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**SANTA FE COUNTY**  
**LODGERS' TAX ADVISORY BOARD**  
**MEETING**  
February 26, 2015

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<b>ROLL CALL</b>	Quorum	1
<b>APPROVAL OF AGENDA</b>	Approved	
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• Tabled or Withdrawn items	None	1
<b>APPROVAL OF MINUTES</b>		
December 11, 2014	Approved [as submitted]	1
<b>NEW BUSINESS</b>		
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<b>B. Funding Request for the 30<sup>th</sup> Annual Santa Fe Century &amp; Outside Bike &amp; Brew, Karl Ferguson, Program Manager and Chris Goblet</b>	Approved [funded @ \$10,000]	3-4
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<b>ADVERTISING AGENCY REPORT</b>	Informational	9
<b>ADMINISTRATIVE</b>		
• Next meeting date and location	The next meeting was scheduled for March 26, 2015 at 10:00 a.m.	9
<b>ADJOURNMENT</b>	Adjourned at 12:30 p.m.	9

SFC CLERK RECORDED 10/29/2015

MINUTES OF THE

SANTA FE COUNTY

LODGERS' TAX ADVISORY BOARD

February 26, 2015

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 Bokum Building, 142 W. Palace Avenue, Finance Conference Room, 2<sup>nd</sup> Floor, 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

1 vacancy

Staff Present

David Griscom, Economic Development Department Director  
Carole Jaramillo, Successor to Finance Director (Teresa Martinez)  
Teresa Martinez, Santa Fe County Finance Director  
Evelyn Valencia, Santa Fe County Finance Division

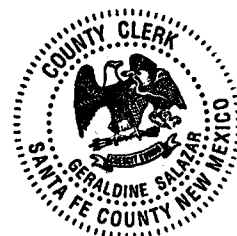
Others Present

Roger Alink, Edgewood Music Festival  
Cynthia Delgado, TOURISM Santa Fe (City of Santa Fe) Director of Marketing  
Karl Ferguson, Santa Fe Century  
Chris Goblet, Outside Bike & Brew  
Russ Rountree, Impressions Advertising, Inc.  
Rich Verruni, General Manager, Bishop's Lodge

COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) ss

I Hereby Certify That This Instrument Was Filed for  
Record On The 29TH Day Of October, 2015 at 03:48:13 PM  
And Was Duly Recorded as Instrument # 1778423  
Of The Records Of Santa Fe County

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



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: December 11, 2014**

**Ms. Jaramillo made a motion to approve the Minutes of the December 11, 2014 meeting. Ms. Brown seconded the motion. The motion passed unanimously by voice vote.**

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

**NEW BUSINESS**

**A. Funding Request from the City of Santa Fe for the City/County Joint Press Tours, Cynthia Delgado, Director of Marketing**

Chairman Berkenfield noted that County LTAB has participated in funding the City/County Joint Press Tours for the last three years.

Cynthia Delgado presented the information regarding the request for funding, from the application, which was distributed in the Board Members' packets.

TOURISM Santa Fe is requesting \$7,000 in LTAB funding for the joint 2015 City and County press familiarization tours. Last year the request was for \$5,000 but they are requesting \$7,000 this year to cover an additional tour. The additional press tour will highlight outdoor adventures. The press tours are designed to showcase the abundant experiences that Santa Fe has to offer the visitor.

Ms. Delgado said the biggest press group consisted of nine people and two City resources worked with the group.

She said the itineraries are developed to ensure that the entire experience in Santa Fe is covered and addresses both city and county resources. These groups stay at multiple hotels so that they explore both city and county experiences. Last year they organized 2 trips "*Only in Santa Fe*" and "*The Art of Santa Fe*". Copies of the full reports of both trips were included in the packet.

Chairman Berkenfield asked about the dates for the tours.

Ms. Delgado said one is coming up at the end of March and the next one is scheduled for May 15<sup>th</sup> through May 17<sup>th</sup>. The third press tour will be during Fiestas to highlight the different cultures that are here and unique to Santa Fe.

Ms. Delgado asked if there were any questions.

Chairman Berkenfield asked if there is a County component to each of the tours that represents the County.

Ms. Delgado said absolutely. They will have the writers stay at some of the County hotels.

