



APPROVED

February 21, 2017

MINUTES OF THE OCCUPANCY TAX BOARD MEETING

Tuesday, January 24, 2017

Regular Meeting 2:30 P.M.

CALL TO ORDER AND WELCOME – The regular meeting of the Occupancy Tax Board was called to order at 2:30 p.m. by Vice-Chairperson Josh Ragsdale.

ROLL CALL

Members Present: Vice-Chair- Josh Ragsdale, Jill Cleveland, Stephanie Gerdts, Kerry Moore

Members Absent: Chairperson-Jim Fielding

Four members of the board were present representing a quorum.

Staff Present: Janice Self, Lodgers' Tax Liaison; Elizabeth Stark-Rankins, Director Administrative Services; Monica Garcia, Finance Director.

Others Present: Cla Avery (Hike It & Spike It), Patricia Grassie (Reflections & Recovery), Candace McClelland (Andrus- Hillman Memorial Pro Rodeo), Donovan Fulkerson (Roswell Film Festival), Kecia Hopper (Milkman Triathlon), Roxanne Slayton (Candlewood Suites)

APPROVAL OF AGENDA – Ms. Gerdts motioned to approve the agenda. Ms. Cleveland seconded the motion. A voice vote was unanimous (4-0) and the motion passed; Mr. Fielding was absent.

APPROVAL OF MINUTES – Ms. Cleveland motioned to approve the minutes from the December 13, 2016 Occupancy Tax Board meeting. Ms. Moore seconded the motion. A voice vote was unanimous (4-0) and the motion passed; Mr. Fielding was absent.

PUBLIC COMMENTS - None

REGULAR ITEMS (Action Items):

3. **Lodgers' Tax Request** – Jesse Andrus & Mike Hillman Memorial Pro Rodeo (April 21-22, 2017)

Ms. Candace McClelland was there to present the request for \$5,000.00 (five thousand dollars). Ms. McClelland informed the Board that this will be the 7th annual memorial event. This is a Professional Rodeo Cowboys Association sanctioned rodeo. Money won counts toward qualifying for the National Finals Rodeo in Las Vegas. Over 250 contestants from across the United States will be competing over the two nightly performances in the seven events of Pro Rodeo. Many contestants bring family and stay at Roswell's hotels, eat at restaurants, shop and buy fuel in Roswell. The event will spend close to \$10,000 in advertising dollars with radio, newspaper, posters, magazines and social media. The target areas for advertising is the state of New Mexico, West Texas and locally (Roswell, Dexter, Hagerman, Artesia, Clovis). The memorial event has given over \$30,000 in scholarships and checks to our local civic and community organizations in the seven years. Ms. Moore made the motion to recommend to the

Finance Committee that Lodgers' Tax funding, in the amount of up to \$3,500 (three thousand five hundred dollars) on a reimbursement basis at 50% for eligible expenses be provided for this purpose. Ms. Cleveland seconded the motion. In discussion there was a question concerning the increase. Ms. McClelland responded that the plan is to spend at least \$10,000 in advertising and the request is based on 50% of the expected expenditure. The motion was restated by Vice-Chair Josh Ragsdale and a voice vote was unanimous (4-0) and the motion passed; Mr. Fielding was absent.

4. **Lodgers' Tax Request – 33rd Annual Milkman Triathlon (June 3, 2017)**

Ms. Kecia Hopper was there to present the request for \$1,500.00 (one thousand five hundred dollars). Ms. Hopper informed the Board that the event is expecting 250 athletes. Approximately 80 from out of town will also bring friends and family members. Last year approximately 70% of the entries were from out-of-town (El Paso, Albuquerque, etc) and there were 59 confirmed hotel room stays. This year the event is working with hotels to be able to provide a block of rooms at a special rate to draw more entries. Ms. Cleveland made the motion to recommend to the Finance Committee that Lodgers' Tax, in the amount of up to \$1,500.00 (one thousand five hundred dollars) on a reimbursement basis at 50% for eligible expenses be provided for this purpose. Mr. Ragsdale seconded the motion. After restating the motion a voice vote was unanimous (4-0) and the motion passed; Mr. Fielding was absent.

