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SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING
May 24, 2012

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The next meeting was scheduled for June 21, 2012 at 10:00 a.m.		6
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COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

LODGERS TAX MINUTES
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I Hereby Certify That This Instrument Was Filed for Record On The 29TH Day Of August, 2012 at 04:15:20 PM And Was Duly Recorded as Instrument # 1679833 Of The Records Of Santa Fe County

Santa Fe County Lodgers Tax Advisory Board
Meeting: May 24, 2012

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

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MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

May 24, 2012

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 10:00 a.m. on the above date by Chairman John Berkenfield in the Bokum Building, 142 West Palace 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
Florenceruth Brown, Vice Chair
Lydia Frank
Florence Jaramillo
Mary Johnson

Board Members Absent

None

Staff Present

Teresa Martinez, Santa Fe County Finance Division Director

Others Present

Karen Brown, Santa Fe Skies RV Park
Russ Rountree, Impressions Advertising, Inc.
Amanda Crocker, Program & Marketing Director, El Rancho de las Golondrinas
Steve Lewis, LOCAS Advertising
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- **Tabled or Withdrawn items**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.

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Johnson seconded the motion. The motion passed unanimously by voice vote.

APPROVAL OF MINUTES: April 19, 2012

Chairman Berkenfield noted that he had some minor revisions to the Minutes of the April 19, 2012 meeting, and these are available for review.

Ms. Johnson made a motion to approve the Minutes of the April 19, 2012 meeting, as amended. Ms. Brown seconded the motion. The motion passed unanimously by voice vote.

NEW BUSINESS

- **Update on Renaissance Fair/Open Hands, Amanda Crocker from El Rancho de las Golondrinas**

Chairman Berkenfield noted that Open Hands closed their doors in late April. He said it is unfortunate for the community because the kind of services that they offered were unduplicated services.

Chairman Berkenfield said LTAB has funded Open Hands for their participation in the Renaissance Fair and Ms. Crocker will give the Board an update on this.

Ms. Crocker said Open Hands was a great organization and they helped a lot of people. She said the partnership they had with El Rancho de las Golondrinas was a great one and it is a huge blow not to have them as a partner anymore.

Ms. Crocker explained that Open Hands contributed 50% of the funding for the Renaissance Fair and a big part of their contribution was the \$8,000 grant from LTAB that went towards marketing. The grant from LTAB was a majority of their advertising budget.

Ms. Crocker said there will be a Renaissance Fair despite this; however, they cannot find another partner for this year's event because there is not enough time. They have a partner for the event in 2013.

Ms. Crocker mentioned that all the volunteers for the event will remain in place.

Ms. Crocker noted that she called Ms. Valencia when she heard about Open Hands closing and asked her if she could come to the Board and discuss this. She requested that LTAB consider funding the event itself at the \$8,000 level, rather than Open Hands. She said the event is a huge event and the attendance at last year's event was over 6,000 attendees.

Ms. Crocker was asked to submit a proposal to the Board at the next meeting

requesting that the funding go to El Rancho de las Golondrinas for the Renaissance Fair.

Mr. Berkenfield mentioned that he received a phone call from Paul Margetson, the General Manager of Hotel Santa Fe and a Board Member of the City Occupancy Tax Advisory Board. Mr. Margetson would like to have an informal meeting with Chairman Berkenfield, Russ Rountree and Jim Bradbury of the CVB to discuss how LTAB and OTAB can cooperate together. Chairman Berkenfield will give an update to the Board after the meeting.

OLD BUSINESS

Board Member Florenceruth Brown has submitted her letter of resignation. Ms. Brown will remain on the Board until the Board of County Commissioners appoints a new member to replace her. The Lodgers Tax Advisory Board voted at the last meeting to recommend the appointment of Karen Brown as the successor of Florenceruth Brown. Chairman Berkenfield wrote a letter to the Board of County Commissioners to make the recommendation. The Board of County Commissioners will evaluate the request at their next meeting on May 29th.

Ms. Martinez invited Florenceruth Brown to the Board of County Commissioners meeting on May 29th. The County would like to present Ms. Brown with a Certificate of Appreciation for the many years she served on LTAB.

WIC CONFERENCE

Ms. Martinez noted that the WIR Conference that LTAB funded/supported was very successful. There were approximately 100 more attendees than anticipated.

FINANCIAL REPORT

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-May 23, 2012 (Pro-Forma)**

Ms. Martinez distributed and reviewed the Lodgers Tax Receipt Report through May 23, 2012 noting total receipts of \$21,859.14 for March and \$2,555.30 thus far for April 2012 (these are not due until April 25th); total receipts to date are \$297,637.09.

Ms. Martinez distributed and reviewed the Lodgers' Tax Receipt Analysis noting that there was a 4% decrease when compared to the month of March of the prior year.

Ms. Martinez distributed and reviewed the Facility Fund report through May 23, 2012 identifying the beginning cash balance of \$698,141.00; total lodgers' tax receipts reported of \$127,695.76; \$1,503.65 interest; and expenditures of \$8,210.15 for FY'11 Advertising Contract and \$73,688.97 for FY'12 Advertising Contract, outstanding encumbrances in the amount of \$38,311.03, leaving an anticipated cash balance of \$707,130.26.

