

Lodger's tax committee meeting

April 14, 10:00am City Council Chambers

Call to order:

- A. Roll Call- Present Ken Riege, Jeremy Boucher, Keeshaw Candelaria, Jason Arsenault (arrived 10:38am) Absent: Anna Connell
- B. Discussion & Appointment of Committee Chair
 - a. Ken Riege nominated, Jeremy accepted. Ken motioned to Appointment Jeremy, Keeshaw second. All voted in favor.
- C. Minutes: no changes
 - a. Motion: Keeshaw
 - b. Second: Ken
 - c. Vote: All in favor
- D. Approval of Resolution: City Clerk Alfred Abeita presented on the Open Meetings Act. Details are attached in the separate resolution.
 - a. Motion: Keeshaw
 - b. Second: Ken
 - c. Vote: all in favor
- E. Grant Review & Recommendations Part 4- Final for FY22

Lions Club of Gallup Family Hoe Down June 11, with several activities. Speakers Roxanna Yazzie & JC Battle of the Bands, BBQ, Parade. Also having booths for community program awareness. Courthouse Square & lower parking lot.

Jeremy: I was looking at your budget for your marketing and I did the breakdown. The breakdown was more local advertising than outside advertising. Do you get more people by advertising locally? Have you advertised outside the area? What is your reasoning for this budget?

Roxie: I used information based on what the previous chair person had used since we didn't have an event for two years. I used that, moved it around a little bit, and we do want to advertise outside in the four corners area.

INSERT: Also with this advertising that we're doing in Flagstaff and Farmington, it is more or less local. All these people that these radio stations broadcast to are from the surrounding areas extending into the Navajo Nation. For the two years we didn't do it before that, we had a lot of people come in from the reservation areas.

Jeremy: so you're reaching Flagstaff and those areas via radio?

JC: the Flagstaff station reaches Ganado and those areas around there.

Jeremy: Thanks. We live in this tension that we need to do something fun for our community, so we get the word out to them and that we're doing something interesting enough to invite people from outside. Then yet again, the idea is that lodgers tax is heads in beds.

Roxie- there are some things that we still utilize for people that aren't in this budget.

Keeshaw: I have a question- for these radios ads that you've budgeted, are you

Roxie- this is just for the BBQ, Parade event.

Keeshaw: I see you're requesting over \$7K for radio coverage, and that reaches the Navajo Nation, they don't have internet. I get it. I spent some time last night looking at social media, and you're at 1K followers. I'm wondering if you have anything slated in the future for social media.

Jeremy: I move to approve you for \$8K so that you can keep your existing budget

Second: Ken

Vote: Ken, Jeremy, Keeshaw

Jennifer mentioned that we can help, and Keeshaw Candelaria is adept at social media and she can assist in helping with the social media

Red Rock Classic Roping, Speaker Walt Eddy

Introduced himself and his background and the event background and marketing process. Biggest means of communication with the contestants (who are the focus of the marketing) is direct text because they're members.

Ken: I saw in the past your events have done very well and had a fair amount of people staying at the hotel.

Walt: we've been blessed that for the last 30 years this event has been successful.

Keeshaw: Great job on the advertising, especially the text messaging.

Walt: our biggest ask is more for promotion vs advertising. The bigger carrot we give with the prizes the more competition we draw. When we first started the purpose of the roping was to bring outside people to the community.

Keeshaw: One thing I love about our community is that coming to Gallup is an event, there were many times we would rent rooms to come to events even though we lived 20 minutes away- we would make it a treat to stay somewhere with wifi.

Walt: One thing that is unique is that our general admission to the public is free. We make all of our money from the contestant's entry fees.

Jeremy: What is your strategy for growing your participation? I know it's been a rough couple years.

Walt: our biggest way is we are a qualifying roping for our finals. We have two, one will be in Fort Worth next Wednesday, and the other is in December in Las Vegas. Last year it paid out over 12 million, 6 of our divisions paid out over \$180K per man. The only way to get in is to go to the locally based ropings to qualify to get into the larger events. Our membership has changed in response to age over the last 30 years. It's become a very competitive market.

