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SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING

September 26, 2013

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The next meeting was scheduled for October 23, 2013 at 10:00 a.m.		6
 ADJOURNMENT	Adjourned at 12:40 p.m.	6

MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

September 26, 2013

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 10:40 a.m. on the above date by Chairman John Berkenfield at Rancho de Chimayo, 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, Santa Fe Skies RV Park
Steve Lewis, LOCAS Advertising
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- **Tabled or Withdrawn items**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.

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APPROVAL OF MINUTES: June 26, 2013

Ms. Jaramillo made a motion to approve the minutes of the June 26, 2013 meeting as submitted. Ms. Brown seconded the motion. The motion passed unanimously by voice vote.

NEW BUSINESS

- **Funding Request for City/County Joint Press Tours in FY14 by Jim Luttjohann from the Santa Fe Convention & Visitors Bureau**

Mr. Lewis was present on behalf of the Convention & Visitors Bureau.

He noted that a copy of the final report of the last City/County Fall press trip was included in the Board Members' packets. The itinerary was attached to the final report.

Mr. Lewis reviewed the report noting that eight journalists were chosen to take part in the press trip. The journalists attended various events at both County and City properties. He expressed appreciation to the County businesses (Ten Thousand Waves, Rancho de Chimayo and El Rancho de Las Golondrinas) for their participation in the last press trips.

Mr. Lewis said the County and City received a fair amount of coverage as a result of the press tour. The total estimated editorial value is \$41,472 with a potential audience of more than 43.2 million. The estimated editorial value from the fall press trip was \$77,646 with a potential audience of more than 11.6 million.

Mr. Lewis presented the information regarding the request for funding, from the application, which was distributed in the members' packets.

The Santa Fe Convention & Visitors Bureau is requesting \$5,000 in LTAB funding for two press trips that will be conducted in fiscal year 2013-2014.

Mr. Lewis said they plan to do the press trips in late winter of 2013 and early spring (March – May 2014) and 5-8 journalists will be chosen to take part in these press trips. He said the City is grateful for the \$5,000 that that LTAB awarded them for the last press tour.

Discussion

Ms. Jaramillo asked how they choose the participants in the press trips.

Mr. Lewis said they choose the writers that they think will give Santa Fe the most positive coverage.

Ms. Jaramillo noted that there have been a lot of Canadian tourists and they are a great market for Santa Fe.

Ms. Jaramillo moved to approve the request, up to \$5,000, for the City/County Joint Press Tours in FY14 (late winter 2013 and early spring 2014). Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.

Convention and Visitor's Bureau meeting with *Southwest Spirit Magazine*

Chairman Berkenfield announced that he and Mary Johnson attended a meeting last week at the Convention and Visitors Bureau that included people from the hotel industry. There were representatives from Ten Thousand Waves, El Rancho de Las Golondrinas, IAIA, O'Keeffe Museum, Farmers Market, the Santa Fe Bandstand and the Santa Fe Opera and others. They met with representatives from *Southwest Spirit Magazine*, which is an in flight magazine of the airline. They are planning to do a feature on Santa Fe that will be consistent with the focus of the Department of Tourism which emphasizes on the adventure aspect of tourism of our state. *Southwest Spirit Magazine* has a section they call "Adventure In" and they were selling advertising spots in the magazine. All attendees were invited to provide photographs and information about their business. *Southwest Spirit Magazine* will decide what they will cover. The magazine has over 3 million readers for each issue.

Mr. Lewis said they met with the editors of the magazine and they agreed that they will visit Santa Fe sometime in October. They also had another advertising meeting the day before, and there was a lot of enthusiasm.

Letter from Councilor Bushee to NCRTD Board of Director

Chairman Berkenfield referred to the letter from Councilor Bushee to the NCRTD Board of Directors that was included in the Board Members' packets.

Councilor Bushee serves as the city representative on the North Central Regional Transit District Board.

Councilor Bushee is requesting that the NCRTD Board of Directors consider new transit service in Santa Fe County to Ski Santa Fe, either by extending an existing route or by creating a new, stand-alone route. She said expanding service within Santa Fe County to provide a transportation option to the Ski Santa Fe area would improve access to employment opportunities for local residents and transit-dependent individuals, as well as offer a transit option to visitors and/or tourists interested in relaxing and taking in the beautiful mountain scenery, and wildlife viewing. Councilor Bushee feels that this will be a tremendous asset to regional residents and visitors alike.

Cynthia Delgado, the Marketing Director for the CVB sent the letter to Chairman Berkenfield. He said City Council should approach the Board of County Commissioners about this because this is not the role of LTAB.

OLD BUSINESS

Chairman Berkenfield thanked the Board for their support of the Renaissance Fair that was held at El Rancho de Las Golondrinas. They had approximately 8,500 attendees at

this year's Fair and 2,700 children attended the Fair, free of charge. They also had over 1200 participants, volunteers, demonstrators and performers. Amanda Crocker from El Rancho de Las Golondrinas will attend the next meeting to provide an update to the Board.

Chairman Berkenfield asked if Ms. Valencia has heard from the International Folk Art Market. Ms. Valencia said they will be making a final report at the next meeting of LTAB.

FINANCIAL REPORT

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

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through September 25, 2013 noting total receipts of \$47,497.90 for July 2013 and \$63,044.06 for August 2013; total receipts to date are \$110,541.96.

