

INDEX OF MINUTES
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD
MEETING
April 23, 2015

ITEM	ACTION	PAGE(S)
CALL TO ORDER	Convened	1
ROLL CALL	Quorum	1
APPROVAL OF AGENDA	Approved	
• Amendments		
• Tabled or Withdrawn items	None	1
APPROVAL OF MINUTES March 26, 2015	Approved [as submitted]	2
NEW BUSINESS		
• Funding Request from Rancho de las Golondrinas for the FY2015-2016 events by Amanda Crocker/Dawn St. George	Approved [funded @ \$32,500.00]	2-3
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• Santa Fe County Finance Division- Lodgers Tax Financial Report – April 22, 2015 (Pro-Forma) Informational		4-5
ADVERTISING AGENCY REPORT	Informational	5-6
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• Next meeting date and location The next meeting was scheduled for June 25, 2015 at 10:00 a.m.		6
ADJOURNMENT	Adjourned at 11:40 a.m.	6

SFC CLERK RECORDED 10/29/2015

APPROVAL OF MINUTES: March 26, 2015

Ms. Jaramillo made a motion to approve the Minutes of the March 26, 2015 meeting. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.

[Note: All items for the Request for Funding are incorporated herewith by reference as Exhibit "A". The original packet is on file at the County Finance Department.]

NEW BUSINESS

- **Funding Request from El Rancho de las Golondrinas for the FY2015-2016 events by Dawn St. George, Director, El Rancho de las Golondrinas**

Ms. Amanda Crocker announced that she is leaving El Rancho de las Golondrinas and her last day is May 6, 2015. She said it has been a pleasure to have worked with this Board.

Ms. Crocker introduced Dawn St. George, the new Director of El Rancho de las Golondrinas.

Ms. St. George gave a brief history of her background noting that she came from Wisconsin where she was the Deputy Director for the Division of Museums and Historic Sites. Before that, she was a Director of a Museum called "Old World Wisconsin", which is a living-history museum and very similar to El Rancho de las Golondrinas in size and visitation. She also lived in Santa Fe in the '70's.

Ms. St. George thanked the Board for the critical and invaluable support to El Rancho de las Golondrinas for the special events and festivals held at the museum in recent years. This support has been of extraordinary significant to Las Golondrinas and has enabled them to effectively promote seven major annual events held at the museum.

Ms. St. George presented the information regarding the request for funding, from the application, which was distributed in the Board Members' packets. The packet included promotional material from the seven events.

El Rancho de las Golondrinas is requesting \$32,500 in LTAB funding for advertising and promotion in the following seven events in the period:

1. Santa Fe Wine Festival (July 2015)
2. Viva Mexico (July 2015)
3. Summer Festival and Wild West Adventures (August 2015)
4. Fiesta de los Ninos (August 2015)
5. Santa Fe Renaissance Fair (September 2015)
6. Harvest Festival (October 2015)
7. Spring Festival and Fiber Arts Fair (June 2016)

Ms. St. George noted that they combined some of the smaller events: the Summer Festival and what used to be called "Survival" is now called "Wild West Adventures". They also combined the Spring Festival and the Fiber Arts Fair. They added the Fiesta de los Ninos. These programs together with three additional major events produced by Las Golondrinas during their prime season, all have a positive impact on tourism in the county, as well as contributing to the reputation of Santa Fe County as a unique tourism destination.

Ms. St. George said Las Golondrinas has been surveying visitors since 1991, and in 2014, they estimate that 15% of the total non-student visitors stayed in paid lodging in Santa Fe. Las Golondrinas will continue with the surveys this year.

Ms. St. George said a total of 51,280 people visited Las Golondrinas in 2014. There was an increase of approximately 600 attendees at the Wine Festival; and an increase of 1,375 attendees at Viva Mexico.

Ms. St. George reported that there has been a change in their partnership for the Santa Fe Renaissance Fair. The Interfaith Community Shelter is unable to partner with them again this year because they have an event on the same day. Las Golondrinas is looking for a new non-profit organization to partner with.

Las Golondrinas requested that LTAB continue its support of the Santa Fe Renaissance Fair by making a grant to Las Golondrinas, rather than the Interfaith Community Shelter. This request comes from both organizations, and is made in acknowledgement that the Interfaith Community Shelter will not be able to partner with them this year and does not have the funds to spend on media buys. They also do not have the volunteer base to staff all the games at the Renaissance Fair.

Ms. St. George asked if there were any questions of the Board.

Chairman Berkenfield asked how much the advertising budget is for the seven events of which they are requesting LTAB funding for.

Ms. St. George said approximately \$80,000.

Ms. Crocker noted that this includes distribution costs of collateral materials.

Chairman Berkenfield asked if there was still a partnership with the City for the Renaissance Fair.

Ms. St. George said yes, they submitted a grant to the Department of Tourism with the City.

Ms. Jaramillo moved to approve the funding request from El Rancho de las Golondrinas at \$32,500.00, as requested. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.

OLD BUSINESS

Appointment of Rich Verruni

Chairman Berkenfield said the appointment confirmation of Rich Verruni was made at last month's Board of County Commissioners' meeting.

Funding Request from Santa Fe Thunder Half-Marathon

Ms. Jaramillo asked what the County decided to do on this funding request.

Ms. Valencia said she has not heard back.

Request for Proposal for the Advertising Agency

Chairman Berkenfield asked for an update on the Request for Proposals for the Advertising Agency.

Ms. Valencia explained that there will be a 5-member committee who will review/evaluate and score the proposals on May 15, 2015. At that point, they will decide whether or not there should be presentations made.

Chairman Berkenfield offered to provide the Board Members an update on the results of the Request for Proposals as soon as they are available.

