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**LODGERS' TAX ADVISORY BOARD**  
**MEETING**  
**October 29, 2015**

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**MINUTES OF THE**  
**SANTA FE COUNTY**  
**LODGERS' TAX ADVISORY BOARD**  
**October 29, 2015**

The regular meeting of the Santa Fe County Lodgers' Tax Advisory Board was called to order at 9:30 a.m. on the above date by Chairman, John Berkenfield at the Santa Fe County Administration Building, Legal Conference Room, 2<sup>nd</sup> Floor, 102 Grant Avenue, Santa Fe, New Mexico.

Roll call indicated the presence of a quorum as follows:

**Board Members Present**

John Berkenfield, Chairman  
Florence Jaramillo  
Mary Johnson  
Rich Verruni

**Board Members Absent**

Karen Brown, excused

**Staff Present**

Tony Flores, Santa Fe Deputy County Manager  
David Griscom, Santa Fe County Economic Development Division Director  
Carole Jaramillo, Santa Fe County Finance Director  
Lisa Katonak, Santa Fe County Manager's office  
Kristine Mihelcic, Santa Fe County Communications Coordinator

**Others Present**

David Hayduk, HK Advertising  
Kathy Joyce, Santa Fe International Folk Art Alliance  
Joseph Maes, Rancho de Las Golondrinas  
Ben Matthews, HK Advertising  
Wendy Forbes, HK Advertising  
Dawn St. George, Rancho de Las Golondrinas  
Heather Tanner, Santa Fe International Folk Art Alliance  
Jo Ann G. Valdez, Stenographer

**APPROVAL OF THE AGENDA**

• **Amendments**

Item VIII-A (Santa Fe County Finance Report) was moved up on the agenda following approval of the Minutes.

- **Tabled or Withdrawn items**

Item VI-B (The Post-Event report from Joseph Karnes of Global Running Culture) was tabled.

**Florence Jaramillo made a motion to approve the agenda as amended. Rich Verruni seconded the motion. The motion passed unanimously by voice vote.**

**APPROVAL OF MINUTES: September 24, 2015**

The following change was made to the Minutes of the September 24, 2015 meeting: The Board of County Commission was changed to read: Board of County *Commissioners* throughout the entire document.

**Florence Jaramillo made a motion to approve the Minutes of the September 24, 2015 meeting as amended. Mary Johnson seconded the motion. The motion passed unanimously by voice vote.**

**FINANCIAL REPORT** (Moved up on the agenda)

- **Santa Fe County Finance Division-Lodgers Tax Financial Report-October 29, 2015 (Pro-Forma)**

Carole Jaramillo said the Financial Report for the month ending September 2015 encompasses the first quarter of Fiscal Year 2016.

Carole Jaramillo distributed and reviewed the Lodgers Tax Receipts Analysis Report through October 29, 2015 noting that she erroneously put the wrong information in the July column last month, but this information has been corrected. The total receipts to-date is \$145,091.66 (\$40,390.74 for July; \$53,006.09 for August and \$51,694.83 for September). Receipts for the month of July were down approximately 33%, when compared to the same month of the prior year; down approximately 6% for the month of August, when compared to the same month of the prior year; and up 8% in the month of September, when compared to the same month of the prior year.

Carole Jaramillo said she added some additional reports and charts for the Board, to provide some comparative data.

(Copies of the *Lodger's Tax FY15 vs. FY15 by Lodging Facility* report; the *Lodger's Tax FY2014 vs FY 2015 Total Receipts by Month* report and the *Lodger's Tax Receipts Year over Year Comparisons* report) were included with the Financial Report.

The September collections for FY'14 were \$47,833.41 and September collections for FY'15 were \$51,694.83. The total Lodger's Tax Receipts Year-to-Date for September 2014 was \$164,558.71 and for September 2015 is \$145,091.66.

Chairman Berkenfield asked for an update on Sunrise Springs. He noted that the

report states that it is operating as a wellness center and questioned whether or not they should be paying lodger's taxes. He asked if this is a Land Use issue.

Carole Jaramillo said she would assume that it would be a Land Use issue. She explained that she gets these reports from the Clerk's office from the actual receipts.

Tony Flores said it would be a follow up issue for the Land Use office. He said if they come in for a business office, Lisa Katonak will be notified.

