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SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING
December 16, 2010

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APPROVAL OF AGENDA	Approved	1
• Amendments		
• Tabled OR Withdrawn items	None	
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• Santa Fe County Finance Division- Lodgers Tax Financial Report – December 15, 2010 (Pro-Forma)	Informational	2
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COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

LODGERS TAX MINUTE
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I Hereby Certify That This Instrument Was Filed for
Record On The 1ST Day Of March, 2011 at 09:28:56 AM
And Was Duly Recorded as Instrument # **1628205**
Of The Records Of Santa Fe County

Witness My Hand And Seal Of Off.
Valerie Espinoza
Deputy _____ County Clerk, Santa Fe,

SFC CLERK RECORDED 03/01/2011

MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

December 16, 2010

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 11:10 a.m. on the above date by Chairman John Berkenfield at the Encantado An Auberge Resort Board Room, 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
Florence Jaramillo
Mary Johnson
Jeff Mahan

Board Members Absent

None

Staff Present

Evelyn Valencia, Santa Fe County Finance Division

Others Present

Russ Rountree, Impressions Advertising, Inc.

APPROVAL OF THE AGENDA

Ms. Brown made a motion to approve the agenda as published. Mr. Mahan seconded the motion, which passed unanimously by voice vote.

APPROVAL OF MINUTES: October 28, 2010

Ms. Johnson made a motion to approve the Minutes of the meeting of October 28, 2010, as submitted. Ms. Brown seconded the motion, which passed unanimously by voice vote.

OLD BUSINESS

At the August 26, 2010 LTAB meeting, a motion was made, and passed, to approve the concept of cooperating with the City CVB on a media relations campaign with the amount of funding to be left at the discretion of the County Finance Department. Ms. Valencia reported that the County has agreed to fund \$37,500.00 which is half of the amount for the media and public relations campaign portion of the contract.

NEW BUSINESS

Mr. Mahan announced that he has resigned his position of General Manager of Encantado An Auberge Resort effective December 31, 2010. Therefore, he also feels that it is necessary to resign his position on the Lodgers Tax Advisory Board, also effective on December 31, 2010.

The process to replace Mr. Mahan was briefly discussed. Names of prospective candidates will be brought before the Board at the next meeting.

FINANCIAL REPORT

- **Santa Fe County Finance Division-Lodgers Tax Financial Report- December 16, 2010 (Pro-Forma)**

Ms. Valencia distributed the Lodgers Tax Receipt Report through December 16, 2010 noting total receipts of \$37,544.52 for October and \$1,068.37 thus far for November 2010 (these are not due until the 25th); total receipts to date are \$200,287.49. There was a 4% decrease when compared to the month of October of the prior year.

Ms. Valencia noted that Crystal Mesa farms B&B LLC sent their late payments for July, August and September, including penalties and interest.

Ms. Valencia distributed the Facility Fund report through December 16, 2010, which showed a beginning cash balance of \$651,490.19 and total lodgers' tax receipts reported of \$94,596.60, and expenditures of \$9,905.73 for FY'10 Advertising Contract and \$39,493.27 for FY'11 Advertising Contract, outstanding encumbrances in the amount of \$67,381.73, leaving an anticipated cash balance of \$629,306.06.

Ms. Valencia distributed the Advertising Fund report through December 16, 2010 identifying the beginning cash balance of \$817,952.30, total lodgers' tax receipts reported of \$157,660.76, \$2,850.00 State Coop, expenditures of \$18,971.99 for FY'10 Advertising Contract, \$65,822.18 for FY'11 Advertising Contract, \$92.24 for Newspaper Advertising, \$16,100.00 for FY'10 Commitments and Other Fees, \$9,500.00 for FY'11 Commitments and Other Fees, \$215.58 for FY'10 Reporting and Recording, \$370.60 for FY'11 Reporting and Recording, outstanding encumbrances in the amount of \$127,537.54, leaving an anticipated cash balance of \$739,852.93.

ADVERTISING AGENCY REPORT

- **CVB/County Joint PR Update**

- a. **Review of solicitation letter**

[Copies of the solicitation letter were distributed in the members' packets.]

Mr. Rountree reviewed the letter to Santa Fe County Lodging Properties regarding the public relations partnership between the Santa Fe Convention & Visitors Bureau (CVB) and Santa Fe County. The letter informs the lodging properties that Santa Fe County has recently entered into an agreement with the Santa Fe CVB to hire a New York City-based public relations firm, Lou Hammond & Associates. Steve Lewis, the CVB's longtime public relations specialist, continues to be the local person that generates press releases for distribution to the media, coordinates activities by journalists visiting the area and responds to press inquiries that are directed to the CVB. Likewise, Impressions Advertising will continue providing similar duties for Santa Fe County.

This partnership is expected to generate an increased level of press effort generating more stories and coverage of the Santa Fe area by print, electronic and social media. Lou Hammond & Associates will give the Santa Fe area more exposure to the travel media as they utilize their media database consisting of over 40,000 contacts.

Lou Hammond and Associates will be learning about Santa Fe County, its attractions and activities, by touring County businesses to see what they have to offer. Steve Lewis will increase the content of his press releases with more information on businesses and activities from the County. He will be looking for more stories and ideas to promote the County.

A representative from Lou Hammond and Associates is scheduled to make a visit to Santa Fe the second week in January of 2011.

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

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

Mr. Rountree noted that the average daily rate was up slightly (9%) in the month of October. The collection of Lodgers' Taxes in the County was also up slightly (4%) in October

- **NMTD FY11 Co-op Review**

Mr. Rountree reported that the Advertising Agency (on behalf of the County) is expecting to submit the reimbursement for the FY2011 New Mexico Tourism Coop grant soon.

- **Press**

[Copies of various press articles were distributed.]

An article from *Travel Pulse.com* indicates that the STR predicts increases for the U.S. hotel industry in 2011. In 2011, STR is projecting increases in all three key performance metrics. Occupancy is expected to rise 1.6 percent to 58.3 percent, ADR to increase 3.9 percent to \$101.73, and RevPAR is projected to end the year up 5.5 percent to \$59.35.

Another article from *Travel Pulse.com* states that AAA is forecasting a 3.1 percent rise in year-end holiday travel. AAA is projecting 92.3 million Americans will travel 50 miles or more from home during the year-end holidays, an increase of 3.1 percent from the 89.5 million who traveled a year ago.

An article in *Travel Weekly* states that every day for the next 19 years, more than 11,000 U.S. "baby boomers" will celebrate a 65th birthday, and travel suppliers will need to adapt to share in the growth and prosperity they will generate.

- **Other**

New Mexico Tourism Coalition

Mr. Rountree reported that the New Mexico Tourism Coalition launched a new website highlighting the impact of the State's second largest industry. On December 14, 2010, the New Mexico Tourism Coalition announced their new integrated website/social media communications site, "Keep Me in New Mexico". This is in combination with the website, www.SupportTourismNM.com, a Facebook page, at [facebook.com/newmexico/pages/Support-New-Mexico-Tourism/161843073855398](https://www.facebook.com/newmexico/pages/Support-New-Mexico-Tourism/161843073855398), and an email delivery system allowing for outreach and communication on tourism issues. The point they want to make is that tourism is vital to New Mexico's economy.

ADMINISTRATIVE

Next meeting date and location

There will be no meeting in January 2011. The next meeting was scheduled for February 24, 2011 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 12:13 p.m.

Approved by:



John Berkenfield, Chairman

Respectively submitted by:

Jo Ann G. Valdez, Stenographer