

**MINUTES OF THE**  
**SANTA FE COUNTY**  
**LODGERS' TAX ADVISORY BOARD**

**December 6, 2012**

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 10:35 a.m. on the above date by Chairman John Berkenfield at Four Seasons Resort Rancho Encantado, Santa Fe, New Mexico.

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

**Board Members Present**

John Berkenfield, Chairman  
Karen Brown  
Florence Jaramillo  
Mary Johnson

**Board Members Absent**

Cindy Racco, excused

**Staff Present**

Evelyn Valencia, Santa Fe County Finance Division

**Others Present**

Florenceruth Brown, guest  
Russ Rountree, Impressions Advertising, Inc.  
Jo Ann G. Valdez, Stenographer

**APPROVAL OF THE AGENDA**

- **Amendments**
  
- **Tabled or Withdrawn items**  
None

**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: October 25, 2012**

The following changes were made to the Minutes of the October 25, 2012 meeting:

Page 1, *Approval of the Agenda* was changed to read: “*Ms. Brown made a motion to approve the agenda. Ms. Johnson seconded the motion.*”

Page 4, “last paragraph “*Condenast Traveler*” was changed to: “*Conde Nast Traveler*”.

**Ms. Jaramillo made a motion to approve the Minutes of the October 25, 2012 meeting as amended. Ms. Brown seconded the motion. The motion passed unanimously by voice vote.**

**OLD BUSINESS**

There was no old business.

**NEW BUSINESS**

**Sunrise Springs Closing**

Chairman Berkenfield noted that Sunrise Springs have closed their doors. As a result, the County could potentially lose \$25,000 to \$40,000 in lodgers’ tax revenue a year.

**FINANCIAL REPORT**

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-December 5, 2012 (Pro-Forma)**

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through December 5, 2012 noting total receipts of \$60,116.11 for July; \$60,672.20 for August; \$29,942.68 for September 2012; \$43,313.61 for October and \$350.12 thus far for November; total receipts to date are \$194,394.72. There was a 4% increase in the month of October.

Ms. Valencia noted that the Lodgers Tax Receipt Report is missing reports from Bishop’s Lodge and KOA. She left a message for Bishop’s Lodge and KOA will be sending a check.

Ms. Valencia distributed and reviewed the Facility Fund report through December 5, 2012 identifying the beginning cash balance of \$729,255.00; total lodgers’ tax receipts reported of \$89,542.35; \$65.65 interest and expenditures of \$13,997.70 for FY’12 Advertising Contract and \$37,610.95 for FY’13 Advertising Contract, outstanding encumbrances in the amount of \$74,389.05, leaving an anticipated cash balance of \$692,865.30.

Ms. Valencia distributed the Advertising Fund report through December 5, 2012 identifying the beginning cash balance of \$778,227.00; total lodgers' tax receipts reported of \$148,983.03; \$74.76 interest; expenditures of \$24,545.42 for FY'12 Advertising Contract, \$62,684.90 for FY'13 Advertising Contract, \$1,975.00 for FY'12 Audit Contract; \$82.90 for newspaper advertising, \$22,500.00 for FY'12 Commitments and Other Fees (\$3,500 for El Rancho de las Golondrinas Spring Festival; \$3,000 for Southwest Roots Music for Thirsty Ear Festival; \$8,000.00 for SF International Folk Art Market and \$8,000.00 for El Rancho de las Golondrinas for Renaissance Fair); \$18,969.31 for FY'13 Commitments and Other Fees (\$69.31 plaque for LTAB member; \$6,000 for El Rancho de Las Golondrinas Wine Festival; \$3,000 for El Rancho de Las Golondrinas Viva Mexico; \$6,400.00 for El Rancho de Las Golondrinas Harvest Festival and \$3,500.00 El Rancho de Las Golondrinas Summer Festival); \$558.48 for FY'12 Reporting and Recording, outstanding encumbrances in the amount of \$132,680.86, leaving an anticipated cash balance of \$663,287.92.

**ADVERTISING AGENCY REPORT**

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

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

Mr. Rountree said the occupancy rates for the periphery area continue to hold strong and were up 24% from the previous October. The City's occupancy rates were up approximately 3.5%, when compared to October of the prior year. The occupancy rates for the County were up by 3% and the ADR was off about half a point from the previous October. The Cerrillos Road properties had a really good month in October (in terms of ADR) with an increase of 15% when compared to October of 2011.

Mr. Rountree noted that he added the State's and Albuquerque's occupancy numbers to be able to compare Santa Fe's occupancy numbers.

He mentioned that the City's lodgers' tax numbers have not been posted since September of 2012. He said the GRT was up in October by a point and down in November by 1.5 points.

Mr. Rountree reported that he sent out the Santa Fe Occupancy tax sheet to Bishop's Lodge, Encantado and Santa Fe Opera and will start sending it out each month to their marketing departments.

Ms. Jaramillo asked if these numbers include any of the casinos.

Mr. Rountree said the periphery numbers include Buffalo Thunder and Homewood Suites. They began reporting in August of 2011; therefore, they reported in August, September and October.

- **New Mexico Tourism Department Stats/Talking Points**

[Copies of the handout entitled “*New Mexico True – Support Tourism Department’s Request for Additional \$2.5M*” were distributed in the Board Members’ packets.]

Mr. Rountree said the handout is the Tourism Department’s talking points sheet for people in the industry, in advance to their Legislative request for an additional \$2.5 million to go towards their advertising budget. They want to expand their advertising to key fly markets such as Chicago and San Diego.

The NM Tourism Department launched a new ad campaign branded “New Mexico True” leveraging the state’s unique visitor experience as “an adventure steeped in culture”. Early indicators reveal that the campaign is breaking through. The handout indicates that tourism in New Mexico is experiencing positive momentum. Over 32 million people traveled to our state last year. Tourism increased almost 5% from the year before. Tourism generated \$5.5 billion in visitor spending last year and \$1.2 billion in taxes, \$565M of which are state and local taxes. These tax revenues effectively offset the tax burden for the average household by \$747 a year.

- **Old Business**

- **City/County FAM**

Copies of articles/clips written by press writers that were in Santa Fe for the City/County FAM trip were distributed. Please see Exhibit “A” for the specifics.

Chair Berkenfield said he believes that there may be \$5,000 left over from the \$10,000 that was allocated for this and possibly the City/County could do a FAM trip in the spring.

- **Press**

Copies of various press articles were distributed.

- **Other**

- **Sunrise Springs Closing**

As noted earlier, Sunrise Springs has closed their doors. Copies of the sales listing of the property were distributed in the Board Member’s packets.

**ADMINISTRATIVE**

**a. Next meeting date and location**

The next meeting was scheduled for February 28, 2013 at 10:00 a.m. at the Bokum Building Conference Room, Santa Fe, New Mexico.

**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:

  
John Berkenfield, Chairman

Respectively submitted by:  
*Jo Ann G. Valdez*, Stenographer

SEC. CLERK RECORDED 03/21/2013



COUNTY OF SANTA FE ) LODGERS TAX MINUTES  
STATE OF NEW MEXICO ) ss PAGES: 6

I Hereby Certify That This Instrument Was Filed for  
Record On The 21ST Day Of March, 2013 at 02:33:08 PM  
And Was Duly Recorded as Instrument # 1700122  
Of The Records Of Santa Fe County

Witness My Hand And Seal Of Office  
Geraldine Salazar  
Deputy  County Clerk, Santa Fe, NM