Carole Jaramillo distributed and reviewed the Facility Fund (214) report through October 29, 2015 identifying the beginning cash balance of \$920,514.03; total lodgers' tax receipts reported of \$54,744.79; expenditures of \$31,183.10 for FY'15 Advertising Contract, outstanding encumbrances in the amount of \$120,048.63 (\$112,500 for FY'16 Advertising Contract; \$7,548.63 for FY'15 Advertising Contract), leaving an anticipated cash balance of \$824,027.09.

Carole Jaramillo distributed and reviewed the Advertising Fund (215) report through October 29, 2015, identifying the beginning cash balance of \$955,541.00; total lodgers' tax receipts reported of \$90,874.41; expenditures of \$51,971.84 for FY'15 Advertising Contract, \$12,500.00 for FY'15 Commitments and Other Fees (\$5,000 for El Rancho de Las Golondrinas Wine Festival 7/4-5/15; \$4,000 for NM Wildlife Association Edgewood Art and Musical Festival 7/24-7/26/15 and \$3,500 for El Rancho de Las Golondrinas Spring Festival 6/6-7/15); \$576.14 for FY'16 Reporting and Recording; outstanding encumbrances in the amount of \$226,880.01 (\$1,923.86 for FY'16 Reporting & Recording; \$187,500.00 for FY'16 Advertising Contract; \$13,914.41 for FY'15 Advertising Contract; \$4,541.74 for FY'15 Commitments & Other Fees (\$4,441.74 for City of Santa Fe Joint Press Tour; and \$100.00 for St. Vincent Hospital Foundation SF Century/Bike & Brew), leaving an anticipated cash balance of \$754,487.42.

Carole Jaramillo said the anticipated cash balances are the cash balance amounts and are not the budgeted amounts. She offered to add the budgeted amounts/information in next month's reports.

Carole Jaramillo asked if there were any questions.

Chairman Berkenfield asked if the outlook is going to be pretty thin without Bishop's Lodge receipts.

Carole Jaramillo said she would think so based on what the County has seen so far. Receipts are down almost \$20,000 for the quarter.

Chairman Berkenfield asked if there were any other questions for Carole Jaramillo.

David Hayduk asked Carole Jaramillo if it was possible to get the 12-month numbers for Bishop's Lodge so they can see what the County will lose each month. She said she could provide last year's report for Bishop's Lodge.

## OLD BUSINESS

- **Post-Event Report from Kathy Joyce, Director of Advancement and Heather Tanner, Associate Director of Advancement for the Santa Fe International Folk Art Market held July 10, 11, and 12, 2015**

[Copies of the promotional material for the 2015 Santa Fe International Folk Art Market were distributed and reviewed.]

Chairman Berkenfield introduced Kathy Joyce and Heather Tanner from the Santa Fe International Folk Art Alliance.

Kathy Joyce said she has been in Santa Fe for about a year and a half and has been with the International Folk Art Alliance for a little over a month. She said it has been great to be involved with this organization and community. She provided a brief history of her background noting that her background has been involved with a lot of things with social entrepreneurship, innovations and sustainability. She said this is part of what the underlying mission of what occurs at the Santa Fe International Folk Art Market.

She said the funding that LTAB provides to support the organization trickles out to all corners of the globe, not only what is derived from an immediate impact with visitors to the City and surrounding communities, but how it also returns the favor out into the global areas and communities of the people who come to the market.

Heather Tanner noted that there is a letter in the Board Members' packets that outlines some of the highlights from this year's Market. Ms. Tanner reported on some of the highlights, as follows:

- LTAB awarded \$10,000 to the Santa Fe International Folk Art Alliance for the promotion of the 2015 International Folk Art Market. These funds were spent on public relations (resulting in national and local editorial coverage), radio promotions, and online promotions outside of Santa Fe County. These funds helped to spread the word about this world class event.
- This year's Market was a great success with 173 participating artists from 57 countries.
- The artists sold over \$2.9 million in folk art in just 21 hours.
- The total economic impact to the region totaled over \$11.3 million.
- There were 19,000 visitors at this year's Market with over 64% of the Market visitors from outside of Santa Fe.

- Approximately 40% of all attendees came from outside of New Mexico.
- The largest number of out of state visitors came from Texas (13.3%), Colorado (11.2%), California (10.1%), and Arizona (6.3%).
- The average stay was 4.2 nights with the visitors listing the Folk Art Market as their primary reason for coming to Santa Fe.
- With 90% of sales revenue going home with the artists, economic opportunity and social impact around the world are among the greatest benefits generated at this year's event.
- There were more than 2,000 volunteers who helped make this event possible.

