

**LINKED MINUTES OF A REGULAR MEETING OF THE LODGERS' TAX
ADVISORY BOARD OF THE CITY OF CARLSBAD, NEW MEXICO, HELD IN THE
CITY HALL PLANNING ROOM ON AUGUST 4, 2026, AT 7:30 A.M.**

Present:	S.S. Dara	Chairman
	Milan Patel	Board Member
	Elizabeth Lickliter	Board Member

Absent:	Dale Balzano	Vice Chairman
---------	--------------	---------------

Also Present:	Angelica Barrios-Testa	Director of Grant Programs
	Jayden Whitzel	Grant Compliance Accountant
	Cynthia Florez	Administrative Coordinator
	Jalynn Armendarez	Open Meetings Act Manager

Time Stamps and headings below correspond to recording of meeting and the recording is hereby made a part of the official record.

0:00:08 **1. ROLL CALL AND DETERMINATION OF QUORUM**

Roll was called, confirming a presence of a quorum.

0:00:25 **2. APPROVAL OF MEETING MINUTES - FEBRUARY 3, 2026**

0:00:29 **MOTION**

The motion was made by Ms. Lickliter and seconded by Mr. Patel to approve the meeting minutes from February 3, 2026

0:00:32 **VOTE**

The vote was as follows: Yes - S.S. Dara, Patel, Lickliter; No - None; Absent - Balzano; the motion carried.

0:00:43 **3. CONSIDER APPROVAL OF REQUEST FOR LODGERS' TAX
FUNDING FROM CARLSBAD GUS MACKER**

Mrs. Barrios-Testa presented the City's recommendation for Gus Macker funding in the amount of \$20,000.00, compared to the \$70,000.00 requested. She said this is the first time Gus Macker has requested Lodgers' Tax funds. She presented the Placer.AI report, which highlighted the approximate number of attendees at the event.

Ms. Lickliter asked whether Placer.AI tracks every cell phone located within the area.

Mrs. Barrios-Testa said the system will track cell phones as long as location services are enabled on the device and will reflect the data in the report.

0:04:44 **MOTION**

The motion was made by Ms. Lickliter and seconded by Mr. Patel to approve the City's recommended amount of \$20,000.00 for the Lodgers' Tax funding request from Gus Macker

0:04:49 **VOTE**

The vote was as follows: Yes - S.S. Dara, Patel, Lickliter; No - None; Absent - Balzano; the motion carried.

0:06:01 **4. CONSIDER APPROVAL OF REQUEST FOR LODGERS TAX FUNDING FROM CARLSBAD MAINSTREET FOR CAVERN THEATRE ANNUAL ADVERTISING**

Mrs. Barrios-Testa presented the City's recommendation to fully fund Carlsbad MainStreet's request in the amount of \$24,000.00. She reviewed the Placer.AI report and noted an increase in attendance and participation.

Denise Green, Carlsbad MainStreet, introduced Brian Decker, Theatre Manager. **Ms. Green** stated in the previous year, Carlsbad MainStreet requested \$50,000.00 and utilized \$37,000.00. She said the new request of \$24,000.00 would allow Carlsbad MainStreet to advertise all live performances and movies shown at the theatre. **Ms. Green** said Carlsbad MainStreet intends to expand its advertising efforts throughout the region to attract more visitors to Carlsbad. She said with upcoming live performances, Carlsbad MainStreet has partnered with the Carlsbad Museum, Carlsbad Library, and other nonprofit organizations in the area to bring additional visitors to the theatre.

Dr. Dara asked if the theatre generates a profit. **Ms. Green** said most theatres do not profit from ticket sales but generate revenue through concessions. She said the theatre is currently generating a profit from concession sales. She said there are costs associated with showing movies, including licensing fees and the cost of an audiovisual technician contracted through the City to operate the equipment.

Ms. Lickliter asked whether Carlsbad MainStreet has any corporate sponsors. **Ms. Green** stated they do receive corporate sponsorships; however, they have not secured one for the current year. She said they have received sponsorships for individual movies.

0:12:43 **MOTION**

The motion was made by Ms. Lickliter and seconded by Mr. Patel to approve the Request for Lodgers' Tax funding from Carlsbad MainStreet for Cavern Theatre Annual Advertising

0:12:46 **VOTE**

The vote was as follows: Yes - S.S. Dara, Patel, Lickliter; No - None; Absent - Balzano; the motion carried.

0:13:04 **Adjourned**

With no further business to discuss, the Mayor declared the meeting adjourned at 7:46 AM.

S.S. Dara, Chairman

Date

DRAFT