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SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING
September 27, 2012

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ROLL CALL	Quorum	1
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• Tabled or Withdrawn items	None	1
APPROVAL OF MINUTES August 23, 2012	Approved	2
NEW BUSINESS	Informational/discussion	2
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FINANCIAL REPORT		
• Santa Fe County Finance Division- Lodgers Tax Financial Report – September 26, 2012 (Pro-Forma)	Informational	2-3
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	Motion (s) passed	3-5
ADMINISTRATIVE		
• Next meeting date and location The next meeting was scheduled for October 25, 2012 at 10:30 a.m.		5
ADJOURNMENT	Adjourned at 1:00 p.m.	5

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 26TH Day Of October, 2012 at 01:14:15 PM
And Was Duly Recorded as Instrument # **1685809**
Of The Records Of Santa Fe County

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



SFC CLERK RECORDED 10/26/2012

MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

September 27, 2012

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 11:00 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
- Cindy Racco, newly appointed Board Member

Board Members Absent

None

Staff Present

- Teresa Martinez, Santa Fe County Finance Division Director
- Evelyn Valencia, Santa Fe County Finance Division

Others Present

- Florence Ruth Brown
- 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- **Tabled or Withdrawn items**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: August 23, 2012

Ms. Jaramillo made a motion to approve the Minutes of the August 23, 2012 meeting. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.

NEW BUSINESS

• Appointment of Board Member Cindy Racco

Chairman Berkenfield reported that Cindy Racco has been appointed to the Lodgers' Tax Board by the Board of County Commissioners. Ms. Racco was welcomed to the Board.

Ms. Racco gave a brief history of her background noting that she has been in the hotel industry for over 20 years.

Chairman Berkenfield asked if there was any new business.

Mr. Rountree mentioned that a consultant from Chicago - who is involved with the Joint Seattle Economic Development Program - was brought into Santa Fe at the request of City Councilor Wurzburger to speak about possible cooperative efforts. Jim Luttjohann and Cynthia Delgado of the Santa Fe Convention and Visitors Bureau called a meeting and Teresa Martinez, Russ Rountree and Katherine Miller, County Manager attended on behalf of the County. Mr. Rountree noted that no action or decisions were made at the meeting.

Chairman Berkenfield requested that the City and the CVB filter these types of requests through LTAB in the future and he will call the CVB and ask them to do so.

OLD BUSINESS

There was no old business.

FINANCIAL REPORT

• Santa Fe County Finance Division-Lodgers Tax Financial Report-September 26, 2012 (Pro-Forma)

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through September 26, 2012 noting total receipts of \$60,116.11 for July and \$57,276.55 for August 2012; total receipts to date are \$117,392.66.

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipts Analysis noting that there was a 7% increase when compared to the month of July of the prior year. There was a 3% decrease when compared to the month of August of the prior year. However, this does not include the Sunrise Springs report.

2012/09/27/01 09:03:00 AM

Ms. Valencia distributed and reviewed the Facility Fund report through September 25, 2012 identifying the beginning cash balance of \$729,255.00; total lodgers' tax receipts reported of \$38,188.03; and expenditures of \$13,977.70 for FY'12 Advertising Contract, outstanding encumbrances in the amount of \$112,000.00, leaving an anticipated cash balance of \$669,420.73.

Ms. Valencia distributed the Advertising Fund report through September 26, 2012 identifying the beginning cash balance of \$778,227.00; total lodgers' tax receipts reported of \$63,471.69; \$2,100 State Coop for last FY; expenditures of \$24,545.42 for FY'12 Advertising Contract, \$1,975.00 for FY'12 Audit Contract; \$27.18 for Newspaper Advertising, \$3,500.00 for FY'12 Commitments and Other Fees (\$3,500 for El Rancho de las Golondrinas Spring Festival; \$169.58 for FY'11 Reporting and Recording, outstanding encumbrances in the amount of \$207,840.83, leaving an anticipated cash balance of \$605,740.68.

ADVERTISING AGENCY REPORT

• **FY2013 Marketing Plan**

[Copies of the FY2013 Marketing Plan prepared by Impressions Advertising were distributed. A copy is hereby incorporated to these Minutes as Exhibit "A". Copies of the *Santa Fe County 2012-2013 Media Plan* and the *Projected Budget for FY2013* were attached. Copies of the creative ads were also attached.]

Mr. Rountree presented the information from Exhibit "A". Please see Exhibit "A" for the specifics of this presentation.