5. **Lodgers' Tax Request – 7th Annual Tour de Ocho Millas (September 9, 2017)**

Ms. Patricia Grassie was there to present the request for \$2,500.00 (two thousand five hundred dollars). Ms. Grassie informed the Board that the event which is hosted by Reflections & Recovery is the eight (8) mile loop around Bottomless Lakes, which can be done up to four times. It is not a sanctioned race, but is used by some as a practice race for the Ruidoso 100 mile race. The last three years the event has experienced bad weather. The event is challenging enough that last year a rider came from Guatemala. He was doing different circuit races in the United States and working his way across. Advertising will be done with the use of a website and going to different races and providing postcards (to be placed in rider's goody bags) which advertise the Tour de Ocho Millas. Ms. Cleveland made the motion to recommend to the Finance Committee that Lodgers' Tax, in the amount of up to \$2,000.00 (two thousand dollars) on a reimbursement basis at 50% for eligible expenses be provided for this purpose. Ms. Moore seconded the motion. After restating the motion a voice vote was unanimous (4-0) and the motion passed; Mr. Fielding was absent.

6. **Lodgers' Tax Request – Roswell Invaders Baseball – 2017 season (May 21 – July 26, 2017)**

Mr. Andrew Dunn was unable to attend the meeting due to prior commitment and distance. Mr. Dunn requested the application be considered as presented and from prior presentations. Ms. Self read the application and answered the questions as best as possible. Ms. Self explained that the event skipped a year because the team(s) were not staying in hotels, but at private homes and in hostels. These lodgings were not providing Lodgers' Tax so he did not request funding. He has stated that the team(s) would be staying in hotels this year. To the concern of low payout, Ms. Self explained that the criteria for eligible expenses for advertising, invoices and proof of wording on advertisement ("paid in part by City of Roswell Lodgers' Tax) was not provided in most instances. Ms. Ragsdale made the motion to recommend to the Finance Committee that Lodgers' Tax, in the amount of up to \$1,750.00 (one thousand seven hundred fifty dollars) on a reimbursement basis at 50% for eligible expenses be provided for this purpose. Ms. Moore seconded the motion. After some discussion with the concern the number of out-of-town visitors coming to the Roswell games, a friendly amendment was offered by Ms. Moore to deny the funding of the event. Mr. Ragsdale accepted the amendment.

Mr. Ragsdale restated the amended motion to recommend to the Finance Committee to deny the Lodgers' Tax funding in the amount of \$1,750.00 (one thousand seven hundred fifty dollars). Ms. Cleveland seconded the amended motion and a voice vote was unanimous (4-0) and the motion passed; Mr. Fielding was absent. Ms. Self will inform Mr. Dunn of the recommendation.

7. Lodgers' Tax Request – Roswell Film Festival (April 26-30, 2017)

Mr. Donovan Fulkerson was there to present the request for \$30,000.00 (thirty thousand dollars). Mr. Fulkerson informed the Board that the reason he requested the \$30,000 was to be able to qualify for the 100% reimbursement. This year the Roswell Film Festival is separate from the formerly Roswell FilmFest & Cosmicon. Mr. Fulkerson also stated that he was funded by Lodgers' Tax through the Roswell FilmFest & Cosmicon and paid out nearly \$10,000 in advertising expenses. Ms. Self was unable to verify the amounts, because of how the format of the final financial expenses were submitted. Mr. Fulkerson continued by informing the Board that so far 98 films have been submitted. There is also a music competition with over 80 bands requesting entry. Film goers may only watch 40-50% of the films and the added music competition will give them something else for entertainment. Ms. Cleveland made the motion to recommend to the Finance Committee to fund the Roswell Film Festival in the amount of up to \$10,000.00 (ten thousand dollars) for eligible Lodgers' Tax expenses at 50% through a reimbursement of funding without a contract. Ms. Gerds seconded the motion. Mr. Ragsdale asked if there was any discussion. It was asked how many passes were sold last year. Mr. Fulkerson responded that last year just under 100 passes were sold, with 56 of those being for out-of-town visitors. Some "comped" passes were also given out. The goal is to reach Dallas, Phoenix, Denver, El Paso and more with advertising. Mr. Ragsdale asked about the price of the passes. Mr. Fulkerson explained that passes were \$25 for a daily pass or \$80 for a four day pass. Also during a preview a one-time discount on passes was offered. It was asked if there is a charge for attending the music and Mr. Fulkerson stated that there would not be. Mr. Fulkerson would like to see this event grow into an annual April event, with more like events throughout the year. Ms. Moore offered a friendly amendment to amend the amount to \$5,875.00 (five thousand eight hundred seventy-five dollars) at a 50% reimbursement of eligible expenses without a contract. Ms. Cleveland accepted the amendment and Mr. Ragsdale seconded the amended motion. Ms. Self informed the Board that this would default to the Special Event line item due to the reason that a contract was no longer required. Mr. Ragsdale restated the amended motion to recommend to the Finance Committee to fund the Roswell Film Festival in the amount of up to \$5,875.00 at 50% through a reimbursement basis with a contract no longer being required. A voice vote was unanimous (4-0) and the motion passed; Mr. Fielding was absent.

