

Lodgers Tax Committee, September 17th, City Council Chambers

11:02

Roll Call:

Anna Connell Holiday Express Townplace

Jeremy Boucher southwest Indian foundation

Cindy Tanner Tanners Indian Arts (Chair)

Jason Arsenault Perry Null Trading

Ken Riege Comfort Suites

Approval of Minutes from July 9, 2019

Motion to Approve: Jeremy

Second: Anna

In favor: Anna, Jeremy, Cindy

Abstain: Jeremy & Ken

Presentation: Open Meetings Act with Al Abeita (attach Al's presentation)

Adoption of Resolution 2019-1 Annual Determination of Notice Under the Open Meetings Act

Motion: Cindy

Second: Anna

All in favor

Presentation on Lodgers Tax Code of Conduct- Jennifer discussed how we will be running meetings in a more traditional manner with the Chair taking the lead beginning in January.

Adoption of Lodgers Tax Committee Code of Conduct

Motion: Jeremy

Second: Anna

All in favor

Review of Lodgers Tax FY20 Applications Part 3 of 5

Jeremy: When do these events take place?

All of the events applied for and on the list in the bottom of the chart provided

Race at the Rock: Asking for \$6,000, one day event

Anna: What were the previous year's number?

Walt: two years ago 186, 137 barrel racers

Average party size 3 per team

NMHSRA had the weekend for their rodeo. The barrel race was put on to keep them in town for an extended stay. If high school rodeo does not come back they could expand to a two to three day race.

Jeremy: what has been the most successful in attracting contestants to attend the events/getting the word out about Gallup?

Walt: the prizes and the quality of the awards is the first most successful, then the advertising is spread out.

Cindy: out of the four events that you do- what would you say brings people to the hotels and restaurants for more than two nights?

Walt: the USTRC Team Roping brings more (Red Rock Classic) it's the longest and is over several days. Last year the high schoolers left before the barrel racing because of the wind. The other two events are tied to Best of the Best, so he brings in people early and keeps them late.

Jeremy: I propose focusing on the media and the advertising instead of the prizes across all four events. He understands that the quality of prizes is a draw for the events but if we are prioritizing the funding in my opinion we should be focusing on the marketing of the event to get people here.

Anna: Aren't the saddles marketing us all year long?

Walt: We put on events basically for contestants to compete, the spectator portion is free.

Ken: is there a way to track who from these events are staying in our hotels? The revenue source is Lodgers Tax which is generated by the hotels themselves. If hotels are the revenue source then shouldn't we be funding events that stay at hotels?

Walt: There is an opportunity to track where they stay through the questionnaire when they arrive on site.

Cindy: Motions as a committee that we require hotel stay information

Ken: Second

Walt: Can you provide the questionnaire? Jennifer agreed that she has a template she can provide for him.

Cindy made a motion for: \$8500 for the red rock classic with the agreement that you will fill out the form that tracks: who is coming, where they are coming from, where they are staying, and the duration of their stay

Jeremy: second

All in favor

Jeremy made a motion to approve either the prizes or the marketing

No motion is made to approve

Walt discussed he'd like to withdraw his application for Race at the Rock.

Cindy makes a motion that Walt would like to table his application for race at the Rock

Anna: Second

All in favor

Anna: I have a question on the Trailer Roping: That is \$6,000 for the trailer itself? Is that the buy the trailer itself?

Walt: Yes, ma'am. That is the prize.

Anna sought clarification- Best of the Best is Monday-Saturday and these events (Spitfire & Trailer Roping)

Jeremy: In your experience how many people are staying through for both these events?

Walt: Spitfire- last year was the first year we tried doing that. We combined that with a team roping so that there were two components of it. We had 70 contestants at Spitfire (30 high school girls) Team Roping (was Best of the Best contestants only 160 contestants/80 teams)

Cindy: Because we don't have the funding that we used to and because we have funded him at \$8,500 for the classic, then I think we should cut the funding for these two events.

Jeremy: what do you feel is the most effective means for Gallup- the prizes or the ad buys?

Walt agrees.

Jeremy: he's asking for 4 on the Spitfire. Lets fund the Saddle and the saddle pads (\$3,100) and the \$4K for the trailer event.

Jeremy: I move that fund \$3,100 for Spitfire for the saddle pads and saddles and \$4,000 for the trailer roping and includes the same tracking stipulations from the Red Rock Classic.

Anna: second

All in favor

Jennifer asked the chair to recognize Maggie Adams from the Independent and the County Commissioner to go over protocols for calling motions and votes.

Jennifer went over the documents provided about the FY19 and 20 Coop Grants.

Bill: You will note that year over year we have been down. Since 2017. It wasn't the worst but it wasn't the best year. When you still consider that over 101 days we had 19K people visit the dances it is still good bang for our buck. For FY20 the Chamber is proposing to reduce the number of days.

This year there were 8 days there were not shows. Relay for life, 4th of July, Ceremonial (3 nights), and Rain (3). The busiest day of the week this year is Tuesdays. Average visitors per night is 202. Foreign visitors to the NID program was way up this year. Bill believes this points to the efforts that the City and the Chamber have made to market to international travelers. Overall he believes it is a good draw: Cortez recently began a nightly Indian dances program. This may be drawing from some of our attendance.

Booking dance groups has become more complicated and more expensive.

Security costs have increased

This year we tried having the groups MC themselves as we thought they would provide a better opportunity into the cultural insights about their dancing. We found they were not as thorough as we thought they would be and we had some script control issues. That will be corrected by having a professional MC with a controlled script. We did it for the right reasons but it wasn't the right fit.

We are starting to see that school is beginning earlier and earlier each year. While we have traditionally gone Memorial Day to Labor Day. Once school kicked off we saw tremendous attendance fall off. This is another reason we believe its time to shorten the length.

We want to start on Memorial Day and then we want to stop the dances on the Wednesday of Ceremonial Week. The proposal is: \$55,000. This will hire a professional MC, Increased security costs, focusing on the quality of the groups, and 75 days versus 104 days.

The best performing: Cellicion, Apache, Roach Family Dancers. We want to focus on the quality over the quantity. We want to provide a better experience for our guests when they get here. This is done with Teri Fraizer who knows them well. We are probably going to eliminate non-food vendors from the program because we are having reliability issues.

Jason: why isn't the police present instead of security?

Bill: A police officer is more expensive than security. There is a patrol but they aren't stationed there. Dances start at 7, security is on duty for approximately 2 hours. The committee briefly reviewed what our police force size is, and how many are on duty at a time with regards to what we are servicing.

Cindy: You're going to eliminate some of the dance groups?

Bill: we are going to do an evaluation of each of the groups to determine who is coming back.

Cindy: I think this is a great idea as long as they are doing a great job. She has brought family to many of the dances and she has seen the Cellicion dances.

Bill: by zeroing in on this and really focusing we are also making more sense from a visitors standpoint, from the school calendar, and it helps the City to contain costs and still provide services.

Approval of proposal for NID FY20 to City Council

Jeremy moves to recommend to council to approve the proposal as presented

Ken second

All in favor

Motion to adjourn: Cindy

Second: Jeremy

All in Favor