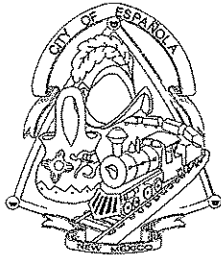


Summary Minutes of:



## Lodgers Tax Advisory Board Meeting

August 25, 2009 10:00 a.m.

City Hall

405 N. Paseo de Onate

Española, NM 87532

Meeting was called to order by Chairman Art Martinez at 10:08 a.m. with the following in attendance:

Chairman: Art Martinez

Member: Joann Casados

Pete Valdez

Marlo Martinez (absent)

Weldon McCollough (absent)

Chairman Art Martinez presented the agenda for approval.

**Motion was made by Joann Casados to change items 1 and 2 because the representative from the Espanola Valley Arts Festival was not yet present. Motion was seconded by Mr. Pete Valdez. Motion passed 3/0**

### AGENDA AS PRESENTED:

--BEGIN--



AGENDA  
Lodgers Tax Advisory Board Meeting  
August 25, 2009 10:00 a.m.  
City Hall  
405 N. Paseo de Onate  
Española, NM 87532

#### CALL TO ORDER BY THE CHAIRMAN

#### APPROVAL OF THE AGENDA

#### DISCUSSION ITEMS

1. Lodger's Tax Mini Grant Application-Espanola Valley Arts Festival
2. Lodger's Tax Mini Grant Application-New Mexico Hispano Music
3. Association Lodger's Tax Finance Budget Report

#### ADJOURN

*If you are an individual with a disability who is in need of an amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the City Clerk at 747-6013 at least three days prior to the meeting.*

--END--

#### ITEM NUMBER 1.

New Mexico Hispano Music Association application was presented by Ms. Judy Lujan. She stated that the show is expanding tremendously. Ms. Judy Lujan spoke of the younger generation and local talent from the Espanola Valley area. She continued to say how they are key examples of the artists in the line up to be held here in Espanola. Ms. Lujan stated that the event brings in revenues into the Espanola Valley. Ms. Lujan stated that the event will be held at the Okay Owingeh Event Center this up coming year. Ms. Lujan stated that the reason the Association chooses to have the event here in the local area is because so many of the local artists are show cased and up for awards during the show.

Mr. Art Martinez asked why the Association came before the Lodgers Tax Committee Board. Mr. Martinez expressed his concern in allowing the local vendors first choice of lodging, or local establishments to offer special rates to event goers. Ms. Judy Lujan stated that the association would contact the local vendors to offer them business. Mr. Art Martinez stated that no one has ever asked him to offer a discount for the event. He requested of Ms. Lujan that the association would call local vendors, hotels/motels and speak to management about offering discounts for lodging this year. Ms. Joann Casados asked Ms. Lujan who the individual that coordinates the event solicitation for local business was. Ms. Judy Lujan stated that Mr. Casey Gallegos could not be here today and that she did not know exactly but would find an answer. Mr. Art Martinez asked where the receipts were from last years' expenses. Ms. Judy Lujan stated the receipts were brought to the board meeting the following month. Ms. Joann Casados stated that a proposal was presented of future spending, but not actual receipts were presented from last years' expenditures. Mr. Martinez requested receipts for audit purposes of Ms. Lujan. Mr. Art Martinez could not remember actually seeing any receipts of where the money had been spent last year. Mr. Art Martinez requested that the receipts be brought to the City Clerk in order to distribute to the Lodgers Tax Board Members. Ms. Joann Casados stated that they do want to have receipts incorporated to the spending process. Mr. Art Martinez asked if there are commitments or contracts with local radio stations. Ms. Judy Lujan stated that they are being worked on. Ms. Judy Lujan stated that she would confirm with Casey Gallegos that KDCE radio was also a local vendor being utilized in the advertising scope. Ms. Judy Lujan stated that a Taos radio station and program book is where last years' grant money was spent. She stated the funds were allocated to advertising costs. Mr. Martinez stated that he would like to see advertising spent locally. Mr. Martinez would like to see soliciting to be made outside of the 30 mile range through the advertisement in order to stay here locally.

**Ms. Joann Casados made a motion to see a breakdown of the advertising costs from the previous year, and have application re considered at a future meeting, before it is completely approved. Mr. Valdez seconded the motion. Motion carried 3/0.**

Ms. Joann Casados stated that a future meeting would be scheduled when Ms. Judy Lujan had all of the necessary information completed. She stated that she could coordinate with the Office of the City Clerk and a meeting could be scheduled within 48 hours. Ms. Judy Lujan asked if approved, the funds would need to be distributed in what area? She asked if he program book could be printed with the funds. Mr. Art Martinez stated that not. He continued to state that the funds could only be spent on radio or newspaper in order to advertise to the public outside of Espanola. He stated that the amounts have to be broken down. Ms. Judy Lujan asked if there was a cap on Lodgers Tax Grant Application. Mr. Martinez responded by saying there is not a cap. Again, Mr. Martinez requested that all local hotels/motels be contacted to see if they would offer a discount for the event. Mr. Martinez stated that at his RV Park he could offer a 10%-20% discount for those coming in for the event. Ms. Judy Lujan stated that the board would have an opportunity to present an award at the show. The week before the award show is the week before the event is the Children and Youth Awards show. She also continued to state that the nominees' event show is the week before the Children and Youth Awards show, therefore a three week possibility of events could result from the one larger show.

