

## **MINUTES OF THE OCCUPANCY TAX BOARD**

**Tuesday, March 22, 2022, 2:30 p.m.**

Committee Chair: Kerry Moore

Committee Members: Bonnie Bitzer, Justin Jones

Staff Coordinator: Kevin Wilson

### A. CALL TO ORDER

The meeting was called to order at 2:30 p.m.

### B. ROLL CALL

Members present: Kerry Moore, Justin Jones, Bonnie Bitzer.

Members of the public present: Patricia Andrade-Lancana, Sandra England.

Attending virtually: Rita Kane-Doerhoefer.

### C. APPROVAL OF AGENDA

Member Bitzer motioned to approve the agenda. Member Jones was the second. A voice vote was 3-0, the motion passed.

### D. MINUTES APPROVAL

Member Jones moved to approve the minutes of the Sept. 21, 2021 meeting. Member Bitzer was the second. A roll call vote was 3-0, the motion passed.

### E. ACTION ITEMS

#### 1. Recommendation of application for Position 1 Vacancy.

Members spoke with Sandra England as an applicant for the Position 1 Occupancy Tax Board vacancy. England, who owns a short-term rental in Roswell, said she wanted to serve on the board to increase communication with other short-term rental owners and serve the community. Chairman Moore moved to recommend appointment of England's application to be considered by the mayor's office. Member Jones was the second. A roll call vote was 3-0, the motion passed. The recommendation will be sent to the mayor's office, which will either approve the recommendation to the City Council or deny the recommendation.

#### 2. Recommendation of application for Position 4 Vacancy.

Members spoke with Patricia Andrade-Lancada an applicant for the Position 4 Occupancy Tax Board vacancy. England, who owns a short-term rental in Roswell, said she wanted to serve on the board to increase communication with other short-term rental owners and serve the community. Chairman Moore moved to recommend appointment of England's application to be considered by the mayor's office. Member Jones was the second. A roll call vote was 3-0, the motion passed. The recommendation will be sent to the mayor's office, which will either approve the recommendation to the City Council or deny the recommendation.

### F. NON-ACTION ITEMS

Public Affairs Director Juanita Jennings updated members on Lodgers' Tax and Convention Center tax reports from December.

Staff Coordinator Kevin Wilson addressed members on the UFO Festival, scheduled for July 1-3. On March 21, the city announced Midland would be the headliner act for the festival's July 2 concert at Debremond Park. The group was the 2018 American Country Music award for Top New Group. Tickets were to go on sale March 25 at UFOFestival.com.

Additional UFO Festival events include a series of guided tours at Bottomless Lake State Park, the Alien Chase 5K/10K at Debremond Park, flight tours at the Roswell Air Center, an Alien Crawl Bus Tour of area restaurants, glow-in-the-dark golf at Nancy Lopez Golf Course, a "Future Shock" exhibit and B-movie screenings at the Roswell Musuem, a special Spring River Zoo exhibit and the Roswell Invaders hosting the Alpine Cowboys for a four-game series. Member Jones asked if organizers were seeking more restaurants for the Alien Crawl. Jennings said organizers are comfortable with the number of restaurants currently taking part but said they could get into contact with Johnnie Hector Lujan, who is coordinating the crawl.

She added the crawl, and other events, could use volunteers.

Andrade-Lancana suggested using area groups for volunteers, including the Altrusa Club, the Optimists Club and the Garden Club. Jennings said she would pass the recommendation along to Kathy Lay, the city's volunteer coordinator.

Jennings spoke of the city's upcoming app through Visit Widget. The app will include push notification abilities in case of weather, event changes or new features.

Jones asked if a QR code could be added. Jennings said that was possible, provided the business supplies the QR code and the city does not create one for the business. Jones asked about outreach, noting he had not heard about the app. Jennings said the main push was the city's social media page, along with news releases and information pushes to hotel organizations.

Wilson updated members on an update to the special event form. The form has additional questions for vendors to detail return on investment, their expectations and justifications for event attendance and what kind of track record exists. Moore said an issue in the past would be that vendors would simply answer "See attached" and attachments would not address the questions. Jennings said she was hoping for \$100,000 in lodger's tax in the next year's budget, noting there were visible signs tourism was on an upward trend, but she said it was a decision for the City Council.

#### G. PUBLIC COMMENT

No public comment was offered.

#### H. ADJOURN.

Chairman Moore moved to adjourn the meeting. Jones provided the second. A voice vote was 3-0, the motion passed. The meeting was adjourned at 3:09 p.m.