Ms. Tanner noted that these numbers came from a study that was done by Southwest Planning & Marketing who surveyed the attendees.

Chairman Berkenfield asked how the funding they received from LTAB was spent, and what percentage of the total for public relations expenditures does the LTAB funding represent.

Ms. Tanner said the marketing budget for the Market is about \$200,000 and the overall budget for the event is around \$900,000. She explained that a lot of the \$200,000 was used for PR and included a trip that the Directors and PR Consultant made to New York to visit with national media entities. They also did a lot of local media coverage and had unprecedented New Mexico coverage this year. They also did some radio and print advertising.

Ms. Joyce spoke about the global impact the Market has noting that there were over 2 million print sources who picked up on the Market's story and what they were doing. The Market reached the "Best of" list. She mentioned that the Market was in the *USA Today*, *Associated Press*, *Travel & Leisure* publications and others. The *American Express* publication listed the Market as one of the Top 20 Must-See global events.

Ms. Joyce said the other thing about public relations is that this is earned media. She explained that this event has a far reaching effect and stories by the *Associated Press*, KUNM-FM and KENW-TV, among many others, helped get the word out about the impact the Market has on folk artists around the world.

Chairman Berkenfield said the International Folk Art Alliance has a total budget of \$900,000 and spends \$200,000 on advertising. He questioned whether they can cut down on marketing because this is an established event.

Ms. Joyce said no not really, particularly if you want the event to grow. She explained that the competition is extremely vigorous for the travel and hospitality

industries.

Mr. Verruni asked if the event is always held in the month of July because there is plenty of compression in July in both the City and County.

Ms. Tanner said yes, the event has always been held in July.

Mr. Verruni asked if they ever considered moving the event to June-to look at the shoulder months to support our community, and keep our citizens working and the vendors whole.

Ms. Tanner said their Board is always looking at the event and how to improve it, so this is something that has been discussed but she will pass this suggestion on.

Ms. Joyce asked what the occupancy rates were for the month of July.

Chairman Berkenfield asked the Advertising Agency if they had the Rocky Mountain Report that reflects these numbers but they did not have it.

Chairman Berkenfield said when this organization was first formed, a part of the objective was to be able to make a contribution to the Museum of Folk Art. He asked if they made one this year, and if so, how much.

Ms. Tanner said in addition to their lease agreement with the Department of Cultural Affairs, they also make a contribution to the New Mexico Museum Foundation of \$30,000 a year, which is earmarked for education programs at the Museum of International Folk Art.

Chairman Berkenfield was given the occupancy numbers for Santa Fe. He said for example: in September, the occupancy numbers for Santa Fe were 74% and year-to-date are at 71%.

Ms. Tanner noted that they distributed 40,000 Market magazines and all three pieces of marketing recognized the funding from Santa Fe County.

- **Post-Event Report from Joseph Karnes of Global Running Culture for the Santa Fe Thunder Half Marathon held September 20, 2015**

This agenda item was tabled.

Chairman Berkenfield explained that the applicant did not signify an amount when they initially filled out the paperwork for the funding request. The Board approved their funding request contingent upon a review from the County legal department but this has not been dealt with.

- **Post-Event Report from Dawn St. George, Museum Director of El Rancho de Las Golondrinas**

(Copies of the schedules for the events at El Rancho de Las Golondrinas were distributed.)

LTAB funded the following events for El Rancho de Las Golondrinas:

- 1) Battlefields & Homefronts from New Mexico: the Civil War and More, May 2<sup>nd</sup> and May 3<sup>rd</sup>, 2015
- 2) Spring Festival & Fiber Arts Fair, June 6<sup>th</sup> and 7<sup>th</sup>, 2015
- 3) Santa Fe Wine Festival, July 4<sup>th</sup> and 5<sup>th</sup>, 2015
- 4) Viva Mexico! Celebration July 16<sup>th</sup> and 17<sup>th</sup>, 2015
- 5) Summer Festival and Wild West Adventures, August 1<sup>st</sup> and 2<sup>nd</sup>, 2015
- 6) Fiesta de los Ninos: A Children's Celebration, August 29<sup>th</sup> and 30<sup>th</sup>, 2015
- 7) Santa Fe Renaissance Festival, September 19<sup>th</sup> and 20<sup>th</sup>, 2015
- 8) Harvest Festival, October 3<sup>rd</sup> and 4<sup>th</sup>, 2015

Ms. St. George and Mr. Maes provided the post-event report as follows:

- All of the schedules for the above events mentioned the support of LTAB.
- The LTAB funding was spent on radio and television advertising and they had fantastic results from this.
- El Rancho de Las Golondrinas has 158 volunteers who help with the events.
- They do their best to make history fun.
- For the Spring Festival, they teamed up with the Espanola Fiber Arts Society and turned it into the Spring Festival and Fiber Arts Fair.
- The Santa Fe Renaissance Festival is Rancho de Las Golondrinas annual fundraiser and there were over 9,000 people at this year's event.

