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SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING
February 24, 2011

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ROLL CALL	Quorum	1
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• Tabled OR Withdrawn items	None	
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SFC CLERK RECORDED 04/01/2011

MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

February 24, 2011

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 10:38 a.m. on the above date by Chairman John Berkenfield at the Finance Conference Room, Bokum Building, 142 West 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
Florence Jaramillo
Mary Johnson

Board Members Absent

1 vacancy

Staff Present

Evelyn Valencia, Santa Fe County Finance Division

Others Present

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. Brown seconded the motion, which passed unanimously by voice vote.

APPROVAL OF MINUTES: December 16, 2010

Ms. Brown made a motion to approve the Minutes of the meeting of December 16, 2010, as submitted. Ms. Jaramillo seconded the motion, which passed unanimously by voice vote.

FINANCIAL REPORT

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-February 23, 2011 (Pro-Forma)**

Ms. Valencia distributed the Lodgers Tax Receipt Report through February 23, 2011 noting total receipts of \$18,059.46 for November; \$22,204.46 for December and \$456.10 thus far for January 2011 (these are not due until the 25th); total receipts to date are \$239,939.14. There was an 8% increase when compared to the month of November of the prior year; and a 1% increase in the month of December when compared to the prior year.

Ms. Valencia distributed the Facility Fund report through February 24, 2011, which showed a beginning cash balance of \$651,490.19 and total lodgers' tax receipts reported of \$109,955.87, and expenditures of \$9,905.73 for FY'10 Advertising Contract and \$66,837.62 for FY'11 Advertising Contract, outstanding encumbrances in the amount of \$40,037.38, leaving an anticipated cash balance of \$644,665.33.

Ms. Valencia distributed the Advertising Fund report through February 23, 2011 identifying the beginning cash balance of \$817,952.30, total lodgers' tax receipts reported of \$183,259.45, \$2,850.00 State Coop (last FY), expenditures of \$18,971.99 for FY'10 Advertising Contract, \$111,396.14 for FY'11 Advertising Contract, \$145.40 for newspaper advertising, \$16,100.00 for FY'10 Commitments and Other Fees, \$31,900.00 for FY'11 Commitments and Other Fees, \$215.58 for FY'10 Reporting and Recording, \$678.93 for FY'11 Reporting and Recording, outstanding encumbrances in the amount of \$69,229.27, leaving an anticipated cash balance of \$755,424.44.

Chairman Berkenfield asked what the status was on the joint CVB and County public relations contract-was a decision made on the amount of the contract.

Ms. Valencia said yes, it was \$37,500.00.

OLD BUSINESS

- **Prospective candidate (s) for the vacant position on the Lodgers Tax Advisory Board previously held by Jeff Mahan, General Manager of Encantado An Auberge Resort which represents the Lodging Industry – Hotels, Restaurants**

Chairman Berkenfield noted that Mr. Mahan has submitted a name of a prospective candidate to fill the vacant position on the Board that was previously held by Mr. Mahan. {Copies of Ms. Lydia Frank's resume were distributed in the members' packets.}

Ms. Lydia Frank is presently the Director of Finance at Encantado, An Auberge Resort and has over 20 years of hospitality experience in accounting, auditing and financial management.

Ms. Brown moved to recommend to the Board of County Commissioners to appoint Lydia Frank to the Lodgers Tax Advisory Board. Ms. Johnson seconded the motion, which passed unanimously by voice vote.

Ms. Frank will be invited to the next Board meeting.

Ms. Valencia mentioned that the next Board of County Commissioner's meeting will be on the last Tuesday of the month, March 29, 2011.

- **Discussion of the Santa Fe 400th Anniversary closing events**
[Copies of the letter from Maurice Bonal, President of the Board, Santa Fe 400th Anniversary to the Santa Fe County Manager, Katherine Miller dated January 5, 2011 were distributed in the members' packets.]

The SF400th project will culminate with closing events called the "Legacy Day Viva," on March 19, 2011, which will be held in the Santa Fe Convention Center. This will feature the music, arts and culture of Santa Fe for a day-long event and an evening reception, where the SF400th Time Capsule will be sealed and permanently placed in the Convention Center.

The SF400th asked that Santa Fe County participate in helping to fund this event, which will bring in visitors from all over the state, as well as tourists from neighboring states, and including Spain and Mexico. Attendance to this event will increase hotel occupancy in Santa Fe City/County, as well as revenues to shops and restaurants in the area.

Santa Fe County, the County Commissioners, and LTAB will be recognized in all public announcements and printed materials for the SF400th "Legacy Day Viva".

The SF400th asked that the County contribute \$10,000 toward the \$30,000 budget for the "Legacy Day Viva". The County Commissioners and County Manager have approved the request for \$10,000.

The Board had a discussion about the efficacy of using LTAB funds for projects that are not formally presented to the Board.

Ms. Brown noted that there was an article in today's paper about the fact that the organizers of the Santa Fe's 400th Anniversary Commemoration will have access to additional public money for planning ceremonies and visits from dignitaries.

The City Council on Wednesday night approved a measure that allows the nonprofit anniversary committee to use \$10,000 of Santa Fe County money and \$10,000 in additional City funds.

