Angel moved to accept the minutes as presented. Elmer Martinez
50 seconded the motion.
51

52 A voice vote was taken with all voting in favor. The motion passed.
53

54 **PUBLIC INPUT**

55 No one signed up for the public comment
56

57 **BUSINESS ITEMS**

58 1. Discussion and Recommendations regarding the Sunny 505 Contract.

59 Deda Austin of Sunny 505 attended the meeting by Google meets. Elmer Martinez
60 spoke of the contract being for one year with the possibility of four annual renewals.
61 There was discussion regarding the implementation of the menu items listed in the
62 contract. Deda Austin discussed work done over the last year including research, focus
63 groups, three new logos and tag lines that were scrapped by the previous City
64 Administration. Lucas Marquez mentioned that the City already has branding which
65 greets residents and visitors at each end of Grand Ave. There was discussion about the
66 cost of the menu items and Deda Austin stated that the items and cost are not set in
67 stone. Sunny 505 also manages the City website, visitors guide, story writing, Facebook
68 and Instagram. Year two revisit the City branding by tweaking the current branding,
69 increase event activity, Fall Fiesta Advertisement, focus on community calendar with
70 graphics and video. She also stated that the City should apply for events grant from NM
71 True. There was discussion about trying to make our logo have a better fit when used.
72 The Advisory Board asked that updates on the traffic of social media and matrix to
73 numbers. The Advisory Board asked Lucas Marquez to put together a proposal contract
74 with deliverables requiring quarterly reports.
75

76 Matt Martinez moved to have Lucas Marquez with Sunny505 and bring back a
77 presentation to the Advisory Board.
78

79 Elmer Martinez seconded the motion.
80

81 Roll Call Vote on the motion.

82 Matt Martinez - Yes
83 Georgina Ortega-Angel - Yes
84 Helen Strader - Yes
85 Elmer Martinez - Yes
86

87 2. Discussion, Review and Recommendations regarding Lodgers' Tax application
88 request for funding.
89

90 a. Dia de los Muertos - There was no one present to represent this application.

91 Matt Martinez moved to table the application. Georgina Ortega-Angel seconded
92 the motion to table..

93 Matt Martinez - Yes
94 Georgina Ortega-Angel - Yes
95 Helen Strader - Yes
96 Elmer Martinez - Yes
97

98 The Motion passed.

99 b. Eddie B Promotions and Events. – Eddie Bustamante gave a summary of “The
100 Yolo Music Festival” that he was requesting Lodgers’ Tax support for in the
101 amount of \$3,000. The event will be held on September 28th from 12 Noon until
102 8 PM. The Board discussed different amounts and what the monies would be
103 used to fund.

104 Matt Martinez moved to fund \$1,000 for marketing and \$3,000 for promoting
105 bands for a total amount of \$4,000.

106 Georgina Ortega-Angel seconded the motion.
107

108 Matt Martinez - Yes

109 Georgina Ortega-Angel - Yes

110 Helen Strader - Yes

111 Elmer Martinez - Yes
112

113 Motion passed.
114

115 Elmer Martinez moved that the applicant report back to the Lodgers’ Tax Board
116 with information on the event.

117 Krutik Bhakta seconded the motion.
118

119 Matt Martinez - Yes

120 Georgina Ortega-Angel - Yes

121 Helen Strader - Yes

122 Elmer Martinez - Yes
123

124 The Motion passed.
125

126 c. Holiday Home Tour – Lawrence Quintana presented the request for funding on
127 behalf of the Las Vegas Citizens’ Committee for Historic Preservation (LVCCHP).
128 The LVCCHP application request for funding in the amount of \$3,505.63 for
129 marketing assistance. LVCCHP was previously approved for fund but rescinded
130 that request as they had cancelled two events due to the impact left from the
131 June 21, 2024 flooding event. The group was commended on the detail
132 submitted in their application.

133 Elmer Martinez moved to fund the application for marketing in the amount of \$
134 3,505.63 for marketing and the requirement that the applicant return with a report
135 to the Lodgers’ Tax Advisory Board.

