

MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

March 27, 2014

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 10:03 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

Board Members Absent

Cindy Racco, excused

Staff Present

Evelyn Valencia, Santa Fe County Finance Division

Others Present

Tanana Rivera, SF Film Festival, Festival Director
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- **Tabled or Withdrawn items**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.

APPROVAL OF MINUTES: February 20, 2014

Ms. Jaramillo made a motion to approve the Minutes of the February 20, 2014 meeting. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.

NEW BUSINESS

- **Funding Request for the 2014 Santa Fe Film Festival from Tanana Rivera, Festival Director**

Tanana Rivera presented the information regarding the request for funding, from the Application, which was distributed in the members' packets. The packet included promotional material from the 2012 Film Festival.

Santa Fe Film Festival is requesting \$2,000 in LTAB funding for the 2014 Santa Fe Film Festival, which is a 4-day celebration of the best in cinematic arts. The 14th Annual Film Festival will run May 1st through May 4th, 2014 with a program of over 60 films, 6-10 panels, juried awards, workshops and celebrations.

Ms. Rivera said the Festival program includes a curated selection of over 30 film programs including narrative and documentary features, shorts of all types, a retrospective of world-renowned film artists and spotlight on local filmmakers. Embracing the full spectrum of cinematic arts, the Santa Fe Film Festival extends opportunities for locals and visitors to expand their careers in collaboration through the culture of the film industry in the county of Santa Fe.

Ms. Rivera said they will be based out of Hotel Santa Fe. She said they will start Thursday with a kick-off celebrating "The Working Man" and showing "Salt of the Earth", along with a 20-minute film about the love story of Betty Carmen Lujan, the spouse of the former Speaker of the House (Ben Lujan). This will follow with a concert from Jessie Bridges' daughter.

Ms. Rivera noted that she is talking to the cast of Longmire Productions about the possibility of their cast hosting their awards and they will be doing a special brunch with them. This may take place at either La Posada Hotel or Bishop's Lodge.

Ms. Rivera mentioned that she is a member of New Mexico Women and Film and her sister is a member of the Women and Design group in Albuquerque and they are going to collaborate on having a special lunch or dinner to celebrate women in the artistic work field. This will most likely take place at Bishop's Lodge, who is giving them a special rate to attract people to stay with them.

Ms. Rivera said another event that they will be doing is called "Stargazing with the Stars" at Santa Fe Studios. Attendees will be able to stargaze at the movie studio while

dancing to music of the stars and special guests. They will be providing bus transportation for people who are interested in attending this family event.

Chairman Berkenfield asked Ms. Rivera how many people they are expecting to attend.

Ms. Rivera said they are projecting at least 6,000 attendees and this could go up to 10,000 attendees.

Chairman Berkenfield asked what the total attendance was for last year's festival.

Ms. Rivera said in 2012, they had approximately 4,500 attendees.

Chairman Berkenfield asked about the total attendance for 2013.

She noted that they did not have a festival in 2013 due to the fact that they were going through some transitions.

Chairman Berkenfield said the event is scheduled for the 1st of May and given that this is already March 27th, he asked how they would spend the \$2,000 that they are requesting in LTAB funding. He explained that this funding would have to be used for marketing the event. He asked who they will be marketing to.

Ms. Rivera said she will be using One Headlight Inc. to spread the word for all of the events. One Headlight Inc. is an advertising agency that is based out of Albuquerque. She said they are also looking at *Green Fire Times* publication, which produces 27,000 copies statewide, the *Pasatiempo* publication and other opportunities to market the events. She mentioned that they will be putting out a press release with DK Advertising in the beginning of April.

Chairman Berkenfield asked how much the total marketing budget is.

Ms. Rivera said the total marketing budget is \$5,000.

Chairman Berkenfield said the application indicates that the Festival's marketing to visitors to Santa Fe County is estimated at a minimum of 250 room nights, and an economic impact of more than \$30,000, including room sales. He said the County only has 400 rooms all together. He asked if she is saying that the Festival will account for 250 of those rooms, and if so, this may need to be modified.

Ms. Rivera said no, this is a total for the City and the County. She said they have already booked 30 rooms at Bishop's Lodge and Hotel Santa Fe is completely full, therefore, they will also have to look at other venues because they are receiving many calls for rooms.

Chairman Berkenfield said he noted that the 2012 Festival was funded in part by the

City of Santa Fe Arts Commission and that process for this year has not been decided and funding commitments will not begin until the first of July, therefore there will be no funding for this year's Film Festival.

Ms. Rivera said yes, that is correct.

Chairman Berkenfield asked Ms. Rivera if they have any other funding from the City for this event.

Ms. Rivera said no, because she got started late.

Ms. Johnson said the Festival used to happen in December but it is now going to happen in May.

Ms. Rivera said yes, the Board decided to have it in May because they felt that they were not ready to have it in December. They also did not have a Director at that point in time.

Ms. Jaramillo asked what the professions were for the other Board Members, other than Sallie Kemper, who she knows has a background in film work.