In addition to the extra \$20,000, the organization continues to receive revenues through sales of commemorative license plates.

Mr. Rountree noted that a Resolution amending Resolution No. 2010-79 - to include that the County of Santa Fe will provide funding for the closing ceremonies/events planned by the Santa Fe 400th Anniversary - was on the City Council's agenda last night for approval.

NEW BUSINESS

Ms. Johnson announced that Ten Thousand Waves recently celebrated their 30th Anniversary on February 11th. The Board congratulated them on their 30th Anniversary.

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 handout/spreadsheet on tracking Santa Fe Occupancy Tax was attached.]

Mr. Rountree said that he included the Denver's Edition of the Rocky Mountain Lodging Report for comparison.

Mr. Rountree noted that occupancy was up almost 14 points in November over the previous year; up 2.5% in December and up almost 2.5% in January. The average daily rate was up slightly (1%) in the month of November; down 6% in December and down 2% in January. The collection of gross receipt taxes in the County was also up slightly (4%).

- **CVB/ County Joint PR Update**

Mr. Rountree reported that the Request for Approval of Amendment No. 1 to the Professional Services Agreement for the Public Relations Services on behalf of the Convention and Visitors Bureau pursuant to the Memorandum of Understanding between Santa Fe County and the City of Santa Fe; Locas, Inc. d/b/a Steve Lewis went before City Council last night for approval.

- **Press**

[Copies of various press articles were distributed.]

An article in *The New Mexican* indicates that U.S. Senator Tom Udall announced that the National Park Service was awarded nearly \$783,000 to the Cerrillos Hills State Park for a visitors' center and a maintenance building. The visitors' center will be in the village of Cerrillos. Senator Udall said that the funding will allow the state park to offer expanded services to New Mexicans and visitors from across the country who are interested in hiking, horseback riding and mountain bike riding, as well as aiding the economy.

An article in *The New Mexican* about the Lamy Station Café was distributed. It indicates that the Lamy Station Café's last day in business was December 31st. The eatery is stuck in a jurisdictional tug-of-war between Santa Fe County and the Santa Fe Southern Railway.

An article in *New Mexico Business Weekly* indicates that Albuquerque's hotel occupancy, rates and demand should rise in 2011, according to a forecast by PKF Hospitality Research's Hotel Horizon's report. PKF estimates Albuquerque will see an increase in occupancy of 6 percent by the end of 2010 and a 6 percent growth in revenue per available room, which is better than the national projection of a 5.6 percent increase. The article also states that Rich Verruni, the General Manager of Bishop's Lodge Ranch Resort and Spa indicated that Bishop's Lodge had a fairly good 2010 after a weak 2009. Average daily rates have not recovered as much as he'd like, but there were five groups in 2010 who bought out the entire resort. Bishop's Lodge also hosted 40 group associations from across the country and also did 55 weddings. Their group business was very strong in 2010 and their pace for 2011 is about 30 percent stronger.

An article in *Travel Pulse* states that STR Global reported that the U.S. hotel industry's occupancy was up 5.8 percent to 47.7 percent in January. The U.S. hotel industry posted increases in all three key performance measurements during January 2011, according to data from STR.

Another article in *Travel Pulse* states that Travelocity's annual "Traveler Confidence Report" reveals a vast majority of travelers (89%) will spend as much or more on travel in 2011 as they did in 2010. The survey of more than 1,400 Americans also found 95% of respondents will travel as much or more in the coming year.

An article in *Travel Agent Central* reports that the U.S. Travel Association applauded the competitiveness initiative discussed by President Barack Obama during his State of the Union Address and his specific focus on increasing exports. To achieve the President's goals, the travel industry strongly urges the Administration and Congress to rapidly develop visa and entry policies that will attract more international visitors to America, increase our positive trade balance and create hundreds of thousands of American jobs.

- **Other**

Mr. Rountree reported that Hacienda Las Barrancas was named in budgettravel.com as a "real deal in Santa Fe". He noted that the Advertising Agency put this information on the website.

Mr. Rountree announced that the new Tourism Secretary is Monique Jacobson who started work on Tuesday. He gave a brief history of her background noting that she was born in Taos.

ADMINISTRATIVE


Next meeting date and location

The next meeting was scheduled for March 24, 2011 at 10:30 a.m. *(However, the meeting was rescheduled for March 31, 2011.)*

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

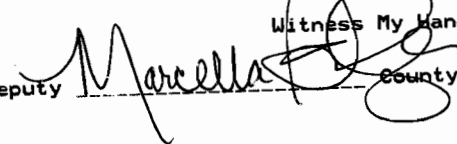
Respectively submitted by:
Jo Ann G. Valdez, Stenographer



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

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I Hereby Certify That This Instrument Was Filed for
Record On The 1ST Day Of April, 2011 at 03:38:02 PM
And Was Duly Recorded as Instrument # 1631285
Of The Records Of Santa Fe County

Witness My Hand And Seal Of Office
Valerie Espinoza
Deputy  County Clerk, Santa Fe, NM

SFC CLERK RECORDED 04/01/2011