136 Krutik Bhakta seconded the motion.
137

138 Matt Martinez - Abstain

139 Georgina Ortega-Angel - Yes

140 Helen Strader - Yes

141 Elmer Martinez - Yes
142

143 The Motion passed.
144

145 d. Meadow City Motor Show & Film Expo – Elias Trujillo, on behalf of the Las
146 Vegas – San Miguel Chamber of Commerce, presented photos of Billboards and
147 Posters that are being used to promote this event sponsored by the Chamber.
148 They have moved the date of the event from June 8th to September 14th, 2024.
149 This a[application is in addition to the previous application for the same event

150 and they are seeking an additional \$5,000 to purchase an engine to be used in a
151 raffle held during the car show. Last year the event had 119 cars in the show.
152 Matt Martinez moved to fund the application in the amount of \$5,000 for the
153 purchase of the engine.
154 Helen Strader seconded the motion.

155
156 Matt Martinez - Yes
157 Georgina Ortega-Angel - Yes
158 Helen Strader - Yes
159 Elmer Martinez - Yes

160
161 The Motion passed.

162
163 Elmer Martinez moved to have the applicant return to present a report on the
164 event to the Lodgers' Tax Advisory Board.
165 Matt Martinez seconded the motion.

166
167 Matt Martinez - Yes
168 Georgina Ortega-Angel - Yes
169 Helen Strader - Yes
170 Elmer Martinez - Yes

171
172 The Motion passed.

173
174
175 e. MainStreet Furniture – Cindy Collins stated she was under contract with the
176 MainStreet de Las Vegas Board to present the request for funding Infrastructure
177 Assistance to purchase ten (10) benches and four (4) trash cans to be placed in
178 the Railroad Ave area, Douglas St., Twelfth St., Bridge St, and Plaza area. The
179 funding request is in the amount of \$28,461.90. It was stated that the installation
180 of these items would have to go through the Design & Review Board for approval
181 of the locations. There would also have to have approval from the Finance
182 Director. Georgina Ortega-Angel asked if there had been Public input for this
183 project such as a 30 day Public comment period. Ms. Collins stated that there
184 had not been Public comment.

185 Matt Martinez moved to approve the funding for the purchase of street furniture
186 and require the group to return to the Lodgers' Tax Advisory Board within 30
187 days of completion.
188 Elmer Martinez seconded the motion.

189
190 Matt Martinez - Yes
191 Georgina Ortega-Angel - Yes
192 Helen Strader - Yes
193 Elmer Martinez - Yes

194
195 The motion passed.

196
197 Matt Martinez did state that there would need to be clarification as to if the above
198 was within the law regarding use of Lodgers' Tax monies.

199
200

201 f. Tarjama World Dance Music Festival - Inimeg (Meg) York presented the
202 application on behalf of Tarjama Ensemble LLC requesting \$2,500. The event
203 will be held in the Old Town Mission Community Center. The concerts are \$20 or
204 whatever someone can afford. Ms. York stated that there are usually around 100
205 people and Helen Strader stated that this is needed in the community.
206

207 Matt Martinez moved to approve the funding in the amount of \$2,500 with the
208 applicant returning within 30 days following the event to give a report to the
209 Lodgers' Tax Advisory Board.

210 Georgina Ortega-Angel seconded the motion.
211

212 Matt Martinez - Yes

213 Georgina Ortega-Angel - Yes

214 Helen Strader - Yes

215 Elmer Martinez - Yes
216
217

218 The Board moved into a short recess at 3:25 PM.

219 The Board reconvened at 3:36 PM with Krutik Bhakta moving and Georgina
220 Ortega-Angel seconded the motion.

221 A voice vote was taken with all voting in favor.

222 The Motion passed.
223

224 g. 3 on 3 Hoops Tour – Lucas Marquez presented the application on behalf of the
225 City of Las Vegas requesting \$2,500. Mr. Marquez stated the need to have more
226 events in the Fall & Winter months. Originally thought of having on Bridge Street
227 but felt that Douglas St would be a better location for a 2-day tournament with a
228 tentative date in October. Matt Martinez stated that previously the Chamber had
229 hosted this event. It was noted that the Abe Montoya Recreation Center would
230 be used as a backup in the event of bad weather. Georgina stated the need to
231 look at the local high schools, college and university to make sure there were not
232 completing events.

