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SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING
 September 25, 2014

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE(S)</u>
CALL TO ORDER	Convened	1
ROLL CALL	Quorum	1
APPROVAL OF AGENDA	Approved	
• Amendments		
• Tabled or Withdrawn items	None	1
APPROVAL OF MINUTES		
July 26, 2014	Approved	2
NEW BUSINESS	Informational	2
OLD BUSINESS	Informational	2
FINANCIAL REPORT		
• Santa Fe County Finance Division- Lodgers Tax Financial Report – September 24, 2014 (Pro-Forma)	Informational	2-3
ADVERTISING AGENCY REPORT	Motion passed	3-5
ADMINISTRATIVE		
• Next meeting date and location		
The next meeting was scheduled for October 30, 2014 at 10:00 a.m.		5
ADJOURNMENT	Adjourned at 11:45 a.m.	5-6

MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

September 25, 2014

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 10:45 a.m. on the above date by Chairman John Berkenfield at the Rancho de Chimayo Restaurant, County Road 98, #300, 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

FlorenceRuth Brown, visitor
Russ Rountree, Impressions Advertising, Inc.
Jo Ann G. Valdez, Stenographer

APPROVAL OF THE AGENDA

- **Amendments**

There were no amendments to the agenda.

- **Tabled or Withdrawn items**

None

Ms. Jaramillo made a motion to approve the agenda. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.

APPROVAL OF MINUTES: July 26, 2014

Ms. Jaramillo made a motion to approve the Minutes of the July 26, 2014 meeting. Ms. Brown seconded the motion. The motion passed unanimously by voice vote.

NEW BUSINESS

Update on Rancho de los Golondrinas: Renaissance Fair

Chairman Berkenfield noted that the Renaissance Fair was a huge success. Approximately 8,000 people attended the Fair and there were 88 vendors. The vendors were mainly from the County.

Chairman Berkenfield thanked LTAB for their support of the event and noted that Amanda Crocker will provide a report/update to the Board at the next meeting.

OLD BUSINESS

New Mexico True Campaign

Chairman Berkenfield spoke briefly about the New Mexico True Campaign noting that there is a radio program called "NM True" that airs at 8:30 a.m. on Sunday mornings.

Update on City/County FAM Tour

Mr. Rountree noted that Steve Lewis has left the City and he did not know who would be replacing him.

Chairman Berkenfield suggested that a formal report from the City be provided to the Board. He offered to invite Cynthia Delgado of the CVB to the February 2015 meeting to provide a report to the Board.

FINANCIAL REPORT

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-September 24, 2014 (Pro-Forma)**

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through September 24, 2014 noting total receipts of \$44,273.54 for June; total receipts for FY2014 was \$426,043.63. Total receipts for July 2014 was \$60,117.94 and \$54,619.99 thus far for August 2014; total receipts to date are \$114,737.93.

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipts Analysis noting that there was a decrease of 4% in the month of June, an increase of 27% in the month of July when compared to the prior year, and a 15% decrease in the month of August.

Ms. Valencia distributed and reviewed the Facility Fund report through September 14, 2014 identifying the beginning cash balance of \$855,500.00; total lodgers' tax receipts

reported of \$52,488.28; expenditures of \$26,135.34 for FY'14 Advertising Contract, outstanding encumbrances in the amount of \$112,000.01, leaving an anticipated cash balance of \$769,852.93.

Ms. Valencia distributed and reviewed the Advertising Fund report through September 24, 2014, identifying the beginning cash balance of \$910,791.00; total lodgers' tax receipts reported of \$87,480.47; expenditures of \$44,330.28 for FY'14 Advertising Contract, \$143,107.70 for FY'15 Advertising Contract; \$20,000.00 for FY'14 Commitments and Other Fees (\$6,000 for El Rancho de las Golondrinas Wine Festival, \$500.00 for the Santa Fe Film Festival; \$3,000.00 for the El Rancho de las Golondrinas Viva Mexico); \$7,000.00 for St. Vincent Hospital Foundation SF Century/Bike & Brew; and \$3,500.00 for El Rancho de las Golondrinas Summer Festival and Frontier Days; \$3,500.00 for FY'15 Commitments and Other Fees (\$3,500 for Penske Business Media, LLC); \$244.34 for FY'14 Reporting and Recording; \$209.50 for FY'15 Reporting and Recording, outstanding encumbrances in the amount of \$231,955.99, leaving an anticipated cash balance of \$554,923.66.

