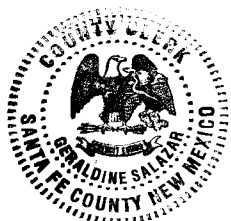


INDEX OF MINUTES
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING
December 12, 2013

ITEM	ACTION	PAGE(S)
CALL TO ORDER	Convened	1
ROLL CALL	Quorum	1
APPROVAL OF AGENDA	Approved	1
• Amendments		
• Tabled or Withdrawn items	None	1
APPROVAL OF MINUTES October 23, 2013	Approved [as submitted]	2
NEW BUSINESS	Informational	2
OLD BUSINESS	None	2
FINANCIAL REPORT		
• Santa Fe County Finance Division- Lodgers Tax Financial Report – December 11, 2013 (Pro-Forma)	Informational	2-3
ADVERTISING AGENCY REPORT	Informational	3-4
ADMINISTRATIVE		
• Next meeting date and location The next meeting was scheduled for February 20, 2014 at 10:00 a.m.		4
ADJOURNMENT	Adjourned at 12:00 p.m.	4



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

LODGERS TAX MINUTES
PAGES: 5

I Hereby Certify That This Instrument Was Filed for
Record On The 24TH Day Of February, 2014 at 03:54:48 PM
And Was Duly Recorded as Instrument # 1730688
Of The Records Of Santa Fe County

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

MINUTES OF THE

SANTA FE COUNTY

LODGERS' TAX ADVISORY BOARD

December 12, 2013

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 11:00 a.m. on the above date by Chairman John Berkenfield at Four Seasons Resort Rancho Encantado, 198 State Road 592, 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
Cindy Racco

Board Members Absent

None

Staff Present

Teresa Martinez, Santa Fe County Finance Division Director
Evelyn Valencia, Santa Fe County Finance Division

Others Present

Florenceruth Brown, Santa Fe Skies RV Park
Russ Rountree, Impressions Advertising, Inc.
Jo Ann G. Valdez, Stenographer

APPROVAL OF THE AGENDA

- **Amendments**
None

- **Tabled or Withdrawn items**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.

2013 DEC 12 11:00 AM
SANTA FE COUNTY
CLERK'S OFFICE
100 W. SAN ANTONIO
SANTA FE, NM 87501

APPROVAL OF MINUTES: October 23, 2013

Ms. Jaramillo made a motion to approve the Minutes of the October 23, 2013 meeting as submitted. Ms. Racco seconded the motion. The motion passed unanimously by voice vote.

NEW BUSINESS

Biking Program

Chairman Berkenfield noted that David Griscom, the Economic Development Manager for Santa Fe County, called to talk about a biking program is being planned to dovetail with the Century Ride that is run by the St. Vincent Hospital Foundation. A request for funding for the program may be brought before the Board sometime in the future.

Santa Fe Hospitality Industry Networking Group

Chairman Berkenfield mentioned that he is involved with the Santa Fe Hospitality Industry Networking Group and they have invited the Mayoral candidates to talk about hospitality issues and their views on hospitality on February 18, 2014 at the Hilton Hotel at 5:30 p.m. The Board Members were invited to attend.

OLD BUSINESS

There was no old business.

FINANCIAL REPORT

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-December 11, 2013 (Pro-Forma)**

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through December 11, 2013 noting total receipts of \$47,497.90 for July 2013, \$63,897.50 for August 2013 (which includes an adjustment of \$183.32 for the Triangle Inn that was posted after the October meeting), \$52,678.89 for September 2013, \$42,701.65 for October 2013 and \$564.82 thus far for November 2013 (these are not due until December 26, 2013); total receipts to date are \$207,340.76.

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipts Analysis noting that there was a decrease of 2% in the month of October when compared to the prior year.

Ms. Valencia distributed and reviewed the Facility Fund report through December 12, 2013 identifying the beginning cash balance of \$804,254.00; total lodgers' tax receipts reported of \$94,471.60; \$529.12 in interest (July through September); expenditures of \$13,331.59 for FY'13 Advertising Contract; \$33,977.36 for FY'14 Advertising Contract, outstanding encumbrances in the amount of \$78,022.64, leaving an anticipated cash balance of \$773,923.13.