233 Matt Martinez moved to approve the request for \$2,500 and for a follow-up report
234 to the Lodgers' Tax Advisory Board following the event.

235 Georgina Ortega-Angel seconded the motion.
236

237 Matt Martinez - Yes

238 Georgina Ortega-Angel - Yes

239 Helen Strader - Yes

240 Elmer Martinez - Yes
241

242 h. Billboards – Charles Griego and Lucas Marquez presented the application
243 request \$28,000 to be used for Billboards promoting events in Las Vegas. They
244 stated that we have billboards on I-25, I-40 and one on Hwy 518 by Storrie Lake.
245 They are also looking into the electronic signs on I-25 in Albuquerque and at in
246 the Albuquerque Airport. Matt Martinez stated that ClearChannel owned the
247 electronic billboard at Comanche & I-25 and he would suggest that we try to use
248 at least one.

249 i. Matt Martinez moved to approve the \$28,000 in funding to be used to pay the
250 cost of billboards and follow-up report to the Lodgers' Tax Advisory Board.

251 Elmer Martinez seconded the motion.

252 Matt Martinez - Yes
253 Georgina Ortega-Angel - Yes
254 Helen Strader - Yes
255 Elmer Martinez - Yes

256
257 The Motion passed.

258
259 j. Balloon Fiesta – Lucas Marquez, on behalf of the City, presented the application
260 for funding to provide promotional items to be given out at the Balloon Fiesta in
261 Albuquerque in the amount of \$10,000. Matt Martinez stated that he would allow
262 the City to use his spinning wheel to be used get out prizes to attendees.
263 Matt Martinez moved to approve the requested \$10,000 and to follow-up with a
264 report following the events.
265 Elmer Martinez seconded the motion.

266
267 Matt Martinez - Yes
268 Georgina Ortega-Angel - Yes
269 Helen Strader - Yes
270 Elmer Martinez - Yes

271
272 The Motion passed.

273
274 k. Boo Fest – Lucas Marquez, on behalf of the City, presented the application for
275 funding to provide funding in the amount of \$10,000. Would like to include
276 “Wicked Fest” adult theme to do in addition to the children’s events. Georgina
277 Ortega-Angel asked that it not compete with hotels or ballrooms having events
278 also.
279 l. Matt Martinez moved to fund \$10,000 for the Boo Fest and an additional \$3,000
280 for marketing of Boo Fest.
281 Elmer Martinez seconded the motion.

282
283 Matt Martinez - Yes
284 Georgina Ortega-Angel - Yes
285 Helen Strader - Yes
286 Elmer Martinez - Yes

287
288 The Motion passed.

289
290 m. Gay Pride – Charles Griego, on behalf of the City, presented the application for
291 funding in the amount of \$10,000 for promotion and marketing. The City will be
292 working with Highlands University for this event. There will be a parade,
293 performers, artist and vendors.
294 Georgina Ortega-Angel moved to approve the request for the funding in the
295 amount of \$10,000.
296 Matt Martinez seconded the motion.

297
298 Matt Martinez - Yes
299 Georgina Ortega-Angel - Yes
300 Helen Strader - Abstained
301 Elmer Martinez - Yes
302

303 The Motion passed.

304

305 Lucas Marquez gave a directive to City staff to provide a report on all funding to the Lodgers'
306 Tax Advisory Board for all proposed funding.

307

308 n. Electric Light Pride – Charles Griego, on behalf of the City, presented the
309 application requesting \$10,000. He explained that the parade has been a long
310 standing event and he is wanting to make it bigger and better.