ADVERTISING AGENCY REPORT

- **Rocky Mountain Lodging Report (July and August)**

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

Mr. Rountree said the total occupancy statewide for the month of July was up slightly (3%), when compared to the month of July in the prior year. The total occupancy for the County was up 5.5%, when compared to the month of July in the prior year. The ADR for the month of July was up 9%. Occupancy for the month of August was down. Occupancy for the periphery areas were up 5.5%.

- **New Business**

FY'15 Marketing Plan

[Copies of the *FY2015 Marketing Plan* were distributed in the Board Members' packets. The *Projected Budget for FY2015* and the *2014-2015 Media Plan* were attached. A copy is hereby incorporated to these Minutes as Exhibit "A".]

Mr. Rountree reviewed the Marketing Plan and the Projected Budget. Please see Exhibit "A" for the specifics of this presentation.

Mr. Rountree reported on the projected Budget for Santa Fe County for FY 2014-2015 as follows:

\$300,000.00 (budgeted)	
Marketing (Media)	72%
Production	11%

Account Service	7%
Public Relations	6%
Fulfillment/Inquiry Response	4%

2014-2015 Media Plan

In-State Leisure Travel	\$26,925
Individual Travel/Leisure	\$72,401
On-Line Campaign	\$80,388

Total (In-State) **\$179,714**

National Leisure Travel **\$ 72,401**

The proposed creative images were reviewed by the Board.

The following suggestions were made:

- 1) Check for more images of bicyclists
- 2) Check for an image from a local Native American pueblo

Mr. Rountree mentioned that the Advertising Agency will be presenting the FY2015 Marketing Plan to the Board of County Commissioners at their meeting next Tuesday.

Ms. Brown moved to accept the FY 2015 Marketing Plan as presented by the Advertising Agency (Russ Rountree) with the suggested changes on the creative images. Ms. Jaramillo seconded the motion. The motion passed unanimously by voice vote.

- **Old Business**

Mr. Rountree mentioned that he received a call from David Griscom from the Santa Fe County Economic Development Department regarding a request for an image to be placed in the Santa Fe Film Festival ad. He is working with Mr. Griscom to choose an image.

- **Press Articles**

Copies of an article in the *Santa Fe New Mexican* regarding the hotel bookings for the first part of the year were distributed. It states that after seeing a boost in occupancy last summer, hotel bookings in New Mexico have leveled off in 2014, but the rooms are bringing in more revenue, according to the Rocky Mountain Lodging Report. Through the first six months of 2014, the total occupancy in the state stood at 59.8 percent, up from 58.6 percent from the same period last year.

Copies of several articles about “*The Bachelor*” filming an episode in Santa Fe were distributed.

Copies of an article about the proposal to create a new position of public relations manager for Tourism Santa Fe were distributed. The proposal raised some red flags among City Council members during a Finance Committee meeting. There were concerns that it would be more of a political appointment rather than hiring a contractor.

Copies of an article about the sale of Bishop’s Lodge Resort were distributed. An Atlanta-based firm announced that they purchased the Resort.

Copies of several articles about consolidating two organizations under one banner to promote tourism and hospitality in the state were distributed. The boards of directors of the New Mexico Lodging Association and the Tourism Association of New Mexico unanimously voted to consolidate. The new organization’s goal is to expand tourism, create more jobs and work together for the benefit of the thousands of people who work in the hospitality industry.

Copies of an article about the Santa Fe Municipal Airport were distributed. It states that the Santa Fe airport in 2014 should have a record 142,000 passengers, according to an estimate by Francey Jesson, the airport’s director. As interest in the Santa Fe Airport grows, officials hope to expand services in the future.

Copies of an article in *Travelpulse.com* were distributed. It states that hotels continue to experience solid growth in rate and occupancy across all travel segments, according to data from the September 2014 Travel Click North American Hospitality Review and as hotel demand rises, people can expect hotel discounts to shrink.

ADMINISTRATIVE

Next meeting date and location

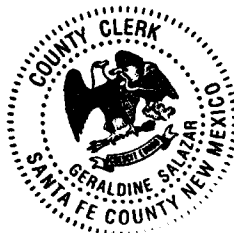
The next meeting was scheduled for October 30, 2014 at 10:30 a.m. at the County Admin Building, Manager’s Conference Room, 2nd Floor, 102 Grant Avenue, Santa Fe, New Mexico.

ADJOURNMENT

Ms. Brown made a motion to adjourn the meeting. Ms. Johnson seconded the motion and the meeting was adjourned at 12:45 p.m.

To Ann G. Valdez
Respectively submitted by:
To Ann G. Valdez, Stenographer

Approved by:
[Signature]
John Berkenfield, Chairman



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 30TH Day Of December, 2014 at 03:48:04 PM
And Was Duly Recorded as Instrument # 1754090
Of The Records Of Santa Fe County

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