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**SANTA FE COUNTY**  
**LODGERS' TAX ADVISORY BOARD**  
**MEETING**  
**June 26, 2013**

<b><u>ITEM</u></b>	<b><u>ACTION</u></b>	<b><u>PAGE(S)</u></b>
<b>CALL TO ORDER</b>	<b>Convened</b>	<b>1</b>
<b>ROLL CALL</b>	<b>Quorum</b>	<b>1</b>
<b>APPROVAL OF AGENDA</b>	<b>Approved</b>	<b>1</b>
• <b>Amendments</b>		
• <b>Tabled or Withdrawn items</b>	<b>None</b>	<b>1</b>
 <b>APPROVAL OF MINUTES</b>		
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• <b>Introduction of David Griscom, Santa Fe County Economic Development Manager</b>	<b>Informational</b>	<b>2</b>
• <b>Funding Request for the Santa Fe Renaissance Fair, Amanda Crocker, Director of Programs and Marketing, El Rancho de Las Golondrinas</b>		
	<b>Approved [funded @ \$8000]</b>	<b>2-4</b>
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 <b>ADMINISTRATIVE</b>		
• <b>Next meeting date and location</b>		
The next meeting was scheduled for September 26, 2013 at 10:30 a.m.		<b>8</b>
 <b>ADJOURNMENT</b>	<b>Adjourned at 12:00 p.m.</b>	<b>8</b>

2013 JUN 26 PM 4:29:54  
SANTA FE COUNTY  
CLERK RECORDED  
2013 JUN 26 PM 4:29:54

**MINUTES OF THE**

**SANTA FE COUNTY**

**LODGERS' TAX ADVISORY BOARD**

**June 26, 2013**

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 at the Santa Fe Skies RV Park, 14 Browncastle Ranch, 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**

David Griscom, Santa Fe County Economic Development Manager  
Teresa Martinez, Santa Fe County Finance Division Director  
Evelyn Valencia, Santa Fe County Finance Division

**Others Present**

Florencecuth Brown, Santa Fe Skies RV Park  
Amanda Crocker, El Rancho de Las Golondrinas  
Russ Rountree, Impressions Advertising, Inc.  
Jo Ann G. Valdez, Stenographer

**APPROVAL OF THE AGENDA**

- **Amendments**  
None
  
- **Tabled or Withdrawn items**  
None

**Ms. Johnson made a motion to approve the agenda as published. Ms. Racco seconded the motion. The motion passed unanimously by voice vote.**

**APPROVAL OF MINUTES: May 23, 2013**

**Ms. Brown made a motion to approve the Minutes of the May 23, 2013 meeting as submitted. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.**

**NEW BUSINESS**

- **Introduction of David Griscom, Santa Fe County Economic Development Manager**

Chairman Berkenfield introduced and welcomed David Griscom, the County Economic Development Manager.

Mr. Griscom said the County is starting a new Economic Development Plan and they want to ensure that the plan is synchronized with what the Lodgers' Tax Advisory Board is doing; and that the plan coordinates with the targeted industries that were developed in the County's Sustainable Growth Development Plan. He said the Board of County Commissioners want to make sure that the Board and the County is working together in terms of the economic development standpoint.

Mr. Griscom noted that the County has hired a consultant to work on the Economic Development Plan and he is going to ask him to meet with Chairman Berkenfield and Russ Rountree to get some feedback and input from them.

Mr. Griscom said he hopes to attend the Board meetings on a regular basis.

Chairman Berkenfield said the Board develops a marketing plan and they will have one in the next 45-60 days for the upcoming fiscal year and they are happy to share this with Mr. Griscom.

Chairman Berkenfield said the role and responsibilities of the Board are described by Charter.

Mr. Griscom said he knows that many of the Board Members are representing specific businesses in the County and they are welcome to provide input for the Economic Development Plan.

- **Funding Request for the Santa Fe Renaissance Fair, Amanda Crocker, Director of Programs and Marketing, El Rancho de Las Golondrinas**  
[*Mr. Berkenfield recused himself from discussion or voting on this agenda item having declared a conflict of interest.*]

Vice Chair Mary Johnson chaired this portion of the meeting.

2013 JUN 26 10:28 AM RECEIVED

Ms. Crocker 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 Renaissance Fair, as well as other material requested in the proposal.