Ms. Valencia distributed the Advertising Fund report through December 12, 2013 identifying the beginning cash balance of \$890,586.00; total lodgers' tax receipts reported of \$157,327.57; \$571.74 in interest (July through September) expenditures of \$23,283.67 for FY'13 Advertising Contract, \$56,628.97 for FY'14 Advertising Contract, \$1,605.00 for FY'13 Audit Contract; \$94.18 for Newspaper Advertising; \$23,000.00 for FY'13 Commitments and Other Fees (\$6,000 for El Rancho de las Golondrinas Wine Festival, \$9,000.00 for the Santa Fe International Folk Art Market; \$8,000.00 for the Santa Fe Renaissance Fair); \$12,900.00 for FY'14 Commitments and Other Fees; \$244.34 for FY'13 Reporting and Recording; \$488.68 for FY'14 Reporting and Recording, outstanding encumbrances in the amount of \$134,251.70, leaving an anticipated cash balance of \$795,988.77.

Chairman Berkenfield asked Ms. Martinez if she would like to comment on how the gross receipts collections are doing for the County.

Ms. Martinez said the gross receipts collections are 2% better than budgeted. She noted that the County is ahead on both revenues (property taxes and GRT); however, the gross receipts taxes for the unincorporated areas took a 19% hit in this recession and have not bounced back.

Ms. Martinez mentioned that the State is looking at taking the second 1/8th Indigent funding from the local governments because of the recent changes to the Sole Community Provider Fund. However, they have given an option for the local public bodies to enact another 1/6th GRT without having to go to the voters, if they take the 1/8th Indigent funding. The County is waiting to see what the Legislature is going to do.

ADVERTISING AGENCY REPORT

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

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

Mr. Rountree said occupancy rates have been up for 10 months in a row. Occupancy for the month of October was up 5% when compared to the month of October in the prior year. The ADR for the month of October was up 3.5%.

- **New Business**

There was no new business.

- **Press**

Copies of an article about the request for shuttle/ bus service to the Santa Fe Ski Basin were distributed. Santa Fe City Councilor Patti Bushee presented the request on Friday at the North Central Regional Transit District's Espanola Headquarters, asking them to look

2013 DEC 12 10:34 AM

at providing bus/shuttle service up to the Santa Fe Ski Basin. The Santa Fe City Council approved a resolution last month endorsing the proposed shuttle service and requested that the North Central Regional Transit District conduct an analysis. The article states that the North Central Regional Transit District has already been researching the idea following an informal inquiry last month. The NCRTD Director, Anthony Mortillaro said his staff will work toward eventually bringing some sort of proposal back to the NCRTD Board. NCRTD officials have also indicated that they are also looking at the possibility of applying for funding under the Federal Land Access Program, which offers money to transit systems that provide access to federal property. For now, the ski shuttle details are still unclear, such as how long through the year it would run, or how much it would cost to operate. Therefore, the shuttle service will not likely happen this winter.

ADMINISTRATIVE

Certificate of Appreciation

On behalf of the County Lodgers' Tax Advisory Board, Chairman Berkenfield presented Ms. Florence Jaramillo a Certificate of Appreciation honoring Ms. Jaramillo for her dedicated service on the Board and for her tireless efforts on behalf of the hospitality industry in New Mexico.

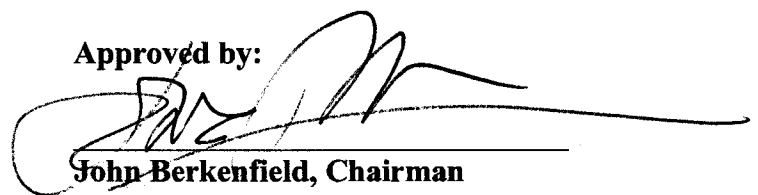
Next meeting date and location

There will be no meeting in January of 2014. The next meeting was scheduled for February 20, 2014 at 10:00 a.m. at the Bokum Building Conference Room, Santa Fe, New Mexico.

ADJOURNMENT

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

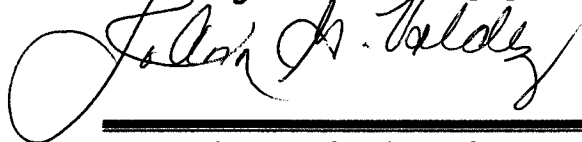
Approved by:



John Berkenfield, Chairman

Respectively submitted by:

Jo Ann G. Valdez, Stenographer



2013 DEC 12 10:23 AM RECEIVED