Ms. Brown asked if they also pull from the RV market.

Ms. Delgado said yes and they try to follow up on all the pieces.

Chairman Berkenfield said they would like Russ Rountree of Impressions Advertising involved in this on behalf of the County.

Ms. Delgado said yes, absolutely.

**Ms. Johnson moved to fund the 2015 Joint City and County press tours in the amount of \$7,000 with the condition that the County is adequately represented and involved in the execution and planning of the tours. Ms. Brown seconded the motion. The motion passed unanimously by voice vote.**

**B. Funding Request for the 30<sup>th</sup> Annual Santa Fe Century & Outside Bike & Brew, Karl Ferguson, Program Manager and Chris Goblet, Director of Bike & Brew**

Karl Ferguson and Chris Goblet presented the information regarding the request for funding, from the application, which was distributed in the Board Members' packets.

Mr. Ferguson thanked the Board for their support last year for both events. He said the both events were a huge success with a total of 8500 attendees at all of the events. They also increased the ridership of the Santa Fe Century ride to 2700 riders. The average stay was 2.38 nights with an average party size of 2.56.

The St. Vincent Hospital Foundation/Cycle Santa Fe and Outside Bike & Brew are requesting \$10,000 in LTAB funding for the 30<sup>th</sup> Annual Santa Fe Century Ride and the Outside Bike & Brew Festival. They want to expand their messaging reach and leverage on the historic nature of the 30<sup>th</sup> Anniversary of the Santa Fe Century Ride.

Mr. Ferguson noted that it is also the hospital's 150<sup>th</sup> anniversary.

Mr. Goblet said last year's funding was allocated at a 70/30 split, with the majority of the funding being allocated to the Outside Bike and Brew Festival and the remainder was used to promote the Santa Fe Century. He explained that they will "reverse" the 70/30 split this year and allocate the majority share of funding to support and enhance the 30<sup>th</sup> Anniversary Santa Fe Century for logical reasons.

Mr. Ferguson highlighted some of the changes for this year's event. New elements - including a Saturday evening celebration in the Railyard and a "mass start" on Sunday - have been added to expand the number of participants who will choose to stay overnight on

May 16<sup>th</sup>, prior to the Century race. The ongoing partnership with the Outside Bike & Brew Festival also provides incentive for outdoor recreation travelers to arrive early to acclimate to one altitude and enjoy the festival atmosphere.

Chairman Berkenfield noted that there were concerns last year about the absence of “Santa Fe” in the name or logo of the Outside Bike & Brew Festival. Santa Fe was minimized in the look of some of the print and collaborative materials.

Mr. Ferguson said the four funding sources had an input as to what the graphics looked like.

Chairman Berkenfield said the Board understands this and does not tell organizations how to advertise their events, or how to allocate the funding, but they would like to see that Santa Fe has a prominent place on the look of the Bike & Brew event.

Mr. Ferguson said their biggest challenge last year was bringing an overarching weekend event and trying to tie the two events together, but he thinks they did the best that they could with the circumstances.

Mr. Goblet added that *Outside Magazine* is going to bring \$750,000 worth of advertising in donated print, online and television sponsorships with a potential of shooting a 30 minute video that would be aired on their ongoing television network.

Mr. Ferguson explained that Century ride is named “Santa Fe Century”.

Ms. Brown asked if the name “Bike & Brew” is something that is used nationwide, or universal across the country.

Mr. Goblet said they have the only Bike and Brew presently, however, as soon as the Bike & Brew Festival took place last year, the REI in San Diego started sending out emails promoting “San Diego Bike & Brew Cruise”.

Ms. Brown asked if they have trademarked the name “Bike & Brew”.

Mr. Goblet said no, but it is something worth considering.

**Ms. Jaramillo moved to fund the 30<sup>th</sup> Annual Santa Fe Century and the Outside Bike & Brew Festival in the amount of \$10,000 as requested. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.**

**C. Funding Request for the 13<sup>th</sup> Annual Edgewood Music Festival, Roger Alink, Director of New Mexico Wildlife Association (Wildlife West)**

Roger Alink presented the request for funding, from the application, which was distributed in the Board Members’ packets.

The New Mexico Wildlife Association dba Wildlife West is requesting \$12,000 in LTAB funding for the Edgewood Arts and Music Festival that is scheduled for July 2015. This will be the 13<sup>th</sup> year for the festival.