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipts Analysis noting that there was an increase of 4% in the month of August and an 18% decrease in the month of July, when compared to the prior year.

Ms. Valencia distributed and reviewed the Facility Fund report through September 25, 2013 identifying the beginning cash balance of \$804,254.00; total lodgers' tax receipts reported of \$35,369.41; expenditures of \$13,331.59 for FY'14 Advertising Contract, outstanding encumbrances in the amount of \$112,000.00, leaving an anticipated cash balance of \$714,291.82.

Ms. Valencia distributed the Advertising Fund report through September 25, 2013 identifying the beginning cash balance of \$890,586.00; total lodgers' tax receipts reported of \$58,948.98; expenditures of \$23,283.67 for FY'13 Advertising Contract, \$1,070.00 for FY'13 Audit Contract; \$6,000.00 for FY'13 Commitments and Other Fees (\$6,000 for El Rancho de Las Golondrinas Wine Festival; \$244.34 for FY'13 Reporting and Recording, outstanding encumbrances in the amount of \$218,832.21, leaving an anticipated cash balance of \$697,104.76.

ADVERTISING AGENCY REPORT

- **Rocky Mountain Lodging Report (June, July & August)**

[Copies of the *Rocky Mountain Lodging Report* for the months of June, July and August 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 9% when compared to the month of June in the prior year. Occupancy rates for the months of July and August were also up when compared in the prior year. The ADR for the periphery in the month of June was up 22%. The occupancy rates for the periphery for the month of June were up 23%.

- **New Business**

- **FY2014 Marketing Plan**

Copies of the FY2014 Marketing Plan were distributed. This included the FY2014 Marketing Plan, the Media Plan for FY2013-2014 and the projected Budget for FY2014. Samples of the creative ads were available for review.

Mr. Rountree reviewed the information contained in the FY2014 Marketing Plan with the board.

Mr. Rountree said the FY2014 Marketing Plan and Media Plan for FY2013-2014 were presented to the Board of County Commissioners in August. Mr. Rountree received good feedback and comments from the Commissioners during his presentation. The Advertising Agency received good feedback and comments from the Commissioners.

Mr. Rountree reviewed the projected Budget and Media Plan for FY2014.

Ms. Brown moved to accept the FY2014 Marketing Plan, Media Plan for FY2014 and the Budget as presented. Ms. Jaramillo seconded the motion. The motion passed unanimously by voice vote.

- **Press**

[Copies of various press articles were distributed.]

Copies of an article about the sixth annual Viva México celebration at El Rancho de las Golondrinas were distributed.

Copies of an article in *The New Mexican* about the Santa Fe Airport and the new Airport Director were distributed. Airport Director Francey Jesson started the job in May. She worked for 23 years in various airport management roles before coming to Santa Fe.

Copies of an article in the *Albuquerque Journal* regarding record tourism visits in 2012 were distributed. The article states that the Land of Enchantment had 32 million domestic visits last year, according to numbers that were announced by Governor Susana Martinez and Tourism Secretary Monique Jacobson. This is better than the previous high of 3.1 million visits, set in 2008; and is also 2.6 percent higher than the 31.2 million visits logged in 2011.

Copies of an article in the *Albuquerque Business First* were distributed. It states that tourist spending in New Mexico rises 7% to nearly \$6 billion. Tourism in New Mexico is on a three-year growth trend, with 2012 spending up 7% to \$5.9 billion, representing 32 million visitors, a 2.6 percent increase. Governor Susana Martinez revealed the 2012 tourism figures for the state on Monday July 29th, saying that tourism spending and job creation have surpassed pre-recession levels. According to a news release, in June, the tourism industry added 4,200 jobs compared to a year ago.

An article in *The New Mexican Business Beat* states that tourists are coming but they're not buying. It might be very well that more people are visiting Santa Fe, but they are buying less stuff. Overall, the fiscal year showed a small increase in GRT collections.

Another article in *The New Mexican Business Beat* talks about the group of writers, editors, photographers and bloggers from the 'Lone Ranger' media event that stayed at Bishop's Lodge.

An article about gay marriage becoming legal in Santa Fe and whether or not this is a boost to tourism was distributed.

An article in the *albuquerquejournal.com* states that two University of New Mexico students and their professor will begin surveying the historic area around the Santuario de Chimayo next week, according to the New Mexico Historic Preservation Division.

Students will then record their information to help determine eligibility of buildings for listing in the State Register or Cultural Properties or the National Register of Historic Places.

ADMINISTRATIVE

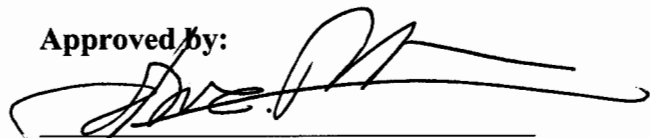
Next meeting date and location

The next meeting was scheduled for October 23, 2013 at 10:00 a.m. at the County Administration Building, 2nd Floor in the County Manager's Conference Room, 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 12:40 p.m.

Approved by:



John Berkenfield, Chairman

Respectfully submitted by:

Jo Ann G. Valdez, Stenographer


2013 SEP 26 PM 4:00 PM RECEIVED



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 12:58:29 PM
And Was Duly Recorded as Instrument # **1730446**
Of The Records Of Santa Fe County

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

REC'D CLERK RECORDED 02/20/2014