

INDEX OF MINUTES
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING
February 20, 2014

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE(S)</u>
CALL TO ORDER	Convened	1
ROLL CALL	Quorum	1
APPROVAL OF AGENDA	Approved	1
• Amendments		
• Tabled or Withdrawn items	None	1
 APPROVAL OF MINUTES		
December 12, 2013	Approved	2
 NEW BUSINESS		
• Funding Request from Karl Ferguson, Foundation Manager and Chris Goblet, Event Manager, St. Vincent Hospital Foundation for the Santa Fe Century & Outside Bike & Brew Festival	Approved [funded @\$7,000]	2-3
 OLD BUSINESS	None	3
 FINANCIAL REPORT		
• Santa Fe County Finance Division- Lodgers Tax Financial Report – February 19, 2014 (Pro-Forma)	Informational	4
 ADVERTISING AGENCY REPORT	Informational	4-5
 ADMINISTRATIVE		
• Next meeting date and location		
The next meeting was scheduled for March 27, 2014 at 10:00 a.m.		6
 ADJOURNMENT	Adjourned at 12:00 p.m.	6



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

LODGERS TAX MINUTES
PAGES: 7

I Hereby Certify That This Instrument Was Filed for
Record On The 15TH Day Of May, 2014 at 02:01:50 PM
And Was Duly Recorded as Instrument # 1736900
Of The Records Of Santa Fe County

Deputy _____ *Marcus [Signature]* _____
Witness My Hand And Seal Of Office
Geraldine Salazar
County Clerk, Santa Fe, NM

MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

February 20, 2014

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 10:05 a.m. on the above date by Chairman John Berkenfield at the County Admin Building, Manager's Conference Room, 2nd Floor, 102 Grant Avenue, 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

Evelyn Valencia, Santa Fe County Finance Division

Others Present

Chris Goblet, Outside Bike and Brew Festival
Karl Ferguson, Christus St. Vincent Foundation
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- **Tabled or Withdrawn items**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.

2014 FEB 20 10:05 AM
SANTA FE COUNTY
CLERK RECORDED
12/14/14

APPROVAL OF MINUTES: December 12, 2013

Ms. Jaramillo made a motion to approve the Minutes of the December 12, 2013 meeting. Ms. Brown seconded the motion. The motion passed unanimously by voice vote.

NEW BUSINESS

- **Funding Request from Karl Ferguson, Foundation Manager and Chris Goblet, Event Manager, St. Vincent Hospital Foundation for the Santa Fe Century & Outside Bike & Brew Festival**

Mr. Goblet presented the information regarding the request for funding, from the Application, which was distributed in the members' packets. The packet included promotional material.

Santa Fe Century and Outside Bike & Brew Festival is requesting \$10,000 in LTAB funding to market, advertise and showcase Santa Fe as an evolving outdoor recreation and biking destination to a new demographic of tourist. This three-day event, which is anchored by the Century, unites the explosive popularity of craft beer with a series of biking activities for commuter, mountain, road and hobby cyclists.

The Outside Bike & Brew Festival events will take place Friday, May 16th through Sunday, May 18th, which coincides with Bike to Work Week and American Craft Beer Week. The Century Bike Ride will be the capstone event on Sunday, May 18th with racing options for a 20 mile, 50 mile and 100 mile bike ride. Santa Fe Century and Outside Bike & Brew Festival are collaborating to create an innovative tourism and branding campaign. By creating a full weekend of exciting activities, they believe it's possible to attract an additional 1,000 riders and their families to Santa Fe for an outdoor recreation vacation.

Mr. Goblet briefly reviewed the expenses for the event.

Chairman Berkenfield asked why the registration fees for the riders are not included in the budget.

Mr. Goblet said they are not included because the registration fees that are paid are included in the St. Vincent Foundation budget and the Century Ride has their own budget.

Ms. Brown asked if Santa Fe Century and Outside Bike & Brew are separate entities and will LTAB be funding one or the other, or both.

Chairman Berkenfield explained that this is essentially a joint request and there will only be one grant given.

Mr. Ferguson said the Century Bike has a captive audience and they have been

thinking about ways to build on this and make it a three-day weekend and the Outside Bike & Brew event is a perfect fit for them.

Mr. Goblet reviewed the marketing plan noting that their plan is to cover a broad section of media outlets, ranging from nationally distributed magazines to targeted mailing and geo-targeted social media strategies. A combination of local print and regional radio advertising will be done. The Outside Bike & Brew Festival is leveraging the visibility provided by *Outside Magazine* and their reach of 2.5 million riders per issue as the backbone of their marketing campaign. They have also selected targeted but complimentary publications that are specifically aimed at demographics that will respond to the unique combination of events and the appeal of Santa Fe. A half-page horizontal ad will be in the April issue and a full page ad will be in the May issue in *Outside Magazine*.

Mr. Goblet said they thought that a radio campaign in the drive markets would be effective. Clear Channel Radio will run ads in Phoenix, Tucson, Denver, Amarillo and Lubbock, Albuquerque and Santa Fe. Facebook, Twitter, email newsletters and banner ads will play a substantial role in reaching the target audience that Outside Bike & Brew Festival is eager to attract to Santa Fe. A mobile App with the Festival map, schedule, trails and photo uploads will also be done.

Chairman Berkenfield said it seems to him that they are advertising the event a little late.