Ms. Jaramillo moved to approve the FY2013 Marketing Plan as presented by Impressions Advertising, Inc. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.

Ms. Johnson moved to approve the Projected Budget for FY2013 as presented by Impressions Advertising, Inc. Ms. Jaramillo seconded the motion. The motion passed unanimously by voice vote.

• **Santa Fe Independent Film Festival App**

Mr. Rountree reported that the County was approached by the Santa Fe Independent Film Festival about creating a mobile app for Santa Fe County. They also wanted a database of all the lodging and restaurant properties to put on their website and the Advertising Agency supplied them with this. The Advertising Agency also supplied them with an ad that will go into the Santa Fe Independent Film Festival pamphlet/program. Mr. Rountree noted that there was no charge to the County for this.

• **Rocky Mountain Lodging Report (August)**

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

Mr. Rountree reported that occupancy rates were up almost 7% when compared to August of the prior year. Occupancy rates for the downtown properties were up 3.5%; up by 8% for the Cerrillos Road properties and up by 14% for the periphery properties. ADR was down 2.5% when compared to the previous year.

Mr. Rountree noted that the City gross receipts were down for the months of July and August when compared to the previous year. City lodgers' taxes were up for the month of August.

- **Old Items**
 - **City/County Press Fam**

[Copies of the itinerary for the FAM tour were distributed to the Board Members].

The City/County Press FAM (tour) is scheduled for October 18th through the 22nd. The tour is for invited journalists to produce travel coverage about the City of Santa Fe and the County of Santa Fe for national publications. As of today, four journalists have been confirmed for the trip. Mr. Rountree said if there is any money left from this FAM tour, a FAM tour will be done in the spring.

- **Press**

[Copies of various press articles were distributed.]

A copy of an article in the *Albuquerque Journal* about energizing the City's nightlife was distributed. The City OTAB may be creating a task force to find ways to improve the local nightlife and seek solutions to ongoing complaints from the public. The Santa Fe City Council will have the final say on whether to create the task force. A survey conducted some time back by MIX Santa Fe indicates that younger Santa Feans are dissatisfied with nightlife and local music options. The After Hours Alliance has been organized to tackle the problem.

Several articles about the Renaissance Fair that was held at El Rancho de las Golondrinas were distributed.

Chairman Berkenfield noted that the Renaissance Fair at El Rancho de las Golondrinas was a huge success. It was the biggest event in the history of El Rancho de las Golondrinas with 8,040 attendees at the two day event. Amanda Crocker will provide a full report to the Board at the next meeting.

Mr. Rountree referred to the article that was written about Chairman Berkenfield in the August/September issue of the *The Santa Fean Magazine*. A copy was available for the Board's review.

An article from *Trip Advisor* was distributed. It states that the *Trip Advisor* survey finds that Americans are traveling despite the rising gas prices. 1,300 responded to the survey and 85% of travelers say they plan to take a leisure trip this autumn and 84% said rising gas prices will not affect their fall travel plans.

An article from *Travel Pulse.com* was distributed. It indicates that the new MMG Global/Harrison Group 2012 Portrait of American Travelers survey shows that there is a return of pre-recession travel habits of travelers. The annual survey reveals that while the average number of overnight leisure trips taken during the past year has remained essentially unchanged versus the previous year, the motivations underlying these getaways are evolving. Another article in *Travel Pulse.com* states that lodging in the United States remains steady amid economic uncertainty.

ADMINISTRATIVE

a. Recognition of Board Member Florenceruth Brown

Ms. Florenceruth Brown has resigned from the Board. The Board recognized Ms. Brown for her many years of service on the Board. An appreciation plaque was presented to Ms. Brown. *Good Luck Florenceruth Brown, we will miss you!*

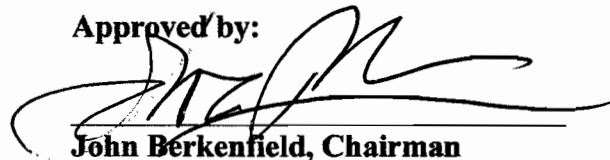
b. Next meeting date and location

The next meeting was scheduled for October 25, 2012 at 10:30 a.m.

ADJOURNMENT

Ms. Johnson made a motion to adjourn the meeting. Ms. Brown seconded the motion and the meeting was adjourned at 1:00 p.m.

Approved by:



John Berkenfield, Chairman

Respectively submitted by:
Jo Ann G. Valdez, Stenographer