El Rancho de Las Golondrinas is requesting \$8,000 in LTAB funding for the Santa Fe Renaissance Fair scheduled for September 21 -22, 2013.

Ms. Crocker said the support provided by the County's Lodgers Tax Advisory Board in the past has been invaluable to the success of the Santa Fe Renaissance Fair. She noted that the 2012 Renaissance Fair was the most successful and best attended Fair since its inception in 2008, with 8,060 visitors, an increase of 26% over 2011. They attribute much of the event's success to effective marketing, and the support of LTAB was critical to their efforts to attract visitors to the Fair, and to increase the non-Santa Fe and Albuquerque attendees. They also appreciate the Board's support in helping them to establish the Santa Fe Renaissance Fair as a major tourism event.

Ms. Crocker mentioned that the Santa Fe Renaissance Fair was a partnership between Open Hands and Las Golondrinas until Open Hands went out of business in April of 2012. Initially, LTAB provided support to Open Hands, and in 2012, LTAB agreed to continue its support of the event and made an \$8,000 grant to Las Golondrinas to be used towards marketing of the event.

At that time, Las Golondrinas indicated that they would vigorously pursue a new partner for the 2013 event. Ms. Crocker reported that they have had discussions with Kitchen Angels, The Food Depot, Habitat for Humanity and other groups about cooperating with them on the event. However, the organizations that they have spoken to have declined because they cannot bring the number of volunteers required for the event and partnership. They would like to work with a social service organization on a possible partnership, rather than another type of non-profit organization and they have had discussions recently with a local organization called "Interfaith Community Shelter". The Shelter is located at the old Pete's Pet building on Cerrillos Road. It is a homeless shelter during the winter months and is a consortium between many organizations and faith-based organizations who come together to provide services to homeless clients. They are optimistic that the discussions will be successful and fruitful. They will keep LTAB advised of the results of these discussions.

Ms. Crocker said since the launch of the Santa Fe Renaissance fair in 2008, they have increased its attendance by an average of 763 people each year, and has grown by 90% since inception. It is the best-attended event in Santa Fe County, outside the city. She said the grants provided by the Lodgers Tax Advisory Board for the past Renaissance Fairs have been instrumental to the Fair's success, allowing them to attract much greater numbers of people with the advertising and promotion of the event. In 2012, they had 8,060 attendees, a record for any event in the history of Las Golondrinas. Further growth is anticipated in

2013, due to the Fair's ever-increasing reputation being spread by people who have had a positive experience at the Fair, along with an ambitious advertising campaign, and programming that they work hard to expand and improve.

Ms. Crocker said as a result of the unpredictable nature of word-of-mouth publicity, it is impossible to accurately determine in advance the number of out-of-state visitors and expected room-nights, but they estimate that 15% of the people who attend events at El Rancho de las Golondrinas stay in paid lodging, and 10% of that is in the County, and the average stay is three nights. Therefore, an estimated 360 County room nights were generated by the Fair attendees of 2012. The early indicators are that the 2013 Renaissance Fair will easily surpass last year's numbers. They also know that September occupancy in the County increased by 17% from 2010 to 2012 and they hope that they contributed to this increase.

Ms. Crocker said they are extremely grateful for the prior support of the County Lodgers Tax Advisory Board and appreciate the consideration of this funding request. She noted that their total marketing budget for the event is \$26,000.

Ms. Jaramillo said this is a great event for the County and recommended that LTAB continues to support it. She said she hopes that they do get a partner for the event.

*There was consensus of the Board that this is a great event for the County and that LTAB should continue to support it.*

**Ms. Jaramillo moved to approve the funding request at \$8,000 as requested. Ms. Racco seconded the motion. The motion carried.**

*\*(Chairman Berkenfield abstained from voting, having declared a conflict of interest.)*

*Chairman Berkenfield chaired the meeting from here forward.*

### **OLD BUSINESS**

There was no old business.

### **FINANCIAL REPORT**

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-June 25, 2013 (Pro-Forma)**

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through June 25, 2013 noting total receipts of \$24,530.20 for March 2013; \$29,107.52 for April 2013 and \$41,579.55 for May 2013; total receipts to date are \$380,612.15.

Ms. Valencia noted that she highlighted the report for September 2012 for Santa fe KOA because they found a report for them that's was not filed in the correct month. The payment amount was \$1,642.89.

