



MINUTES OF THE OCCUPANCY TAX BOARD MEETING

Tuesday, August 20, 2019
Regular Meeting 2:30 P.M.

Committee Chair: Jim Fielding
Committee Members: Kerry Moore, Roxanne Slayton, Susan Noel, Joe Desjardin
Staff Coordinator: Tara Mason

CALL TO ORDER AND WELCOME – The regular meeting of the Occupancy Tax Board convened at 2:30 p.m.

ROLL CALL

Members Present: Kerry Moore, Roxanne Slayton, Susan Noelle, Joe Desjardin
Members absent: Chair Jim Fielding

A quorum was present.

Staff Present: Tara Mason, Visitor Center & Events Manager and Juanita Jennings, Public Affairs Director

APPROVAL OF AGENDA – Ms. Moore motioned to approve the agenda with the correction of adding Suzanne Noel as a committee member. Ms. Slayton seconded the motion. A voice vote was unanimous (4-0) and the motion passed with Chair Fielding being absent.

APPROVAL OF MINUTES – Ms. Slayton motioned to approve the minutes July 16th, 2019 meeting. Ms. Moore seconded. A voice vote was unanimous (4-0) and the motion passed with Chair Fielding being absent.

PUBLIC COMMENTS - There were no public comments.

REGULAR ITEMS (Action Items):

2. Lodgers Tax Funding Request – Roswell Symphony Orchestra Spring 2020 Concerts

Ms. Mason introduced the Roswell Symphony Orchestra and their request for \$5,000 on a 50% reimbursement funding basis. They requested \$5,000 in FY2019 and were awarded \$4,085. They were reimbursed in the amount of \$1,043.26.

Carolyn Madison presented for the Roswell Symphony Orchestra. Ms. Madison explained that last year they were not able to reach their full amount reimbursement due to high hopes for mailers and flyers in the community but plan on reaching the full reimbursement this year. Plan on partnering with Lubbock, TX and El Paso, TX and advertising in their communities for this upcoming year.

Board Members and Ms. Madison discussed more about the event and the tourism it brings to the City of Roswell.

Ms. Slayton motioned to approve \$4,085 for eligible Lodgers Tax funding on a 50% reimbursement basis. Ms. Noel seconded. A voice vote was unanimous (4-0) and the motion passed with Chair Fielding being absent.

3. Lodgers Tax Funding Request - Hike It & Spike It

Ms. Mason introduced Hike It and Spike It and their request for \$24,999 on a 50% reimbursement funding basis. They requested \$24,999 in FY2019 and were awarded \$24,999. They were reimbursed in the amount of \$24,999.

James Matteucci presented for Hike It and Spike It. Mr. Matteucci introduced Kaitlyn Adams who will be learning the ropes of this event. Mr. Matteucci went over the economic impact of Hike It and Spike It and how the City of Roswell has supported them in years past. Mr. Matteucci also commented on how Hike It and Spike It gives back to the community. Mr. Matteucci also went over their demographics for the event.

Board members and MR. Matteucci discussed more about the event and the tourism it brings to the City of Roswell.

Ms. Slayton motioned to approve \$24,999 or eligible Lodgers Tax funding on a 50% reimbursement basis. Ms. Noel seconded. A voice vote was unanimous (4-0) and the motion passed with Chair Fielding being absent.

3. Lodgers Tax Funding Request - 36th Annual Milkman Triathlon

Ms. Mason introduced the Annual Milkman Triathlon and their request for \$1,500 on a 50% reimbursement funding basis. They requested \$1,500 in FY2019 and were awarded \$1,500. They were reimbursed in the amount of \$1,500.

Kecia Hopper presented for the Annual Milkman Triathlon. Ms. Hopper stated 80% of their athletes were outside of Chaves County. 61 rooms were utilized last year and 12 RV parks.

Ms. Noel motioned to approve \$1,500 or eligible Lodgers Tax funding on a 50% reimbursement basis. Ms. Slayton seconded. A voice vote was unanimous (4-0) and the motion passed with Chair Fielding being absent.

3. Lodgers Tax Funding Request - Wild Women of Planet Wongo

Ms. Mason introduced the Wild Women of Planet Wongo and their request for \$20,000 on a 50% reimbursement funding basis. They have not requested lodgers' tax money in the past.

No one was present to present the request for Wild Women of Planet Wonga. Juanita Jennings did explain more on their behalf. Ms. Jennings stated they are based in New York

City and are unable to attend these meetings. Ms. Jennings stated we can have a conference set up to discuss questions but it is not set up at this time.

Ms. Jennings stated they are trying to book the Convention Center but it may not be accepted due to conflicting events at the Convention Center.

Ms. Moore was concerned that they were not sure if they would be having this event due to the conflicting events.

Ms. Moore motioned to table until the show has been booked. Ms. Slayton seconded. A voice vote was unanimous (4-0) and the motion passed with Chair Fielding being absent.

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

1. OTB Ledger Balance

Ms. Mason reviewed the ledger balance that was included in the packet.

2. Lodgers Tax Report

Ms. Mason reviewed the tax report that was included in the packet.

ADJOURN

Ms. Slayton motioned to adjourn. Ms. Noel seconded the motion.

A voice vote was unanimous (4-0) and the motion passed with Chair Fielding being absent.

The meeting was adjourned at 3:21 p.m.