Mr. Alink said Wildlife West is a premier zoo in Santa Fe County. He noted that they print 60,000 brochures that are distributed throughout the state.

Mr. Alink noted that the Music Festival was started approximately 14 years ago. The Wildlife West Nature Park began in 1992 as a special project of the New Mexico Wildlife Association, a not-for-profit 501-c-3 corporation, as an all-volunteer effort to create a new approach to combining habitat restoration, animal welfare, recreation, and environmental education for children and adults. This 122-acre nature center features native plants and non-releasable wildlife of New Mexico in enhanced natural habitat areas.

Chairman Berkenfield asked if the total cost for the event was \$32,447.

Mr. Alink said yes that is correct.

Chairman Berkenfield noted that the application states that the total attendees is expected to be 1,000. He asked if this is correct.

Mr. Alink said yes.

Chairman Berkenfield asked what the total income was.

Mr. Alink said last year it was \$25,000. He said they do not need to make money, they want to break even and they want to continue the event.

Chairman Berkenfield asked where people come from for the event.

Mr. Alink said they have had people from 10 states come to the event.

Chairman Berkenfield said LTAB's interest is to raise occupancy level in local hotels.

Mr. Alink said they get a lot of people from Santa Fe and from all over the state. He noted that they hired Elevate Media to do the marketing for them. Wendy Forbes does their social media marketing.

Chairman Berkenfield noted that their marketing budget only totals \$7,800 and the request is for \$12,000. He suggested that the budget include where they plan to spend the funding for advertising in next year's application, if they submit a request for funding next year.

Mr. Alink noted that the total print media for last year's event was \$12,472.62.

Ms. Johnson asked who else is funding this.

Mr. Alink said they will be submitting an application to the Tourism Department for a coop event grant for the Music Festival.

Chairman Berkenfield asked what would happen if they do not receive LTAB funding.

Mr. Alink said the Town of Edgewood would probably fund the event, however, he does not know at what level.

Chairman Berkenfield asked if there were any more questions. There were none.

**Ms. Jaramillo moved to fund the request for the 13<sup>th</sup> Annual Edgewood Music Festival at \$4,000 and the funding be used for marketing only. Ms. Brown seconded the motion. The motion passed unanimously by voice vote.**

**D. Funding Request from the County Manager's Office for an Instagram Campaign #howtosantafe**

David Griscom presented the request for funding, from the application, which was distributed in the Board Members' packets.

Santa Fe County is interested in pursuing a contract with 12FPS to increase economic development, tourism and marketing through the strategic use of social media. The contract would mirror a recent campaign #howtosantafe launched by the City of Santa Fe. With 12FPS local businesses could attend workshops on how to use Instagram to promote their business, connect with local photographers and Instagramers. They can hire those individuals to help with marketing efforts for their business, resident and businesses will be invited to several Instagram "meet ups". A series of weekly Instagram contests will be held, and international Instagram celebrity photographers will visit Santa Fe County, and will be required to post a number of images with geo tags to their own profiles. Santa Fe County will continue to use the #howtosantafe to maximize exposure and utilize the following already established.

Santa Fe County is requesting \$15,000 to supplement the total contract. They are also requesting \$15,000 from Economic Development and the remaining balance of \$17,000 will come from the Manager's Office. This is a one-time campaign lasting approximately 3-4 months.

Chairman Berkenfield asked if the management of this would be done by the Economic Development Department.

Mr. Griscom said no, it will probably be managed by the County Manager's Office and Communications Coordinator, Kristine Mihelcic.

He noted that the figures from the City of Santa Fe's campaign are included in the

packet. For example, 52.3 million impressions were done on social media channels; 4.9 million individuals were reached; 120 new posts daily during the campaign, etc.

Chairman Berkenfield asked how this impacts economic development.

Mr. Griscom said the economic development element is working with the County businesses to help them develop their marketing strategies.

Chairman Berkenfield asked if there were any questions.

Ms. Brown asked if Ten Thousand Waves was a business partner.

Ms. Johnson said yes.

Ms. Florence Jaramillo asked if this is another form of advertising.

Mr. Griscom said sort of.

