

**MINUTES OF A REGULAR MEETING OF THE WALTER GERRELLS
PERFORMING ARTS AND EXHIBITION CENTER ADVISORY BOARD OF THE
CITY OF CARLSBAD, NEW MEXICO, HELD AT 4012 NATIONAL PARKS
HIGHWAY, CARLSBAD, NM, ON JANUARY 6, 2026, AT 6:00 P.M.**

Present: Elaine Finley- Board Chair
Danita McCormick- Board Member
Amanda Hale- Board Member

Absent: Elizabeth Jackson- Board Member

Also Present: Kat Davis- Deputy Director of Community Development
Curtis McKinney- Owner, Carlsbad Live LLC
Melissa McKinney- Community Member
Renee Cox- Community Member

Call Meeting to Order

1. ROLL CALL AND DETERMINATION OF QUORUM

Elaine Finley called the meeting to order at 6:01 p.m. Roll was called, and a quorum was determined to be present.

2. MINUTES OF THE REGULAR MEETING MINUTES OF May 6th, 2025

Amanda Hale moved, and Danita McCormick seconded the motion to approve the minutes as submitted.

VOTE

The vote was as follows:

Yes - Finley, McCormick, and Hale

No - none

Absent - Jackson

**3. UPDATED MEETING DATE- 1ST WEDNESDAY OF EVERY
OTHER MONTH.**

Ms. Davis informed the board of the transition that advisory boards will be undergoing throughout the city. Since the last meeting, the city has hired an Open Meetings Act Manager, and scheduling of meetings, posting of agendas, minutes, etc., will fall under their purview. For this transition to be successful, the current board meeting days and times were reviewed to eliminate conflict. The current meeting day and time of this board had a conflict, so from our next meeting in March forward, we will transition from the first Tuesday of the month to the first Wednesday of the month. Ms. McCormick asked about who would be the board secretary for notes and minutes. Ms. Davis answered that she would serve in that role and continue attending the meetings following the transition to the Open Meetings Act Manager. The board was in agreement on this, and no further discussion was held.

4. DISCUSS AND CONSIDER APPROVAL OF MEETING LOCATION

Ms. Finley addressed the previously discussed item of relocating our meetings. Ms. Davis informed the committee that the meeting locations cannot alternate, which she had previously clarified with the clerk's office. Ms. Finley said that she would re-discuss this with the Museum staff, as that is where she would like to relocate the meetings, and we will have the new, updated day for our meetings. We will discuss this item again and vote on it at our next meeting.

5. DISCUSS THE PROCESS FOR RECRUITING AND ADDING NEW BOARD MEMBERS.

Ms. Davis distributed copies of Chapter 2 of the City's Code of Ordinances, which was updated and approved at City Council on October 28th, 2025. Article IV addresses boards, commissions, and committees. Each board member received a copy for their review. The board discussed the number of board members being five for all advisory boards, attendance, and the process for vetting and approving board members to join the board. The question of how long a member has to be off the board after their term expires before they can rejoin was asked by Ms. Finley. Ms. Davis said that she would check on this with the clerk's office and update the group at our next meeting.

6. UPDATE ON THE CONTRACT MANAGER FOR THE FACILITY

Ms. Davis introduced Curtis McKinney, owner of Carlsbad Live, LLC, who was awarded the Request for Proposals (RFP) for the management and promotion of the WGPAC. Ms. Davis explained that there was a delay between the RFP award and the execution of the contract, resulting in Mr. McKinney officially beginning management responsibilities in November 2025. She noted that many dates on the facility calendar were already booked for holiday events and private functions, limiting opportunities for new scheduling during that initial period.

Mr. McKinney provided an update on the transition since assuming management responsibilities. He reported that he has been actively booking acts and securing reservations for the upcoming year. He stated that a Norteña music series is scheduled to begin this month, with performances on the 17th and 24th. Mr. McKinney explained that these performances will be held in the annex rather than the auditorium, noting that it has been more than five years since he previously hosted paid shows in the community and that he is evaluating current audience demographics. He also discussed efforts to diversify both the types of performances offered and the number of private events, such as weddings and banquets, hosted at the facility.

Ms. Finley asked which social media platforms were being used for event promotion. Mr. McKinney responded that Facebook is his primary platform, with additional promotion through Instagram, TikTok, and traditional media, including radio and print advertising. Ms. McCormick inquired about the City's policy

regarding a contractor blocking an advisory board member on social media. Ms. Davis stated that she was not aware of the policy and would look into the matter, noting that she was unsure of its relevance if it involved a personal account. Ms. Finley requested that the discussion remain focused on agenda items and that personal matters be addressed outside of the meeting.

Ms. Hale asked Mr. McKinney how long he thought it would take for him to be fully transitioned into the management role and to tune into what the community wanted to see at the facility. Mr. McKinney said that he is very hopeful that within the next couple of months, he will have his finger on the pulse of the kinds of entertainment, shows, and events that will draw crowds to the facility.

Ms. Finley stated that the advisory board is willing to assist with promotional efforts on social media if needed.

7. DISCUSS BUILDING MAINTENANCE

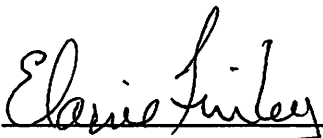
Ms. Finley asked Mr. McKinney if he had noticed any issues since returning to the facility. Mr. McKinney mentioned that the doors were all currently being replaced. Also, Mr. McKinney and Ms. Davis met with Tim Roberson from Stellar Inc. earlier that day to discuss some stage lighting improvements that we would be doing. Ms. Finley noted some issues with the women's restroom, and Ms. Davis stated that she would let facility maintenance know. It was discussed to have the Disability Advisory Board to schedule for a tour of the facility and Ms. Davis stated that she would reach out to the Planning and Zoning Department to do so.

8. DISCUSS FINANCIAL REPORT

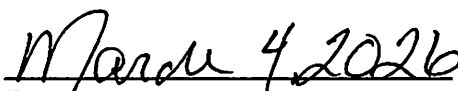
Ms. Davis informed the board that for 2026 and going forward, the rental rates for the facility had increased. The annex is now \$1,000 per day (previously \$500), and the auditorium rental is also \$1,000. In addition, a \$3 ticket facility fee is added to support the facility's operations. Ms. Davis noted that due to the transition from City management to Mr. McKinney's company taking longer than anticipated, a complete financial report was not available for this meeting. She stated a full financial report will be prepared and presented at our next meeting.

Adjourn

There being no further business, the meeting was adjourned at 6:59 p.m.



Elaine Finley, Chairperson



Date