**Mr. Andrew Perkins came in to the meeting at 10:27 a.m.**

**Mr. Art Martinez made an adjustment of items 2 and 3 on the agenda to hear the Finance Report First before the Espanola Valley Arts Festival. Motion made by Mr. Pete Valdez and seconded by Ms. Joann Casados. Motion carried 3/0.**

#### **Finance Report:**

Mr. Martinez stated that the balance appeared to be going down. Ms. Casados stated that an amount of \$69,000 was presented at the last Lodgers Tax Meeting. Mr. Andrew Perkins stated that the "Forward Cash" amount was \$129,454.00 that is what was listed on his cash report. Mt. Perkins stated that he preferred not to give that report out. Ms. Joann Casados requested from Mr. Perkins a report to be given to them before hand so they know where they are running on the balance. Mr. Art Martinez stated that he would meet with Mr. Perkins in deciding what the actual amounts to work with would be. He stated that a new report would be disclosed in the future to ensure he correct balances for the fund.

### **Espanola Valley Arts Festival Representative came in at 10:36 am.**

Mr. Art Martinez asked if the annual audit costs were still fixed at an amount of \$16,000. Mr. Andrew Perkins answered that that amount was correct. Mr. Perkins stated that the fund also pays for administrative expenses to include office supplies and expenses. Mr. Martinez stated that he thought the city should provide that support and cover those expenses. Mr. Art Martinez asked Mr. Perkins if \$40,000 was still going out to the Chamber of Commerce. Mr. Perkins stated that the annual expenditures going out are \$20,000 to the Convento at the Plaza and about \$9,000 to City Sponsored Programs. No other information was being presented by Chamber for advertising according to Mr. Perkins. Mr. Perkins recommended obtaining receipts from the Chamber for advertising services. Ms. Joann Casados agreed and stated that requiring receipts should be the practice with anyone that comes before the board. Mr. Perkins stated that the city needed to follow state Procurement Code and Audit Regulations and therefore, it would be "good practices" to request receipts for an Audit Trail. Mr. Perkins requested that he and Mr. Martinez meet to go over reports. Mr. Perkins concluded that a spending of \$83,000 should be the projected amount for the year for the Lodgers Tax Fund. Ms. Casados asked if the Lodgers Tax fund received interest. Mr. Perkins stated that no interest was being accrued in account. Mr. Martinez stated that he would meet with Mr. Andrew Perkins meet to go over the reports and then would come back to the board on a good numbers for the fund. Mr. Perkins stated that \$83,000 plus the \$17,000 in revenues coming in for the fiscal year would bring the total to around \$100,000. Mr. Art Martinez stated that the Lodgers Tax Board would have \$40,000 to work with for the expenditure of the signs. Mr. Perkins asked if there were any more questions and asked if Mr. Martinez would meet with him to go over numbers quarterly. Mr. Andrew Perkins left at 10:52 a.m.

### **Item 3. Espanola Valley Arts Festival**

Mr. Mike Hibner presented on the application for the grant on behalf of the Espanola Valley Art and Wine Festival. Mr. Hibner handed out brochures that were presented at last years' event. He stated that all brochures were printed out at Mc Curdy School. He would like to integrate to a program like the Abiquiu Tour has. Mr. Art Martinez stated that the example handed out was the exact format that he was looking for and it had incorporated great advertising. Mr. Hibner asked the Lodgers Board Members which hotels/motels they would like to see included in this current years' advertising. Mr. Martinez commented on how nice the presentation of the program was last year. Mr. Hibner stated that the costs would be minimal this year. Ms. Joann Casados would like a breakdown of costs for this year proposed expenditures. Mr. Hibner stated that he could provide that in the near future. Mr. Hibner stated that Marlow Martinez had called him yesterday to ask him what funds were being spent locally. Mr. Hibner stated that local vendors would be indeed utilized. Mr. Hibner stated that the event would be held during the first weekend in October in conjunction with the Albuquerque Balloon Fiesta. Mr. Hibner also said that T shirts will also be bought and sold. Mr. Hibner then presented information of expenses and coordinating receipts that were spent last year. Mr. Hibner stated that all artists will be in the grassy nulls at the plaza and hopes for decent whether.

**Ms. Joann Casados made a motion that the budget expenditure proposal be brought forth to the committee at a future date. The motion was seconded by Mr. Pete Valdez. The motion passed 3/0.**

Mr. Hibner stated that he would have it to the Office of the City Clerk with in a couple of days.

Mr. Art Martinez stated that future meetings could be held on Wednesdays; Ms. Joann Casados asked that the city clerk request a proposal of expenditures from the applicants to be presented at the next scheduled meeting. Mr. Art Martinez referred to the Lodgers Tax Grant Application and stated that item number 3 asks for that information.

### **ANNOUNCEMENTS**

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**ADJOURNMENT**

A motion was made to adjourn by Mr. Pete Valdez, seconded by Ms. Joann Casados.  
Motion passed 3/0.

*Minutes taken and transcribed by Heather E. Velasquez, City Clerk*

APPROVED AND ADOPTED BY THE CITY COUNCIL ON THIS 30 TH  
DAY OF OCTOBER, 2009.



A handwritten signature in black ink, appearing to be "H. Velasquez", written over a horizontal line.

Heather E. Velasquez, City Clerk

A handwritten signature in black ink, appearing to be "Art Martinez", written over a horizontal line.

Art Martinez, Lodgers Tax Board President