The Board would like the company "12FPS" and the County Manager's office to come back and make a follow up report to the Board.

**Ms. Brown moved to approve the funding request from the County Manager's Office for an Instagram Campaign at \$15,000. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.**

#### **E. Introduction of Carole Jaramillo, Successor to Finance Director, Teresa Martinez**

The Board Members introduced themselves to Carole Jaramillo, the successor to Finance Director, Teresa Martinez.

Ms. Martinez will be retiring next month and will be sorely missed. Ms. Martinez was a wonderful Finance Director and the Board appreciates all her support and leadership throughout her tenure at the County Finance Department.

Carole Jaramillo invited the Board Members to Teresa Martinez's retirement party on March 27, 2014 at the Board of County Commissioners Chambers beginning at 11:30 a.m. to 1:30 p.m. The retirement party is for Becky Meyers as well.

### **OLD BUSINESS**

#### **A. Discussion of the nomination for the Lodgers' Tax Advisory Board vacancy**

Chairman Berkenfield introduced Rich Verruni, the General Manager of the Bishop's Lodge. Mr. Verruni has expressed an interest in serving on the Board.



Chairman Berkenfield mentioned that Mr. Verruni is the President of the Hotel Association, which is now merged with the State Tourism Association of New Mexico.

Mr. Verruni added that he is on the Board of the New Mexico Tourism Association and the Santa Fe Lodgers as well.

**Chairman Berkenfield moved to nominate Rich Verruni to serve on the Board. Ms. Johnson seconded the motion. The motion passed unanimously by voice vote.**

### **FINANCIAL REPORT**

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-February 25, 2015 (Pro-Forma)**

Ms. Valencia distributed and reviewed the Lodgers Tax Receipt Report through February 25, 2015 noting total receipts of \$13,762.50 for January; total receipts to date are \$275,862.87.

Ms. Valencia distributed and reviewed the Lodgers' Tax Receipts Analysis noting that there was an increase of 6% in the month of January when compared to the prior year.

Ms. Valencia distributed and reviewed the Facility Fund report through February 25, 2015 identifying the beginning cash balance of \$855,500.00; total lodgers' tax receipts reported of \$119,474.27; interest of \$847.77; expenditures of \$26,135.34 for FY'14 Advertising Contract; \$51,222.58 for FY'2015 Advertising Contract, outstanding encumbrances in the amount of \$70,913.48, leaving an anticipated cash balance of \$827,550.64.

Ms. Valencia distributed and reviewed the Advertising Fund report through February 25, 2015, identifying the beginning cash balance of \$910,791.00; total lodgers' tax receipts reported of \$199,123.68; interest of \$899.30; expenditures of \$44,330.28 for FY'14 Advertising Contract, \$85,370.86 for FY'15 Advertising Contract; \$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, \$942.77 for FY'15 Reporting and Recording, outstanding encumbrances in the amount of \$135,845.23 (\$1,857.23 for FY'15 Reporting & Recording; \$1,403.47 for FY'14 Reporting & Recording; \$119,522.51 for FY'15 Advertising Contract; \$562.02 for FY'14 Advertising Contract; \$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), leaving an anticipated cash balance of \$793,680.50.

**ADVERTISING AGENCY REPORT**

- **Rocky Mountain Lodging Report (November, December and January )**  
[Copies of the *Rocky Mountain Lodging Report* for the months of November, December and January 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 November was up 20 points over the previous November. The total occupancy in Santa Fe for the month of December was up slightly. There was an increase in the ADR in the month of December. The total occupancy for the month of January 2015 was off by a point over the previous January.

- **New Business**

Mr. Rountree said there was no new business to report.

- **Old Business**

There was also no old business.

- **Press Articles**

An article in the *New Mexican* about the renovation of the Bishop’s Lodge was distributed.

An article in the *New Mexican* about the Bachelor episode that was filmed in Santa Fe was distributed.

**ADMINISTRATIVE**

**Next meeting date and location**

The next meeting was scheduled for February 26, 2015 at 10:00 a.m.at the Bokum Building, Finance Conference Room, 2<sup>nd</sup> Floor, 142 West Palace 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 12:30 p.m.

Approved by:



**John Berkenfield, Chairman**

Respectively submitted by:

***Jo Ann G. Valdez***, Stenographer