Chairman Berkenfield asked what the total attendance was for the events that LTAB sponsored/funded.

Ms. St. George said she did not add the attendance for the Battlefield event or the Spring Festival event because this will be held in the spring, but the total is approximately 28,000 attendees without the Spring Festival.

Florence Jaramillo said according to these numbers, do they think the events are growing every year.

Ms. St. George said yes, they had more attendees for the events in 2015.



Florence Jaramillo mentioned that the locals like that these events are family events.

Chairman Berkenfield noted that El Rancho de Las Golondrinas representatives told the Board at the April Board meeting when they requested LTAB funding that the marketing budget for the events was about \$80,000. He asked how much funding was actually spent and how much of LTAB's contribution represents the percentage of the marketing budget.

Ms. St. George said they spent about \$92,000 in marketing and approximately \$75,000 was spent on the events that LTAB participates in.

Chairman Berkenfield noted that LTAB's share was \$32,400. He asked about the demographics of the attendees.

Mr. Maes said their focus is families.

Ms. St. George said they have zip code information for the attendees and approximately 50% come from Albuquerque, 30% come from Santa Fe and the remainder are out of town visitors. 10% of the attendees have stayed in lodging in the County.

Mr. Griscom asked if the 2016 brochures are available.

Ms. St. George said no, not yet but she will send some when they are available. They will probably be printed sometime in December.

Ms. St. George thanked the Board for their funding support.

• **Post-Event Report from Kristine Mihelcic, Santa Fe County Communications Coordinator regarding 12 FPS Project**

(Copies of a handout on the *12FPS #HowToSantaFe County Final Report* dated August 6, 2015 were distributed in the Board Members' packets.)

Ms. Mihelcic reported on the highlights as follows:

- 12FPS, a creative agency in San Francisco and Santa Fe used the hashtag #HowToSantaFe to promote Santa Fe County as a visually-compelling destination with a focus on outdoors and adventure, and highlighted the County's culinary, cultural, historic and artistic assets. The campaign emphasized reaching young professionals and creative entrepreneurs all over the world.
- #HowToSantaFe reached over 6 million people worldwide with more than 30 million impressions.

- The campaign was additionally augmented through Twitter, Facebook and YouTube, and produced a lasting archive of tens of thousands of photos for Santa Fe County.
- The campaign contracted four high-profile social media influencers to Santa Fe – from a YouTube blogger with over one million subscribers, to foodies, cultural enthusiasts and adventurers with hundreds of thousands of followers on their social channels. The campaign additionally attracted six other high-profile Instagram influencers who traveled to Santa Fe after seeing the initial and subsequent #HowToSantaFe campaigns.
- A total of eight social media influencers were invited to Santa Fe County to visit business partner establishments.
- Through in-kind donations of goods and services from 10 local businesses, the HowToSantaFe campaign offered weekly Instagram photo contests that highlighted Santa Fe County's greatest assets with a focus on the outdoors.
- A total of six local business partners were engaged to support Instagram contests and videos were produced to promote each business, while four additional partners were identified to support events, workshops and local advertising. The contest partners were: Café Fina, Estrella del Norte Vineyard, Inn and Spa at Loretto, Kokopelli Rafting, Rancho de Chimayo and 10,000 Waves/izanami Restaurant.
- 12FPS hosted four Instameets and two Mobile Media Workshops, focusing on education and mentorship in the Santa Fe community.
- The ad value was calculated at \$162,000. LTAB's funding contribution was \$15,000 and the County Manager's office contributed \$17,000 to go towards this campaign.

Chairman Berkenfield asked if there were goals that were measureable, and if so, how were they measured.

Ms. Mihelcic said one of the primary goals was to teach Santa Fe businesses how to use social media and to tap into this new type of advertising. They also wanted to spotlight Santa Fe County attractions that may not be highlighted in this new market.