Mr. Ferguson noted that the marketing plan includes a special mailer that will be sent to over 8,000 former Century riders to provide the expanded program of events. They also partnered with the Bicycle Technologies International and because of this, they have direct access to almost 5,000 bike shops around the country. Outside Bike & Brew will target these bike shops with fliers, posters and promotional materials that will be shipped directly from Bicycle Technologies International to thousands of bicycle shops around the country. The event will be featured in the March and April editions of their product mailers.

After discussion, the following motion was made:

Ms. Johnson moved to fund the Santa Fe Century and Outside Bike & Brew Festival for \$7,000.00 with the caveat that they add "Santa Fe" to the name of the Festival to read: (Santa Fe Outside Bike & Brew Festival). Ms. Racco seconded the motion. The motion passed unanimously by voice vote.

OLD BUSINESS

There was no old business.

FINANCIAL REPORT

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-February 19, 2014 (Pro-Forma)**

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through February 19, 2014 noting total receipts of \$24,320.97 for November, \$26,201.97 for December 2013 and \$241.28 thus far for January 2014 (these are not due until February 26, 2014); total receipts to date are \$257,540.16.

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipts Analysis noting that there was an increase of 5% in the month of November when compared to the prior year, and a 1% increase in the month of December.

Ms. Valencia distributed and reviewed the Facility Fund report through February 19, 2014 identifying the beginning cash balance of \$804,254.00; total lodgers' tax receipts reported of \$112,973.28; \$1,060.04 in interest (through December 2013); expenditures of \$13,331.59 for FY'13 Advertising Contract; \$49,704.12 for FY'14 Advertising Contract, outstanding encumbrances in the amount of \$62,295.88, leaving an anticipated cash balance of \$792,955.73.

Ms. Valencia distributed and reviewed the Advertising Fund report through February 19, 2014, identifying the beginning cash balance of \$890,586.00; total lodgers' tax receipts reported of \$188,288.65; \$1,142.42 in interest (through December 2013) expenditures of \$23,283.67 for FY'13 Advertising Contract, \$82,840.17 for FY'14 Advertising Contract, \$1,605.00 for FY'13 Audit Contract; \$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 (\$3,000 for El Rancho de las Golondrinas Viva Mexico July 20-21, 2013; \$3,500 for El Rancho de las Golondrinas Summer Festival and Frontier Days Aug. 3-4, 2013 and \$6,400 for El Rancho de las Golondrinas Harvest Festival Oct. 5-6,2013); \$244.34 for FY'13 Reporting and Recording;\$663.27 for FY'14 Reporting and Recording, outstanding encumbrances in the amount of \$107,296.56, leaving an anticipated cash balance of \$828,089.88.

ADVERTISING AGENCY REPORT

- **Rocky Mountain Lodging Report (November, December & January)**

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

Mr. Rountree said the occupancy rates for the month of November 2013 were better than November 2012. Occupancy for the month of December was up 10% when compared to the month of December in the prior year; and up 30% in the month of January 2014, when compared to the month of January in the prior year.

- **New Business**

There was no new business.

- **Old Business**

City Fam Trip

Mr. Rountree reported that Steve Lewis has indicated that the first FAM trip is scheduled for May 8th through May 12th. The second FAM trip is scheduled for June 19th through June 23rd, 2014.

- **Press**

Copies of an article in the *New Mexican* about the slow and steady progress of the Santa Fe business community this past year were distributed. The article states that there were more home sales, new renovation and change downtown, and a healthy tourism industry that filled more hotel rooms and restaurants. However, job and income growth in Santa Fe are still lacking as the state economy is still tethered to federal government hiring and spending – and that is not likely to change in the coming year.

Copies of an article in the *New Mexican* dated January 20, 2014, regarding the statewide hotel occupancy rates were distributed. It states that the final report of 2013 from the New Mexico Lodging Association indicates the statewide occupancy rate for New Mexico was right at 60%, an increase from 58% in 2012. The average daily room rate was at \$98, up from \$95 in 2012.

The biggest jump in occupancy was in Santa Fe (perhaps because there were fewer rooms due to the La Fonda renovation) as the rate rose to 63.6%, up from 58.9%, while Albuquerque saw a smaller rise – 60.4%, up from 59.1%. The occupancy rate in Las Cruces actually dropped to 56%, down from 59.2% in 2012. Downtown Santa Fe still has the highest room rates in the state averaging \$160 a night – except for this time of year when every hotel in the city is running specials.

Copies of an article in the *New Mexican: Outdoors* about the Santa Fe Trail system dated January 17, 2014 were distributed. It states that Santa Fe is quickly becoming recognized as a premier destination for trail users, hikers, mountain bikers and equestrians because of the developing trail system.

Copies of an article in the *Albuquerque Journal* dated February 2, 2014 regarding the future vision of Chimayo were distributed. The article states that local residents pulled together and designed a draft plan of what they want to see their community look like over the next 25 years.

ADMINISTRATIVE

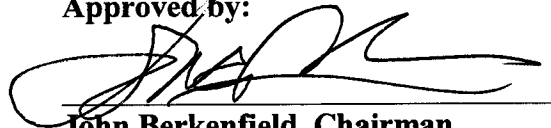
Next meeting date and location

The next meeting was scheduled for March 27, 2014 at 10:00 a.m. at the County Admin Building, Conference Room, 2nd Floor, 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:


A handwritten signature in black ink, appearing to read "John Berkenfield", is written over a horizontal line.

John Berkenfield, Chairman

Respectively submitted by:

Jo Ann G. Valdez, Stenographer


A handwritten signature in black ink, appearing to read "Jo Ann G. Valdez", is written below the typed name.