FINANCIAL REPORT

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-April 22, 2015 (Pro-Forma)**

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through April 22, 2015 noting total receipts of \$15,310.14 for February and \$19,360.14 thus far for March (not due until March 25th); total receipts to date are \$310,592.79.

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipts Analysis noting that there was an increase of 3% in the month of February when compared to the prior year.

Chairman Berkenfield asked Mr. Verruni to provide an update on Bishop's Lodge.

Mr. Verruni said they had the first preview announcement with all of the Homeowners' Associations. The plans will soon be rolled out and Bishop's Lodge will make some major press announcements (probably in two to three weeks) as to what the timeline is going to be for the construction project. They anticipate that construction will start sometime in June and Bishop's Lodge will be closed for approximately one year.

Mr. Verruni said they presently have 40 rooms that they can rent; however, this is less than half of their inventory.

Ms. Valencia distributed and reviewed the Facility Fund report through April 22, 2015 identifying the beginning cash balance of \$855,500.00; total lodgers' tax receipts reported of \$137,662.14; interest of \$963.48 (through February); expenditures of \$26,135.34 for FY'14 Advertising Contract; \$60,977.51 for FY'2015 Advertising Contract, outstanding encumbrances in the amount of \$61,158.55, leaving an anticipated cash balance of \$845,854.22.

Ms. Valencia distributed and reviewed the Advertising Fund report through April 22, 2015, identifying the beginning cash balance of \$910,791.00; total lodgers' tax receipts reported of \$229,200.80; interest of \$1,019.92 (through February 15); expenditures of \$44,330.28 for FY'14 Advertising Contract, \$101,629.08 for FY'15 Advertising Contract; \$135.00 for newspaper advertising; \$32,500.00 for FY'14 Commitments and Other Fees (\$500.00 for the Santa Film Festival, May 1-4, 2014; \$6,000.00 for El Rancho de las Golondrinas Wine Festival, July 5-6, 2014; \$7,000.00 for the St. Vincent Hospital Foundation SF Century/Bike and Brew, May 16-18, 2014; \$3,000.00 for El Rancho de las Golondrinas Viva Mexico, July 19-20, 2014; \$3,500.00 for El Rancho de las Golondrinas Summer Festival and Frontier Days, August 2-3, 2014; \$10,000.00 for International Folk Art Alliance, July 11-13, 2014); \$17,900.00 for FY'15 Commitments and Other Fees (\$3,500.00 for Penske Business Media LLC; \$6,400.00 for El Rancho de las Golondrinas Harvest Festival, October 4-5, 2014 and \$8,000.00 for El Rancho de las Golondrinas Renaissance Fair, September 20-21, 2014); \$244.34 for FY'14 Reporting and Recording, \$1,361.63 for FY'15 Reporting and Recording, outstanding encumbrances in the amount of \$141,229.49; \$1,438.37 for FY'15 Reporting & Recording; \$1,403.47 for FY'14 Reporting & Recording; \$103,264.29 for FY'15 Advertising Contract; \$562.02 for FY'14 Advertising Contract; \$61.34 for FY'15 Newspaper Advertising; \$12,500.00 for FY'14 Commitments and Other Fees (\$2,500.00 for the City of Santa Fe Joint Press Tour and \$10,000.00 for the City of Santa Fe Joint Advertising New Mexico True Campaign) and \$22,000.00 for FY'15 Commitments and Other Fees, leaving an anticipated cash balance of \$801,681.90.

ADVERTISING AGENCY REPORT

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

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

Mr. Rountree said the total occupancy in Santa Fe for the month of March is slightly up (by 2%) over the state average. The year-to-date occupancy for Santa Fe is up approximately one point when compared to the prior year (55.5% versus 53.3%); and ADR is up approximately .50 cents. The Cerrillos Road properties had about an 8% increase for the month of March, when compared to the prior year.

Mr. Rountree noted that the collections for gross receipts taxes for the City for the month of March was down approximately 9%.

- **New Business**

Mr. Rountree reported that the Advertising Agency is working on the final placements for this fiscal year.

Mr. Rountree noted that there is a new Bed and Breakfast facility (Rancho Gallina) on Bonanza Creek Road. They rent five rooms and therefore they should be paying lodgers' tax.

Ms. Valencia will have the Land Use Department check on this.

- **Old Business**

There was no old business.

- **Articles**

Copies of an article in the *Santa Fe New Mexican* (Business Matters section) were distributed. It states that the dollar buys significantly more than it did a year ago. The strong dollar could have some U.S. travelers considering vacationing out of the country and could lead tourists away from Santa Fe.

Copies of an article in *TravelPulse.com* were distributed. It states that the North American Hotel industry is strong overall. Based on forward-looking data from TravelClick, the combined ADR across all travel segments (group and transient) in the top 25 North American markets is up 4.2% for the second quarter of this year (April through June), compared to the second quarter of 2014.

ADMINISTRATIVE

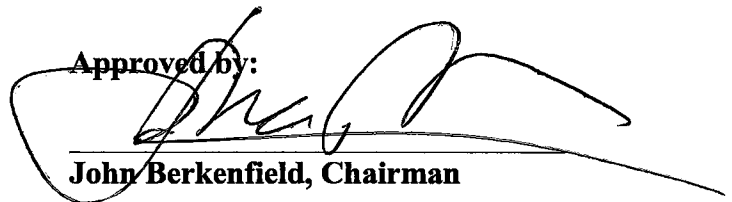
Next meeting date and location

There will not be a meeting in the month of May. The next meeting was scheduled for June 25, 2015 at 10:00 a.m., possibly at Bishop's Lodge, 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 11:40 a.m.

Approved by:



John Berkenfield, Chairman

Respectively submitted by:

Jo Ann G. Valdez, Stenographer