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SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING
January 19, 2012

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MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

January 19, 2012

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 10:10 a.m. on the above date by Chairman John Berkenfield in the Finance Conference Room, Bokum Building, 142 W. Palace Avenue, 2nd Floor, Santa Fe, New Mexico.

Roll call indicated the presence of a quorum for conducting official business as follows:

Board Members Present

John Berkenfield, Chairman
Florenceruth Brown, Vice Chair
Lydia Frank
Mary Johnson

Board Members Absent

Florence Jaramillo, excused

Staff Present

Jennifer Jaramillo, Santa Fe County Manager's office
Teresa Martinez, Santa Fe County Finance Division Director
Kristine Mihelcic, Media Production/Public Relations for Santa Fe County
Evelyn Valencia, Santa Fe County Finance Division

Others Present

Karen Brown, Santa Fe Skies RV Park
Susan Mayes, Association of Counties
Russ Rountree, Impressions Advertising, Inc.
Jo Ann G. Valdez, Stenographer

APPROVAL OF THE AGENDA

Ms. Jaramillo made a motion to approve the agenda as published. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.

APPROVAL OF MINUTES: December 15, 2011

The following change was made to the Minutes of the December 15, 2011 meeting:

Page 5, 7th paragraph, the word “advertising” campaign was changed to read: “public relations” campaign.

Ms. Johnson made a motion to approve the Minutes of the December 15, 2011 meeting, as amended. Ms. Brown seconded the motion. The motion passed unanimously by voice vote.

NEW BUSINESS

- **Funding Request from Susan Mayes and Paul Gutierrez, Association of Counties, for the WIR Conference to be held May 16-18, 2012**

Ms. Mayes presented the information regarding the request for funding, from the Application, which was distributed in the members’ packets.

New Mexico Association of Counties is requesting \$10,000-\$15,000 in LTAB funding to support the Association of Counties WIR Conference that is scheduled for May 16-18, 2012. The National Association of Counties (NACo) sought out destinations for the Western Interstate Region (WIR) Annual Conference for both 2012 and 2013. Under the direction of former Commissioner Harry Montoya, the County pursued Santa Fe as the destination for the 2012 annual conference and was successful in its endeavor. The County will act as the host and the New Mexico Association of Counties will serve as the fiscal agent, and it will be a coordinated effort with the NACo.

The Western Interstate Region is affiliated with the National Association of Counties and is dedicated to the promotion of Western interests within NACo. These interests include public land issues (use and conservation), community stability and economic development, and the promotion of the traditional Western way of life. Its membership consists of 15 Western states (AK, HI, WA, OR, CA, ID, NV, AZ, MT, WY, CO, NM, UT, ND and SD) with membership funded through the individual state associations.

Santa Fe County will host the NACo and WIR Directors event and conference-wide events on May 16th and 17th. The conference attendees total approximately 350. The number of hotel rooms booked shall range between 50 for pre-conference planners and attendees up to 790 room nights during the full conference. The conference, based on WIR membership states, will attract visitors from fourteen other states.

It is estimated that the NACo and WIR Directors event will have approximately 250 attendees and the Conference-wide event approximately 450 attendees, and is open

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to all conference attendees' spouses and youth. Santa Fe County is hosting the conference-wide events and is asking for the support of the Lodger's Tax Advisory Board for these events. One event will be at a County facility, the Bishop's Lodge and the other at the New Mexico History Museum with Bishop's Lodge as the caterer.

Ms. Mayes noted that they will be using the facilities of the Eldorado Hotel and the Hilton Hotel. She explained that the conference is a coordinated effort between the NACo, the NMAC and Santa Fe County and they firmly believe the event will draw tourism to the Santa Fe area.

Ms. Mayes said all the advertising has been done. The County has had staff representation at conferences held in Seattle and Washington. There is an additional NACo Legislative conference in March held in Washington that County staff will utilize to promote the 2012 WIR Annual Conference. NACo has also begun email blasts to promote the May conference.

Chairman Berkenfield asked what kind of business is discussed at the meetings and/or conference.

