

# LODGER'S TAX ADVISORY BOARD

For the City of Rio Rancho  
October 3, 2013  
Conference Room- Fiscal Services  
City Hall

## MINUTES

### PRESENT

Nico Ortiz	Member at large
Larry Chavez	Vice Chair
Matt Geisel	CVB Director
Bina Bhatka	Lodging
Jon Daniels	CoRR Financial Services
Richard Holcomb	Member

### ABSENT

### GUESTS

Rhonda Robinson	CVB Administrative Assistant
-----------------	------------------------------

### CALL TO ORDER

- Nico Ortiz called the meeting to order at 10:00 a.m.

### APPROVAL OF MINUTES — August 1, 2013

- Moved by Larry Chavez as written, seconded by Richard Holcomb.

### FINANCIAL REPORT

- Jon Daniels delivered the Lodgers Tax Report for FY14 Year First Quarter CYTD Report.
  - On the straight line basis, 25% of the year has lapsed while 26% of the budgeted revenues have been received and 27% of the expenditures incurred.

### CVB DIRECTORS REPORT

- **NMAA & High School Sports Update:**
  - Fall Invitational Events are beginning to take place.
  - Marketing materials for fall NMAA events are out in the mail.

- **Balloon Fiesta Preview:**
  - Taking advantage of Balloon Fiesta
    - Consumer/Visitor Readiness:
      - Restaurant Guide and Tourism information will be well stocked out into the Community.
    - Group Tour Program:
      - Recruiting motor coach group tours to stay in our Rio Rancho properties.
      - CVB will have their hospitality tent with ground space and offers golf cart shuttles down to the Balloon Fiesta field.
  
- **The 3<sup>rd</sup> Edition of Restaurant Guide Update:**
  - We are currently in the middle of the sales process.
    - Renewals are much easier.
    - The CVB partners with the Rio Rancho Observer
    - Cold calls have been successful bringing in new advertisers.
    - Restaurants are eager to be included in the Savory Guide.
  
- **Mail Logs**
  - Included for September and October.
  
- **Senior Olympics:**
  - Softball:
    - Senior Olympics softball continues to be a corner stone event.
    - This year's event has been rained out.
    - The relationship has been built with Senior Olympics and they plan to return in 2014.
  - Volleyball:
    - Good feedback has been received about using the Santa Ana Star Center and they do like having 5 courts side by side.
  
- **Film Activity:**
  - Matt will look at updating the film permit, as well as we are working on taking photos to update the NM Film Office website.
  - Two commercials are filming in Rio Rancho and one low budget feature re-enactment of a kidnapping that will be a pilot for an A&E TV series.
  - Filming is begin to pick up again in New Mexico.
  
- **Unfinished Business**
  - None

- **New Business**
  - Potential for a NCAA Division II pre-season scrimmage tournament at Cleveland High School.
    - Benefit: This would be a stay to play tournament; and they would have to stay in Rio Rancho.
  
- **Other Business**
  - 2014 Meeting Dates: February 6, April 3, June 5, August 7, October 2, December 4.
  
- **Adjournment**
  - There being no further business to come before the board, meeting adjourned at 11:08 a.m.
  - Moved by Larry Chavez and seconded by Richard Holcomb.

**APPROVED BY:**

---

Chair, Vice Chair or Financial Advisor

---

Date