Ms. Martinez distributed the Advertising Fund report through May 23, 2012 identifying the beginning cash balance of \$823,514.48; total lodgers' tax receipts reported of \$212,518.64; \$1,753.79 interest; \$2,100 State Coop for last FY; expenditures of \$15,658.14 for FY'11 Advertising Contract, \$122,814.93 for FY'12 Advertising Contract, \$165.11 for newspaper advertising, \$23,000.00 for FY'11 Commitments and Other Fees (\$6,000 for El Rancho de las Golondrinas Wine Festival; \$6,000 for Southwest Roots Music Thirsty Ear Festival; \$3,500 for El Rancho de las Golondrinas Spring Festival and Children's Fair and \$7,500 for the SF International Folk Art Market; \$17,900 for FY'12 Commitments and Other Fees (\$3,500 for El Rancho de las Golondrinas Summer Festival and \$6,400 El Rancho de las Golondrinas Harvest Festival and \$8,000 for Open Hands for Renaissance Fair); \$169.58 for FY'11 Reporting and Recording, \$1,095.48 for FY'12 Reporting and Recording, outstanding encumbrances in the amount of \$96,831.95, leaving an anticipated cash balance of \$762,251.72.

ADVERTISING AGENCY REPORT

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

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

Mr. Rountree reported that occupancy rates for the month of April were down approximately 1% over the prior year; occupancy for downtown was down 3% when compared to this time in the prior year; Cerrillos properties were down .5% when compared to the prior year and periphery was up almost 6%.

- **Old Items**

City/County Press FAM – Steve Lewis

Mr. Lewis reported on the PR Co-Op Program with the CVB (City/County Press FAM tour) to bring in 10 to 12 press writers to Santa Fe for four to five nights in September. He noted that the Interim CVB Director, Jim Bradbury is in support of the \$5,000 contribution from the City for the FAM tour.

Mr. Lewis noted that he spoke with Geiger and Associates about the possibility of them being the public relations service agency; however, they have not been able to commit to this. He explained that the CVB has worked with Geiger and Associates for the last three years and the CVB has received over \$9 million in earned media and they have proven to be very effective.

Mr. Lewis explained that press tours are typically broken into smaller groups of journalists with similar interests who pursue specific story angles. Santa Fe County activities include: history (Las Golondrinas, Santuario de Chimayo, Glorieta Battlefield, Turquoise Trail), adventure (Cerrillos Hill walk, Broken Saddle ride, La Cienega

Petroglyphs, Santa Fe National Forest Hike), spa (Bishop's Lodge, Ten Thousand Waves, Encantado, Sunrise Springs), art (Alan Houser Gallery, Galisteo and Eldorado Artists, Chimayo Weavers, Shidoni) and food (Rancho de Chimayo, Estrella del Norte, Bobcat Bite and Harry's Roadhouse).

Mr. Lewis said if they are unable to get a commitment from Geiger and Associates, he and Cynthia Delgado, the CVB Marketing Manager spoke about the possibility of CVB arranging this through Lou Hammonds. The costs to do this could be less than utilizing Geiger and Associates.

At the April 19th LTAB meeting, Mr. Lewis offered to check with the Gallery Association to see if they would be interested in being a financial partner and he spoke to the President of the Gallery Association and they do not have the money to do this.

Mr. Lewis said the City would contribute \$5,000 and they would like the County to contribute \$5,000.

Chairman Berkenfield asked if there are any plans to ask Buffalo Thunder to participate in this.

Mr. Lewis said they could ask them because they have been willing to participate in the past.

Chairman Berkenfield asked Mr. Lewis if he would ensure that the County would be part of the planning process.

Mr. Lewis said yes. He noted that they will have an opening reception and all the County businesses would be included. Also, the itinerary for the press writers will be presented to LTAB for review.

Ms. Frank moved to approve the \$5,000 match from the County to go towards the joint press tour with the City CVB for September 2012, subject to the availability of funds. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.

- **Press**

[Copies of various press articles were distributed.]

A copy of an article about the panel presentation of "*The Chimayo Legacy: A Deep History of Spirit and Culture*" threatened by commercialization was distributed. The panel was put together in response to recent development around the venerable site and a proposal to construct a new retreat center in Chimayo.

A copy of an article about the Civil War weekend that was held in May at El Rancho de las Golondrinas was distributed. Mr. Rountree noted that attendance for the Civil War weekend was up by 30% when compared to the prior year.

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A copy of an article about the opening of the Cerrillos Hill State Park was distributed. The Park officially dedicated its new visitors' center on Saturday, May 19th with live music, refreshments and free admission to the Park.

A copy of an article about Ten Thousand Waves was distributed. *Conde Nast Traveler* has named three New Mexico properties among its 2012 list of top 100 resort spas on the U.S. mainland. Santa Ana Pueblo and Ten Thousand Waves tied for the No. 46 spot on the list. Encantado was ranked No. 59 in a three-way tie with The Setai hotel and Resort in Miami Beach and the Ventana Inn & Spa at Big Sur, California.

A copy of an article about the New Mexico True Campaign was distributed. The State's Tourism and Marketing firm (Vendor Inc.) and the Tourism Department presented the campaign at the Governor's Conference on Tourism in Taos last week.

A copy of an article from *Travelpulse.com* was distributed. It indicates that the U.S. hotel industry is expected to report strong performance results in summer 2012, according to the annual summer forecast by STR, a company that analyzes hotels. STR predicts occupancy for June, July and August combined will rise 1.8% to 69% and the average daily rate will increase 3.9%. Another article in *Travelpulse.com* indicates that a new survey by the U.S. Travel Association shows positive gains for summer travel. 57% of U.S. adults are planning to take a leisure trip, however the high price of gasoline will likely cause them to alter their "drive" leisure travel plans.

ADMINISTRATIVE

Ms. Frank announced that Encantado is no longer an Auberge Resort- it will now be managed by Four Seasons.

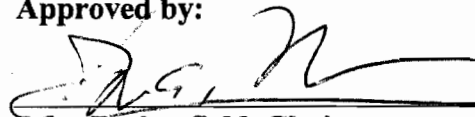
a. Next meeting date and location

The next meeting was scheduled for June 21, 2012 at 10:00 a.m. There will be no meeting in the month of July.

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