Ms. Mayes said they are presently working on the agenda but various topics are discussed. The topics range from economic development, affordable housing, renewable and green projects, NEPA training (National Environmental Policy Act), federal highway funding, drought and wildfires, and detention centers.

Ms. Johnson moved that the Board discuss the request from the County to support the WIR Conference. Ms. Frank seconded the motion. The motion passed unanimously by voice vote.

Chairman Berkenfield asked if they have requested funding from City OTAB.

Ms. Mayes said no. She said it was important to the WIR to promote the County.

Chairman Berkenfield said given the present economic situation, this is a good time to have an event. It is also a County-sponsored event.

Chairman Berkenfield asked Ms. Valencia if they would have to take from other funding requests that LTAB supports, if this event is funded. Ms. Valencia stated it would not affect the budget for other funding requests.

Ms. Martinez noted that the County has distributed material on the event and LTAB is acknowledged on the material.

Chairman Berkenfield suggested that they inform county businesses of the NACo event, and provide information to the businesses on how they can get their information in the literature. Possibly they could also have links for county businesses on NACo's website ahead of time.

Ms. Brown moved to fund the Association of Counties request at the amount of \$10,000. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.

OLD BUSINESS

Ms. Valencia gave an update on the two properties (Raven's Ridge and Terrain-Santa Fe) that are in the County and may be operating as a bed and breakfast, and therefore should be paying lodgers' tax. She reported that the two businesses were given a zoning code violation letter and have not responded. She has not had a chance to follow up with Mr. Larranaga, the Senior Development Review Specialist in the Land Use Department.

Chairman Berkenfield said at the last LTAB meeting, Ms. Martinez reported that she attended the Finance Officer's Conference recently and learned that lodgers' taxes have to be spent two years after collection or receipt. She recommended that LTAB discuss possible ways to spend the money. Chairman Berkenfield suggested that this be an agenda item for the next meeting.

FINANCIAL REPORT

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-January 18, 2012 (Pro-Forma)**

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through January 17, 2012 noting total receipts of \$47,720.82 for September 2011; \$41,844.06 for October and \$15,023.90 for November and \$816.70 thus far for December; total receipts to date are \$220,886.75.

Ms. Valencia reported that there was no report for Bishop's Lodge in the month of November.

Ms. Frank noted that the Comptroller at Bishop's Lodge left recently and they are presently in transition.

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipt Analysis noting that there was an 18% decrease when compared to the month of January of the prior year. This may change when Bishop's Lodge sends in their November report.

Ms. Valencia distributed and reviewed the Facility Fund report through January 18, 2012 identifying the beginning cash balance of \$698,141.00; total lodgers' tax receipts reported of \$93,055.72; \$884.30 interest; and expenditures of \$8,210.15 for FY'11 Advertising Contract and \$40,324.89 for FY'12 Advertising Contract, outstanding encumbrances in the amount of \$71,675.11, leaving an anticipated cash balance of \$671,870.87.

Ms. Valencia distributed the Advertising Fund report through January 18, 2012

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identifying the beginning cash balance of \$823,514.48; total lodgers' tax receipts reported of \$155,092.77; \$1,040.86 interest; \$2,100 State Coop for last FY; expenditures of \$15,658.14 for FY'11 Advertising Contract, \$67,208.16 for FY'12 Advertising Contract, \$109.39 for Newspaper Advertising, \$23,000.00 for FY'11 Commitments and Other Fees (\$6,000 for El Rancho de las Golondrinas Wine Festival; \$6,000 for Southwest Roots Music Thirsty Ear Festival; \$3,500 for El Rancho de las Golondrinas Spring Festival and Children's Fair and \$7,500 for the SF International Folk Art Market); \$17,900 for FY'12 Commitments and Other Fees; \$169.58 for FY'11 Reporting and Recording, \$515.52 for FY'12 Reporting and Recording, outstanding encumbrances in the amount of \$123,543.68, leaving an anticipated cash balance of \$733,643.64.

Chairman Berkenfield asked Ms. Valencia if she has heard anything about the Thirsty Ear Festival.

Ms. Valencia said Michael Koster will provide a report at the March meeting. She mentioned that there will be two funding requests for the next meeting from the Santa Fe Folk Art Market and the Thirsty Ear Festival.