Mr. Griscom added that there were some pros and cons to this campaign from an economic development standpoint. Some of the lessons learned from this first time campaign was that the workshop and consultations should have taken place earlier in the campaign because the workshops were not well attended. They would also like to expand their reach to County businesses to allow more businesses to participate. Greater communication efforts will be made to help participating businesses understand what to

expect from influencers.

Chairman Berkenfield asked whether or not this directly impacts hotels, room nights, etc. Possibly this campaign is not necessarily right for LTAB.

Mr. Griscom said the influencers that 12FPS brought in have many followers and ultimately this will lead to more room nights.

Ms. Mihelcic said in the handout they included a quick snapshot of some of the conversations that are generated from some of the photos that are posted. She said they were happy with some of the national and international buzz about Santa Fe that was created. She noted that 92% of the hashtag HowToSantaFe posts originated in New Mexico and this continues to grow.

Ms. Johnson asked if this will continue next year.

Ms. Mihelcic said they are looking at possibilities to continue it and they will determine if there is a need to continue the campaign and the momentum.

Mr. Flores said for a point of clarification, the current ordinance that LTAB runs under is to promote tourist attractions-it does not say "heads in beds". So, going back to the comment made by Chairman Berkenfield that this may not necessarily be right for LTAB, this program was partially funded by LTAB and did promote tourist attractions in the County. He said for a point of clarification, the intent of the funding that is recommended by this body is to promote activities, so the intent of the ordinance was met by this program.

In response, Chairman Berkenfield said the Board has always taken a rather broad view to support things that contribute to the reputation of Santa Fe County as a destination for tourism, not necessary "heads in beds".

#### **Update on Bishop's Lodge**

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

Mr. Verruni said Bishop's Lodge closed on October 1<sup>st</sup>. The resort is gated and closed in terms of access with the exception of the horse stables and therefore will continue to bring in revenue from that. He said the major initiative to move forward are the plans for construction and they have submitted the plans to the County for final approval. He noted that the sign posted at Bishop's Lodge - that informs the public that they can look at the construction plans at the County - will remain posted for another 12 days. He mentioned that construction should start in the next 30-60 days and the resort is projected to reopen in the spring of 2017.

Mr. Verruni spoke about an initiative that Bishop's Lodge participated in to donate their beds and some other furniture. He noted that they worked with Steve Stucker of KOB and they donated all of their beds to his organization which is called "Up with Sunrise Foundation". This organization is for domestic violence families.

## NEW BUSINESS

### **A. Review and Discussion of Resolution 2015-59, Determining Reasonable Notice for Public Meetings During May through December 2015 presented by Tony Flores, Deputy County Manager**

(Copies of Resolution 2015-59 were distributed in the Board Members' packets.)

Mr. Flores said at the meeting in September, he briefed the Board on the role of the County Manager and Deputy County Manager as they look at all of the boards and committees throughout Santa Fe County, and their structures. He indicated to the Board at that time, and it is reflected in the Minutes, that they would be looking at the ordinances, both ordinances that establishes the Lodgers' Tax Board and other ordinances as they apply to boards and committees that are established by the Board of County Commissioners.

He said the two items that he wants to bring to the Board's attention today are Resolution 2015-59 and Ordinance 1991-15. He explained that Resolution 2015-59 is adopted on an annual basis and sets forth the Board of County Commissioners boards and committees' operating structures for the calendar year.

Mr. Flores referred to page 4 of this resolution that talks to the application of all County boards and committees. He also referred to page 5 that talks about meeting locations noting that all board meetings shall be held in the City of Santa Fe and in a public building owned by the State or County. He said under this resolution, Lodgers Tax Advisory Board can no longer host LTAB meetings at board member properties/offices.

### **B. Review and Continued Discussion of Ordinance 1999-10, An Ordinance Repealing and Replacing Ordinance 1991-15, Lodgers' Occupancy Tax Ordinance, as it pertains to Board Terms presented by Tony Flores, Deputy County Manager**

(Copies of Ordinance 1999-10 were distributed in the Board Members' packets.)

Mr. Flores referred to page 7 of the Ordinance that talks about the terms of board members noting that the term of all members of the advisory board shall begin on the first day of January in even numbered years, and shall expire on the last day of December, two years thereafter, or when each member's respective successor has been duly appointed and qualified. Members may be renominated for up to two additional successive terms.