She mentioned that Bishop's Lodge's September payment includes a penalty of \$1,306.37 and interest of \$261.27.

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipts Analysis noting that there was an increase of 10% in the month of April and a 14% increase in the month of May, when compared to the prior year.

Ms. Valencia distributed and reviewed the Facility Fund report through June 25, 2013 identifying the beginning cash balance of \$729,255.00; total lodgers' tax receipts reported of \$144,825.46; \$1405.14 in interest and expenditures of \$13,977.70 for FY'12 Advertising Contract and \$78,601.45 for FY'13 Advertising Contract, outstanding encumbrances in the amount of \$33,398.55, leaving an anticipated cash balance of \$749,507.90.

Ms. Valencia distributed the Advertising Fund report through June 25, 2013 identifying the beginning cash balance of \$778,227.00; total lodgers' tax receipts reported of \$240,231.44; \$1558.14 interest; expenditures of \$24,545.42 for FY'12 Advertising Contract, \$131,002.34 for FY'13 Advertising Contract, \$1,975.00 for FY'12 Audit Contract; \$205.08 for newspaper advertising, \$22,500.00 for FY'12 Commitments and Other Fees (\$3,500 for El Rancho de las Golondrinas Spring Festival; \$3,000 for Southwest Roots Music for Thirsty Ear Festival; \$8,000.00 for SF International Folk Art Market and \$8,000.00 for El Rancho de las Golondrinas for Renaissance Fair); \$23,479.73 for FY'13 Commitments and Other Fees (\$69.31 plaque for LTAB member; \$6,000 for El Rancho de Las Golondrinas Wine Festival; \$3,000 for El Rancho de las Golondrinas Viva Mexico; \$6,400.00 for El Rancho de las Golondrinas Harvest Festival; \$3,500.00 El Rancho de las Golondrinas Summer Festival and \$2,510.42 for the City of Santa Fe Joint Press Fam Tour and \$2,000.00 for El Rancho de las Golondrinas Battlefield NM-Civil War and More); \$244.34 for FY'12 Reporting and Recording and \$1,360.99 for FY'13 Reporting and Recording, outstanding encumbrances in the amount of \$74,809.79, leaving an anticipated cash balance of \$739,893.89.

### **ADVERTISING AGENCY REPORT**

Chairman Berkenfield noted that the contract with the advertising agency (Impressions Advertising, Inc.) was up for renewal and it was renewed for another year.

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

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

Mr. Rountree said the occupancy rates for the County were up 10% from New Mexico and Albuquerque's total occupancy rates for the month of May. The month of May makes the 8<sup>th</sup> month in a row where the occupancy rates were a positive number and the ADR continues to remain strong.

- **New Business**

Mr. Rountree said Sunrise Springs has been sold.

- **Old Business**

- **SFC/CVB Spring Fam**

Mr. Rountree noted that Steve Lewis recently turned in the reimbursement paperwork to the County Finance Department for the Spring Fam.

Chairman Berkenfield thinks that they should discuss the possibility of doing this on an annual basis with the City, because the return on investment in doing this is high for the County. He offered to speak with the City and Impressions Advertising about this.

### **BCC Updates**

Mr. Rountree said as reported previously, the Board of County Commissioners approved the contract amendment for the extension to the Advertising Agency contract for next fiscal year.

Mr. Rountree noted that the Advertising Agency is scheduled to make a presentation to the Board of County Commissioners on the last Tuesday in August.

Chairman Berkenfield mentioned that the Marketing Plan for next fiscal year will be presented at that time and it will include information on what the Board does; and information on the organizations that are funded by LTAB.

Ms. Martinez said at yesterday's BCC Meeting, Commissioner Stefanics specifically addressed the Eco-Tourism promotion that is going through the Rio Grande Corridor because she wanted LTAB and Impressions Advertising to be aware of it - to see if there is any opportunity for them to work together on that promotion and market Santa Fe County.

Ms. Martinez said Commissioner Chavez is particularly interested in cultural and heritage and tying this into tourism, such as hand-made items that our city has to offer.

She noted that Commissioner Anaya wanted to look at the outcomes that were projected at the beginning of the year, and how they actually materialized.

Ms. Martinez mentioned that she will be attending the BCC meeting when LTAB and Impressions Advertising will make the presentation to them.

Ms. Martinez said that Commissioner Anaya also indicated that he would like to see coordinating efforts between LTAB and Economic Development.