Jeremy: Have you seen your contestant pool grow over the years?

Walt: it has fluctuated. The diesel costs and working of the oil fields impact the event.

Keeshaw Motion to approve requested amount (11,000)

Ken second, all vote in favor.

NM Route 66 Showdown

Our original intent was to get the participants to stick around an extra day from Best of the Best. It's Sunday only and takes a full day.

Jason Arsenault arrived 10:38 am

Jeremy: can you explain the differences in age between your events?

Walt: The Route 66 is strictly NTR, the Turquoise & Red Rock Classic are a hybrid USTRC with rural series divisions in it. (Walt showed his flyer). The good thing about what we do is we don't interfere with any of the other rodeos because their primary source of revenues is gate admission. We give free gate admission and focus on the contestants.

Jeremy: Your rodeos are there for the contestants to come in and qualify for larger events.

Walt: There are seven different divisions and people mix and match through them all, it's a handicap scoring system.

Keeshaw: I was wondering if you have the space to do any kind of booths or community things at Red Rock Park for tourism?

Walt: That's a given, we've offered that. When we have Best of the Best we bring in INSERT He welcomes people from any tourism related thing to have a booth. We have not tried to go to outside vendors and build our own little city with outside businesses. Our trade show is the City of Gallup. I want people to come into town to shop.

Jennifer noted that she is in the process of meeting with kiosk vendors to install kiosks at strategic locations for tourists to interact with them.

Keeshaw: Motion to approve the requested amount (4150)

Ken: Second

Vote: All in favor

Jennifer discussed the lodger's tax funding sources with the committee.

Turquoise Classic- used to take place in July and we moved it to the end of August last year and it was very well received, so we kept it there. More or less the same kind of roping as the Red Rock Classic but at a different date.

No questions.

Motion to approve requested amount (8000): Ken Reige

Second: Jason A

No discussion

Vote: all in favor

Jennifer made a note that the council date for presentation will be May 10, she cannot present sooner due to a family emergency.

Wildthing Championship Bull Riding- 29th Year. Larry discussed his event and last year's impact, the nature of the guests who attend the event. He mentioned that pricing has gone through the roof for everything. The contestant base came from four countries last year, our is generated off of spectators. He's asking for the same items of last year with a price adjustment.

Keeshaw: Mentioned to Larry that she appreciates his partnership with Manuelito Children's Home, that's she's got a big heart and really is grateful he does this.

Larry added about the Arkansas church group that comes to work with Manuelito during the event and how they support the Children's Home.

Ken: speaking for myself, we're proud and honored to be a part of this with you. I know we're the main host hotel.

Keeshaw: Motion to approve requested amount of \$31,275.

Second: Jason

Vote: all in favor

Kicker Arenacross & Mud Bog Show

Speaker: Jack Brassfield. He described the event and how they're the #1 arena rider event in the nation, and gave history of their time in Gallup. Described their advertising strategy of both in and out of state. Very specific targeting groups for their advertising and went over the information in the application. This is their 27th year.

Jeremy: how much larger was the crowd last year than in previous years?

Jack: I don't have the exact numbers

Jennifer:

Keeshaw: I've been in this community many years, and I look forward to seeing more expansion of the social media. I have only seen the signs locally, can we have a little social media .

JENNIFER: noted Todd's numbers from previous events

Motion to approve requested amount :Jason

Second: Ken

No discussion

Vote: all in favor

Red Rock Rally Ride

Greg Kirk, Red Rock Motorsports

This year we're shifting gears. We've entertained this for a long time, we're not doing the desert race. This is more of a family oriented ride, all age groups. Everybody is going to the UTV market and we want to capitalize off that and showcase the trail system. They're asking for a small amount since this is a new event and they don't want to bite off more than they can chew.

Friday: Registration & camping

Saturday: Ride begins at 10, goes until 5. Is hoping to bring people into downtown on the ride as well. 6pm dinner.

Jeremy: you're starting at the OHV park and where are you going to go?