Mr. Flores said we are at an end of an odd number calendar year and under the current Ordinance, the terms of LTAB members will expire in December. He said the County is in the process of establishing a process to go out and call for new members/applicants. This process will then be adopted by the Board of County Commissioners hopefully in January.

Mr. Flores explained that there are no records of the current Board Members terms.

Florence Jaramillo noted that all Board Members have been reappointed by the Board of County Commissioners because staff (Teresa Martinez) would bring the reappointments to the Board of County Commissioners every two years.

Mr. Flores said the current Board Members can submit a letter of interest to extend their terms as LTAB members and this will probably go before the Board of County Commissioners at their January 12, 2016 meeting for their approval.

Mr. Flores noted that the election of a Chair and Vice Chair, and the meeting schedule will need to be an agenda item at the January 2016 LTAB meeting.

### **ADVERTISING AGENCY**

#### **A. Advertising Agency Report - HK Advertising by David Hayduk**

Mr. Hayduk introduced Ben Matthews and Wendy Forbes. He noted that Ms. Forbes works on the social side of their team and she will talk about some of the social initiatives that they have been working on.

Mr. Hayduk said since the last meeting, they are moving along on a number of things and he will report on the website, social media and an ad opportunity in the New Mexico Adventure Guide for 2016.

Mr. Hayduk said with regards to the website, Ben Matthews worked on this project. They immediately identified where the website lived and what the particulars were, so that the website did not go down if the fees were not paid. He said the website was moved over to Brown Rice, which is a notable, reliable and affordable hosting company here in New Mexico. He said everything was transferred to them and everything is running smoothly.

Mr. Matthews said they have control of the website and they can do any updates that need to be made to the website. It is now out of the hands of the previous advertising agency.

Florence Jaramillo asked the Advertising Agency if they had any kind of budget that the Board can look at because they are already four months into the year and the Board has not seen anything.

Mr. Hayduk said they are working on a whole marketing plan and they have gone through the first iteration with County staff last week. In the meantime, there were certain things that needed to be dealt with immediately and the website was one of them and is being taken care of.

Chairman Berkenfield asked what the target date was for the completion of the marketing plan.

Mr. Hayduk said the marketing plan is now being reviewed by County staff and as soon as they get it back from them, he will have an opportunity to bring it before the Board.

Florence Jaramillo asked if County staff is voting on this and everything that the advertising agency is going to advertise, and not the Board Members who are businesses out on the field and who deal with the public and know what they want. The County does not know what the public wants.

Ms. Mihelcic said the County Manager wanted to see the marketing plan.

Chairman Berkenfield said it looks like the Board's role will be informational, rather than being creatively involved in the development of the marketing plan.

Mr. Flores said the creative involvement is a partnership and a collaboration but as far as the budget and the contract, that has been approved by the Board of County Commissioners. He said the role that was talked about at the Board September meeting, was that the oversight management of the advertising agency contract is with the County Manager.

Florence Jaramillo said the Board has always had the expenses or costs of the marketing plan broken down in terms of the budget and they made sure that the Advertising Agency stayed within the budget.

Mr. Flores said this is his responsibility.

Florence Jaramillo said they also wanted to make sure that the County advertised in areas opposite of what the City does because they do not want to duplicate advertising efforts and there will be dual advertising for the area.

Chairman Berkenfield noted that the new Advertising Agency has only been on board since September because the contract was not signed until September 1<sup>st</sup>.

Mr. Hayduk said as far as social, he would like Wendy Forbes to provide an update to the Board.

Ms. Forbes said they started a new Facebook page and they have collaborated on the Instagram account that was started on the hashtag: HowToSantaFe campaign. They have also started a new Twitter account: SantaFeNMTrue.

Ms. Mihelcic said for clarification, the previous Facebook page was shut down and this is why they started a new Facebook page.

Ms. Forbes demonstrated copies of advertisements. She noted that there are 138 followers on Instagram, 219 fans on Facebook and 58 followers on Twitter.

Mr. Griscom asked what the number of fans were for the previous Facebook page.

Ms. Forbes said 115 fans and they are now at 219 fans.

Florence Jaramillo asked if they are going to have New Mexico True on the advertisements.

Mr. Hayduk said yes.

Florence Jaramillo did not think that Santa Fe County needs that and questions why they have to use this, unless the State is giving funding for this. She noted that many people who are in business question what New Mexico True means, plus they do not like it.