She said it may be a good idea to provide a mid-year update to the Board of County Commissioners.

- **Press**

[Copies of various press articles were distributed.]

Copies of an article in the [www.travelweekly.com](http://www.travelweekly.com) indicates that a Chicago judge ruled that online travel agencies such as Expedia, Priceline and Orbitz owe the city for what the judge said were unpaid back taxes stemming from hotel room bookings. The judge ruled that the online travel agencies are responsible for occupancy taxes on gross hotel receipts and not just on the amount “marked up” by the agencies.

An article in *The New Mexican* states that three nonprofits are in line for tourist ‘seed money’ to promote tourism during the off season under recommendations to the Occupancy Tax Advisory Board. A panel assembled by the Convention and Visitors Bureau voted Monday to recommend grants totaling \$55,000. Recipients include the Santa Fe Independent Film Festival; the Santa Fe Thunder Run, a half marathon and other races held in September; and the Currents New Media Festival, an event scheduled for June that includes video and interactive installations, animation, experimental documentaries and multimedia performances. Applications were collected this spring for the new grants after the City Council adopted a resolution to “energize Santa Fe tourism” by establishing events for “a new generation of traveler” – those between the ages of 35 and 56.

An article in the *Albuquerque Journal* indicates that the City is trying to reassure tourists that Santa Fe is safe. A news release issued by the City on Wednesday declared that “forest fires burning in Northern New Mexico are well removed from the City of Santa Fe and are not disrupting the city’s busy summer schedule.”

An article in *Travel Weekly* indicates that the unofficial kick-off of the summer vacation season found a growing number of people on the move, marking a steady return to travel as the economy recovers and consumer confidence improves. In fact, if the surveys and forecasts are right, 2013 could prove to be one of the strongest summers on record.

Copies of the ad for the *NM True* Campaign that was done by the New Mexico Tourism Department were reviewed.

- **Other**

Mr. Rountree said the Advertising Agency continues to update the Facebook postings and the website in regards to what is happening with the changes at Bobcat Bite and the issues at Legal Tender.

Chairman Berkenfield mentioned that the Folk Art Market will be honoring organizations that support them and they will be honoring LTAB this year. This will be held at the Railyard Park when they bring all the artists in.

2013 JUN 26 PM 3:51  
SANTA FE COUNTY RECORDERS  
600 W. GILMAN  
SANTA FE, NM 87501  
505.833.8800



**ADMINISTRATIVE**

Chairman Berkenfield asked Ms. Martinez if she had anything else she would like to share.

Ms. Martinez said in terms of the County budget, they are starting to see the revenues from the gross receipt taxes starting to stabilize; however, they are still down when compared to the prior year.

**Next meeting date and location**

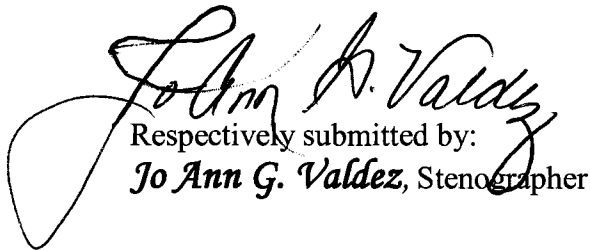
The next meeting was scheduled for September 26, 2013 at 10:30 a.m. at Rancho de Chimayo, Santa Fe, New Mexico.

**ADJOURNMENT**

Ms. Brown made a motion to adjourn the meeting. Ms. Johnson seconded the motion and the meeting was adjourned at 12:00 p.m.

Approved by:

  
John Berkenfield, Chairman

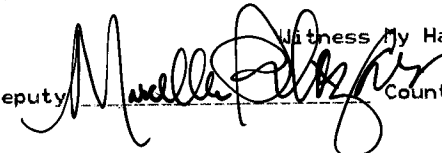
  
Respectively submitted by:  
Jo Ann G. Valdez, Stenographer



COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) ss

LODGERS TAX MINUTES  
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I Hereby Certify That This Instrument Was Filed for  
Record On The 20TH Day Of February, 2014 at 11:54:09 AM  
And Was Duly Recorded as Instrument # 1730434  
Of The Records Of Santa Fe County

Deputy  Witness My Hand And Seal Of Office  
Geraldine Salazar  
County Clerk, Santa Fe, NM