Ms. Rivera said Todd Christensen works in the Locations' Department which brings films to the State of New Mexico. She said they are expanding the Board after this year's Film Festival.

Ms. Jaramillo mentioned that Sallie Kemper works with the Espanola High School and she has worked with students who have produced films that have won awards.

Ms. Johnson moved that the Board discuss the funding application to support the Film Festival. Ms. Jaramillo seconded the motion. The motion passed unanimously by voice vote.

After discussion, the following motion was made:

Ms. Brown moved to fund the 2014 Santa Fe Film Festival in the amount of \$500.00. Ms. Jaramillo seconded the motion. The motion passed unanimously by voice vote.

OLD BUSINESS

Bike & Brew Festival

Chairman Berkenfield noted that the Bike & Brew Festival added the words "Santa Fe", as requested by the Board.

FINANCIAL REPORT

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-March 26, 2014 (Pro-Forma)**

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through March 26, 2014 noting total receipts of \$13,036.67 for January and \$14,806.91 thus far for February 2014 (these were not due until yesterday -March 26, 2014); total receipts to date are \$285,142.46.

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipts Analysis noting that there was an increase of 21% in the month of January when compared to the prior year, and a 2% decrease in the month of February.

Ms. Valencia distributed and reviewed the Facility Fund report through March 26, 2014 identifying the beginning cash balance of \$804,254.00; total lodgers' tax receipts reported of \$117,792.71; \$1,342.99 in interest (through January 2014); expenditures of \$13,331.59 for FY'13 Advertising Contract; \$55,248.96 for FY'14 Advertising Contract, outstanding encumbrances in the amount of \$56,751.04, leaving an anticipated cash balance of \$798,058.11.

Ms. Valencia distributed and reviewed the Advertising Fund report through March 26, 2014, identifying the beginning cash balance of \$890,586.00; total lodgers' tax receipts reported of \$196,196.04; \$1,443.98 in interest (through January 2014) expenditures of \$23,283.67 for FY'13 Advertising Contract, \$92,081.56 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 (\$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 \$110,055.17, leaving an anticipated cash balance of \$824,298.83.

ADVERTISING AGENCY REPORT

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

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

Mr. Rountree noted that the month of February was the 16th month in a row that Santa Fe's occupancy was up. The year-to-date numbers for the periphery properties was up 10% over 2013 year-to-date numbers. The total occupancy rate for the month of February was up 3%, when compared to the month of February in the prior year.

- **New Business**

Mr. Rountree noted that Las Campanas will be offering stays at the casitas, their short-term rentals again; therefore, there may be a possibility that the County can collect lodgers' tax from this.

- **Old Business**
City Fam Trip

Mr. Rountree reported that the first FAM trip is scheduled for May 8th through May 12th, which is Mother's Day weekend. The second FAM trip is scheduled for June 19th through June 23rd, 2014.

Mr. Rountree mentioned that Steve Lewis of LOCAS Advertising has decided not to renew his contract with the City CVB. The current contract will expire on June 30, 2014.

Mr. Rountree noted that the Advertising Agency is wrapping up the projections for the fiscal year and placement of the last ads for the fiscal year. The Agency is also working on the creative [ads] for next fiscal year.

ADMINISTRATIVE

Ms. Johnson announced that the Izanami Restaurant at Ten Thousand Waves was nominated for "Best Restaurant" category. She invited the Board Members to have lunch at the Restaurant. The date will be determined later, possibly on a Friday at the end of May. Ms. Johnson will send out an e-mail to the Board Members.

Chairman Berkenfield announced that he will be retiring from El Rancho de Las Golondrinas on October 1st, but that will not affect his service on this board, as he is the "at large" member of the board.

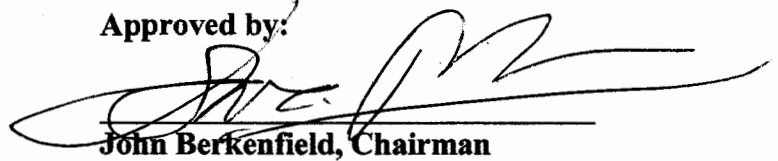
Next meeting date and location

The next meeting was scheduled for April 24, 2014 at 10:00 a.m. at Santa Fe Skies RV Park, Santa Fe, New Mexico.

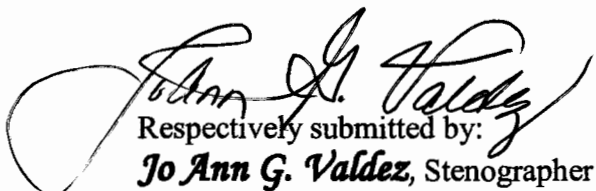
ADJOURNMENT

Ms. Jaramillo made a motion to adjourn the meeting. Ms. Brown seconded the motion and the meeting was adjourned at 11:30 a.m.

Approved by:



John Berkenfield, Chairman



Respectively submitted by:
Jo Ann G. Valdez, Stenographer