311 Elmer Martinez moved to approve the application and fund the \$10,000 dollar
312 request.

313

314 Matt Martinez - Yes

315 Georgina Ortega-Angel - Yes

316 Helen Strader - Yes

317 Elmer Martinez - Yes

318

319 The Motion passed.

320

321 o. Luces en el Rio – Lucas Marquez, on behalf of the City, presented the
322 application requesting \$50,000. Mr. Marquez noted that electricity has been
323 added to the Riverwalk stretching from Bridge St to Independence. Georgia
324 Ortega-Angel asked about the grant from T-Mobile for the Riverwalk Park. It was
325 noted that grant was for Arches and Gate which are being built. The money will
326 be used to promote the event and provide decoration to be re-used each year.

327 Matt Martinez moved to approve the funding in the amount \$50,000.

328 Georgina Ortega-Angel seconded the motion.

329

330 Matt Martinez - Yes

331 Georgina Ortega-Angel - Yes

332 Helen Strader - Yes

333 Elmer Martinez - Yes

334

335 The Motion passed.

336

337 p. Salute to the Troops – Lucas Marquez, on behalf of the City, present the
338 application request in the amount of \$22,000.00. The numbers for this event
339 increased by 200 attendees. Matt Martinez asked that Veterans be tied into the
340 event as the City population has a high percentage of Veterans.

341 Matt Martinez moved to approve the requested funding in the amount of
342 \$22,000.00.

343 Elmer Martinez seconded the motion.

344

345 Matt Martinez - Yes

346 Georgina Ortega-Angel - Yes

347 Helen Strader - Yes

348 Elmer Martinez - Yes

349

350 The Motion passed.

351

352 q. Santa in the Park – Charles Griego, on behalf of the City, presented the
353 application in the amount of \$3,000. He stated that it is a morning event and that

303 The Motion passed.

304

305 Lucas Marquez gave a directive to City staff to provide a report on all funding to the Lodgers'
306 Tax Advisory Board for all proposed funding.

307

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309 application requesting \$10,000. He explained that the parade has been a long
310 standing event and he is wanting to make it bigger and better.

311 Elmer Martinez moved to approve the application and fund the \$10,000 dollar
312 request.

313

314 Matt Martinez - Yes

315 Georgina Ortega-Angel - Yes

316 Helen Strader - Yes

317 Elmer Martinez - Yes

318

319 The Motion passed.

320

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322 application requesting \$50,000. Mr. Marquez noted that electricity has been
323 added to the Riverwalk stretching from Bridge St to Independence. Georgia
324 Ortega-Angel asked about the grant from T-Mobile for the Riverwalk Park. It was
325 noted that grant was for Arches and Gate which are being built. The money will
326 be used to promote the event and provide decoration to be re-used each year.

327 Matt Martinez moved to approve the funding in the amount \$50,000.

328 Georgina Ortega-Angel seconded the motion.

329

330 Matt Martinez - Yes

331 Georgina Ortega-Angel - Yes

332 Helen Strader - Yes

333 Elmer Martinez - Yes

334

335 The Motion passed.

336

337 p. Salute to the Troops – Lucas Marquez, on behalf of the City, present the
338 application request in the amount of \$22,000.00. The numbers for this event
339 increased by 200 attendees. Matt Martinez asked that Veterans be tied into the
340 event as the City population has a high percentage of Veterans.

341 Matt Martinez moved to approve the requested funding in the amount of
342 \$22,000.00.

343 Elmer Martinez seconded the motion.

344

345 Matt Martinez - Yes

346 Georgina Ortega-Angel - Yes

347 Helen Strader - Yes

348 Elmer Martinez - Yes

349

350 The Motion passed.

351

352 q. Santa in the Park – Charles Griego, on behalf of the City, presented the
353 application in the amount of \$3,000. He stated that it is a morning event and that

405 A voice vote was taken with all voting in favor. The motion passed.

406 The meeting was adjourned at 5:09 PM

407 Approved this the 8TH of October, 2024

408 Chairman:  _____