8. Lodgers' Tax Request – 2017 Roswell Hike It & Spike It 4-on4 Charity Flag Football Tournament (May 26-28, 2017)

Mr. Cla Avery was there to present the request for \$24,999.00 (twenty-four thousand nine hundred ninety-nine dollars). Mr. Avery informed the Board that this is the 22nd annual tournament. It is the World's largest 4-on-4 football tournament. Last year there was an international team from Germany which played. Ages range from 5 – 59. Last year there were 852 females which played in the Hike It & Spike It. There is a website where all the entries are processed electronically online. The Hike It & Spike It fill all the hotels/motels within the area including Ruidoso, Artesia, Carlsbad and some in Portales/Clovis area. The overall calculated economic impact for Roswell is \$14,788,814.16 (fourteen million seven hundred eighty-eight thousand eight hundred fourteen dollars and sixteen cents). Ms. Moore made the motion to recommend to the Finance Committee that Lodgers' Tax, in the amount of up to \$18,000.00

(eighteen thousand dollars) on a reimbursement basis at 50% for eligible expenses be provided for this purpose. Ms. Gerdts seconded the motion. During discussion, the question was asked why the increase in funding from the \$20,000 (twenty thousand dollars) in previous years to the 24,999 (twenty-four thousand nine hundred ninety-nine dollars)? Mr. Avery explained that the increase was due to the unexpected expense of Police services. This service had always been provided without charge in the past. The increase is to cover the additional expense. The Board was made aware of a line item in Lodgers' Tax which can be used to cover the cost of Police, Fire and Sanitation services used specifically for events. This would be paid directly from Lodgers' Tax through payroll for the services. Ms. Moore amended her motion by including an allocation of funds from the line provided to include up to \$6,500.00 (six thousand five hundred dollars) in salaries for the Fire & Police services. Ms. Gerdts seconded the amended motion. Mr. Ragsdale restated the motion to recommend to the Finance Committee that Lodgers' Tax funding, in the amount of up to \$18,000.00 (eighteen thousand dollars) on a reimbursement basis at 50% for eligible expenses be provided for the Hike It & Spike It and to allocate up to an additional \$6,500.00 (six thousand five hundred dollars) from the event salary line to provide for Fire and Police salaries. After restating the motion a voice vote was unanimous (4-0) and the motion passed; Mr. Fielding was absent.

All attendees were informed that the date for the Finance Committee meeting has been set for Thursday, February 2, 2017 at 8:00 a.m.

Other Business / Non-Action Items / Information Items / Reports (Non-Action Items):

9. Event Status update:

Ms. Self informed members that all of the FY 2016 events have been completed and paid out. Next month's report will show only the FY 2017 events. There were no questions.

ADJOURN

Mr. Ragsdale asked if there was any other business, being none Mr. Ragsdale requested a motion for adjournment.

Ms. Gerdts made the motion to adjourn and Ms. Cleveland seconded the motion. A voice vote was unanimous (4-0) and the motion passed; Mr. Fielding was absent.

Mr. Ragsdale stated that the next scheduled meeting of the Occupancy Tax Board is February 21, 2017.

The meeting was adjourned at 3:46 p.m.

Minutes submitted for approval by Janice Self.

A copy of the written update presented may be requested through the City Clerk's office.