Greg: we want to do a clover leaf, where we break the group up into 3-4 segments that are guided and keeping the dust down for safety. We went to one in Truth or Consequences and it blew up, so we want it to be more manageable.

Jeremy: you can make it into town?

Greg: hoping it isn't a monsoon!

Jason: this is a fun ride. Where are you planning to advertise?

Greg: statewide, and I also volunteer for the Mint 400 in Southern California and they said they're willing to collaborate in some way.

Jason: how do we compare to other areas?

Greg: There are 100 square miles unmanaged around Albuquerque. If you have a GPS and know where you're going, its fine, but newbies, no. Our area is well maintained, we have signage, I think we're in better shape.

Jeremy: what is your hope for this?

Greg: I don't want to go too big and get in over our head.

Jeremy: so you're not planning the race any more?

Greg: racing is dropping off, the younger generation isn't racing like we thought so we want to target the recreational.

Keeshaw: the families provide their own vehicles? Is there any rental information?

Greg: yes, but we're trying to work with Kevin Menapace at High Desert cycles on the idea of rentals.

Group discussion about northside properties and ohv/utv interest

Ken motions to approve the requested amount

Jeremy second

Vote: all in favor

Annual Route 66 Gallup Freedom Ride Flight Cruise

Francis Bee speaker. Went over previous marketing budget. The event was created as a way to have multiple events occurring on one weekend. Prior to the creation of this event in 2014, they were spread out over the summer. This was a way to market the city. Part of the advertising effort is political. We attract visitors from ABQ & Santa Fe to the event, but we want them to see a positive image about Gallup. They give us some good editorial coverage as well. The advertising is dictated by the size of the crowd that we think could be adequately managed. We think we could get more people but we need to have a manageable sized event. They can more or less comfortably accommodate about 6K people.

Jennifer noted there was a missing number in the budget for Cloudburner magazine. Francis supplied the number and we updated the budget to \$17,410 for marketing.

Ken: can we put the money back and let them give them in? As long as they're not sold so that they raise organizational awareness. Francis agrees, committee wants them added back.

Updated budget with cloudburst magazine and shirts is \$19,117.

Jeremy moves to approve the updated budget amount as discussed

Second: Ken

Vote: all in favor

Four Corners TDFL

Speaker: Sammy Chioda

12th Annual event. October 29-30. They had fewer teams last year due to the unpredictability of the pandemic. Some leagues are starting to travel again, which could be great.

Jason: so other teams went to other tournaments and stayed there last year?

Sammy: yeah, but we're hoping that they'll reconsider our destination and some of the teams that didn't travel will come back. Last year we had two teams out of Tucson. It was an interesting standard of measure for teams to be competitive. We were at about 42 teams last year. At our 10th anniversary we had 58 teams. 64 games in 2 days on 7 fields. What makes our event so special is it is off season, there isn't a whole lot going on. In 2019 we were the largest tournament in the state. Our program is a little different from conventional types, our marketing is targeted and more one-on-one outreach with the leagues and cities. We have a lot of families. One of these years we hope ESPN will come.

The group discussed that TDFL redid its social media, and it led into a photography discussion.

Lodgers tax committee had a discussion about hiring a photographer through the tourism office to photograph all future events funded by the city. Jennifer said she thought it's a good idea but needs time to execute and welcomes assistance from the committee to build what that would look like in the future.

In the mean time the committee amended budget to add \$1,000 for photography. Revised budget \$21,000.

They've never sold items, they pay officials through the team registration fees. Concessions are with non-profit groups, and the gate/admission is free.

The committee and Jennifer held a discussion of what is and is not qualifiable for tax funds and Sammy noted that he's in the process of updating the TDFL website.

Motion to approve revised budget of \$21,000 by Jason

Second: Keeshaw

Vote: all in favor

Friends of Hubbell Fall Auction

They were not present. They are requesting an increase due to the market.

Motion to approve 5300 request Jeremy

Ken second

Vote:all

Motion to adjourn: Jeremy

Second: Ken

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