ADVERTISING AGENCY REPORT

- **Rocky Mountain Lodging Report (November)**

[Copies of the Rocky Mountain Lodging Report for the month of November were distributed and reviewed. A spreadsheet on tracking Santa Fe Occupancy Tax was attached.]

Mr. Rountree reported the occupancy rates for the downtown and Cerrillos properties were down for the month of November, when compared to this time in the prior year. However, the average daily rate continues to hold. The occupancy rates for the periphery properties were up 3.80% when compared to the prior year.

Mr. Rountree noted that the numbers for the City are now up to date. He mentioned that the City's lodgers' tax collected for the month of November was down 8.5%.

- **Old Items
PR Co-Op Program with CVB**

At the last LTAB meeting, Chairman Berkenfield asked Mr. Rountree to explore whether or not the County could be a focus or a presence with the City's PR campaign, or if the County could buy into their plan. Mr. Rountree checked with Steve Lewis and he thinks this is a good idea and he thinks the acting CVB Director (Jim Bradbury) would sign off on this. Chairman Berkenfield said this is worth pursuing.

NACo Ad

Mr. Rountree noted that the Advertising Agency has done some advertisements for the NACo 2012 Conference. He mentioned that the Agency did not charge the County for this.

- **Press**

[Copies of various press articles were distributed.]

Several articles about the proposed retreat center near the Santuario de Chimayó were distributed. A Santa Fe man (Gil Martinez) wants to build a spiritual retreat near the Santuario de Chimayó. The Jardín de los Niños Spiritual Retreat would be an 8,000 square foot complex with 25 overnight rooms, kitchen facilities and a conference room, built on Archdiocese of Santa Fe land just across the dirt road from the santuario.

Mr. Rountree will send Ms. Jaramillo copies of the articles to get her point of view on the proposed retreat center.

Copies of articles regarding the New Mexico Tourism Department Brand Campaign were distributed. The marketing objective of this is to make New Mexico a primary travel destination by giving “venturesome” travelers compelling reasons to choose New Mexico as their great travel experience. The economic objective is to accelerate New Mexico, driving unprecedented revenue growth and occupancy rates. This was done because there is a “misperception” about the State of New Mexico.

Mr. Rountree noted that the Tourism Department sent out Request for Proposals for a new advertising agency, and an agency out of Austin, Texas (Vendor, Inc.) was selected.

Copies of an advertisement that was meant to showcase North Dakota’s nightlife were distributed. There was criticism of the ad that it was sleazy and racy and it was removed from the site and stripped from a digital version of the state tourism division’s visitors’ guide for 2012.

Mr. Rountree announced that the Chamber of Commerce Legislative Reception is scheduled for next Monday evening at the Convention Center from 5:30 p.m. to 7:30 p.m. The cost for this is \$30.00 a ticket and Mr. Rountree has tickets, if anyone is interested in attending.

Chairman Berkenfield mentioned that the Commemoration of the 150th Anniversary of the Glorieta Battlefield and Apache Canyon conflicts is scheduled for May 5th and 6th at El Rancho de Las Golondrinas

ADMINISTRATIVE

Next meeting date and location

The next meeting was scheduled for March 22, 2012 at 10:30 a.m. The following meeting was scheduled for April 19, 2012 at 10:30 a.m.

ADJOURNMENT

Ms. Johnson made a motion to adjourn the meeting. Ms. Brown seconded the motion and the meeting was adjourned at 12:00 p.m.

Approved by:

[Handwritten Signature]
John Berkenfield, Chairman

3-22-20

Respectively submitted by:

Jo Ann G. Valdez, Stenographer



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COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

LODGERS TAX MINUTES
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I Hereby Certify That This Instrument Was Filed for
Record On The 17TH Day Of April, 2012 at 12:21:44 PM
And Was Duly Recorded as Instrument # **1666481**
Of The Records Of Santa Fe County

Deputy *[Handwritten Signature]*)
Witness My Hand And Seal Of Office
Valerie Espinoza
County Clerk, Santa Fe, NM