

# Lodgers' Tax Committee - March Regular Meeting Minutes

Friday, March 10, 2023 • 10:00 am – 12:00 pm  
El Morro Events Center • 210 S. Second St, Gallup, NM 87301  
*Minutes provided by Emma Farley*

Matt Robinson called to order the regular meeting of the Lodgers' Tax Committee at 10:02 am on March 10, 2023 at the El Morro Events Center. February minutes, an agenda and two new grant applications (Red Rock Classic - May 2023 and Route 66 Showdown - June 2023) were distributed to all committee members.

## **Attendance**

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Those in attendance and constituting a quorum were:

- Jeremy Boucher
- Keeshaw Candelaria
- Ken Reige

Absent:

- Anna Connell
- Jason Arsenault

Others present:

- Ben Welch, City of Gallup Community Services Coordinator
- Matt Robinson, City Tourism & Marketing Manager
- Emma Farley, City Marketing & Project Coordinator

## **Approval of February minutes**

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**Motion:** Jeremy Boucher motioned to approve February 2023 LTC meeting minutes, Ken Reige seconded. All voted in favor at 10:05 am.

## **Discussion on Two New Grant Applications**

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Grant applications for Red Rock Classic in May 2023 and Route 66 Showdown in June 2023 were reviewed.

There was a discussion on what the City of Gallup is getting in return for our LT grant contributions to local events. Jeremy mentioned that he would like to see the *Visit Gallup* logo on all prizes that Lodgers' Tax is funding. The founding principal of the Lodgers' Tax grant was to support advertising of local events. However, on some of the grant applications we receive, only a small portion of the funds are supporting actual marketing, with the majority of funds supporting prizes. Therefore, Jeremy would like to make sure the prizes we fund really do work as advertisements – with large and prominent *Visit Gallup* logos on them. He would also like to see pictures or other proof to verify that grant awardees properly used the *Visit Gallup* logo before they receive reimbursement.

Everyone in the meeting agreed that the *Visit Gallup* logo should be “prominent” on all prizes. For example, Ben Welch mentioned that the *Visit Gallup* logo should be on the back doors of the horse trailer prize – so that people see it when they're driving down the highway.

**Motion:** At 10:26 am, Ken Reige motioned to approve the Red Rock Classic and Route 66 grant applications, contingent on the prominent display of the *Visit Gallup* logo on all prize materials. Keeshaw Candelaria seconded. All voted in favor.

## Other Business

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Matt Robinson provided an update on the Tourism and Marketing Department. He announced that Gallup placed 4<sup>th</sup> in the USA Today *Best Small Town for Adventure* contest. The tourism department plans to use this tagline in future marketing efforts.

The LTC continued to have an extensive conversation on what the future of Lodgers' Tax and the tourism industry might look like in Gallup. Jeremy suggested promoting mountain biking and rock climbing, activities that are becoming increasingly popular. He suggested Gallup build new trails and host more races and other outdoors events.

Everyone in attendance agreed that Lodgers' Tax could be used to improve "quality of life" in Gallup – through community events, sports facilities and outdoor recreation – provided that this is in accordance with LT laws.

## Adjournment

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Jeremy Boucher made a motion to adjourn at 11:47 am, and Ken Reige seconded. All in favor.