Mr. Hayduk said he understands Florence's input and he can only speak from experience from what is happening with it and it is a brand about adventure and culture. Truly, Santa Fe County has great culture and the adventure of the things that happen, just like the presenters earlier reported.

He said the Department of Tourism is spending \$7.5 million telling people about the culture and adventure in New Mexico and so it makes smart marketing sense to capitalize on this and say Santa Fe County has great adventure and culture for the traveler. True is about the experience that travelers are going to have here, and the cities that have that campaign are seeing an increase in visitation to their communities, and it is actually energizing the communities to come forward and say that they and the travelers get it and that they are all in.

Mr. Hayduk said he has a visual presentation on this and why it is so important and he would be willing to share this with the Board.

Florence Jaramillo said she is concerned that Santa Fe will lose its identity.

Mr. Hayduk continued with his report noting that an opportunity came up that he did not want Santa Fe County to miss and that is the 2016 Adventure Guide. He noted that they had a deadline for agencies to be included in the Guide and advised Lisa Katonak of this and at that time, they felt that they needed to secure a space in the 2016 Adventure Guide and the Advertising Agency secured a space on behalf of the County. The creative image that will be used was viewed by the Board. The image was about the La Tierra Bike Trail.

Mr. Griscom asked when the Guide will come out.

Mr. Hayduk said it will come out in December. He noted that they print about 500,000 of the guides.

Chairman Berkenfield noted that Santa Fe County has advertised in this guide before. He said he is anxious to see the Marketing Plan, the objectives and the targeted audience. He asked the County to re-evaluate whether or not the signature on the ads is going to be Santa

Fe as opposed to Santa Fe County. He said the Board's objective has always been to drive people to Santa Fe County's website but this could drive them to the New Mexico True website.

Mr. Hayduk said this drives them to Santa Fe County's website.

Chairman Berkenfield asked if the media schedule will be part of the Marketing Plan.

Mr. Hayduk said yes.

Chairman Berkenfield asked if there is any advertising plans for the ski season.

Mr. Hayduk said yes.

Mr. Verruni asked if the Adventure Guide comes out every year and will it be distributed to all of the key markets.

Mr. Hayduk said yes.

Chairman Berkenfield asked if it will be a half-page ad.

Mr. Hayduk said yes.

Chairman Berkenfield asked what the cost of the ad is.

Mr. Hayduk said \$8800.

Mr. Verruni asked if they have any idea when the Board can see the Marketing Plan for 2016.

Ms. Katonak said as soon as it is finalized the County will circulate it to the Board Members.

Mr. Hayduk mentioned that he and Rich Verruni sit on the New Mexico Hospitality Association as ex-officios and the Association will be presenting the Top Hat (Hospitality and Tourism) Awards celebrating the Rising Stars of New Mexico True on Tuesday, November 10, 2015 at the Sheraton Albuquerque Uptown, 2600 Louisiana Blvd. NE, Albuquerque starting at 5:30 p.m. The Awards Banquet will start at 7:00 p.m. They will be celebrating the outstanding tourism and hospitality teams and individuals who have shown exceptional dedication to their organization and to the growth of tourism in New Mexico.

### **ADMINISTRATIVE**

#### **Next meeting date and location**

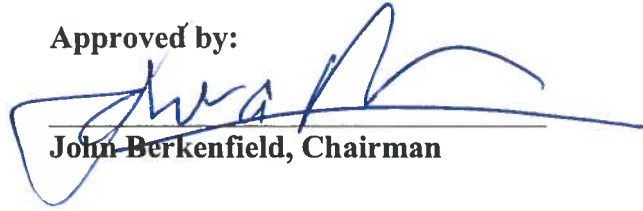
The next meeting was scheduled for December 17, 2015 at 10:30 a.m. at the Santa Fe County Administration Building, Legal Conference Room.



**ADJOURNMENT**

Having no further business to discuss, the meeting was adjourned at 11:50 p.m.

Approved by:

  
John Berkenfield, Chairman

Respectively submitted by:

*Jo Ann G. Valdez*, Stenographer

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 21ST Day Of December, 2015 at 10:20:50 AM  
And Was Duly Recorded as Instrument # 1782288  
Of The Records Of Santa Fe County

Witness My Hand And Seal Of Office  
Geraldine Salazar

Deputy *Lauren Hernandez* County Clerk, Santa Fe, NM



SFC CLERK RECORDED 12/21/2015