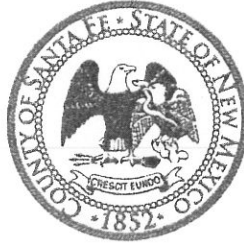


Daniel "Danny" Mayfield
Commissioner, District 1

Virginia Vigil
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3

CASE NO. V 11-5400



Kathy Holian
Commissioner, District 4

Liz Stefanics
Commissioner, District 5

Katherine Miller
County Manager

VARIANCE

JENNY COCQ, APPLICANT

ORDER

THIS MATTER came before the Board of County Commissioners (hereinafter referred to as "the BCC") for hearing on May 8, 2012, on the Application of Jenny Cocq (hereinafter referred to as "the Applicant") for a variance of Article III, Section 10 (Lot Size Requirements) of the Land Development Code to allow two dwelling units on 0.79 acres. The BCC, having reviewed the Application and supplemental materials, staff reports and conducted a public hearing on the request, finds that the Application is well-taken and should be granted, and makes the following findings of fact and conclusions of law:

1. The Applicant requests a variance of Article III, Section 10 (Lot Size Requirements) of the Land Development Code to allow two dwelling units on 0.79 acres.
2. The property is located at 131 County Road 84, in the vicinity of Jacona, within Section 12, Township 19 North, Range 8 East ("Property").
3. There are currently four dwelling units on the property. The structures consist of a main residence, a studio and a garage. The studio has been converted into a dwelling with a kitchen and bathroom facilities. The garage which was permitted on May 2, 1994, (Permit # 94-996) has been converted into a dwelling unit with the potential of having a second unit with kitchen and bath facilities.

4. The Applicant proposes to remove the kitchen facilities from the studio and bring it into compliance for its original purpose as a working artist studio/office. The Applicant also proposes to convert the two dwelling units within the garage into a single dwelling unit for a total of two dwelling units on the property.

5. In support of the Application, the Applicant stated that she is in agreement with staff's conditions.

6. Staff recommends the following conditions of approval:

A. Water use shall be restricted to 0.25 acre feet per year per home. A water meter shall be installed for each residence. Annual water meter readings shall be submitted to the Land Use Administrator by January ^{1st} of each year. Water restrictions shall be recorded in the County Clerk's Office.

B. The Applicant must obtain a development permit from the Building and Development Services Department for the second dwelling unit and the studio.

C. The Applicant shall provide an updated liquid waste permit from the New Mexico Environment Department with development permit Application.

D. The placement of additional dwelling units on the property is prohibited.

E. The Applicant shall comply with all Fire Prevention Division requirements.

F. No more than two electric meters shall be allowed on the property. Additional electric meters must be removed from the property.

7. Andrea Fisher spoke in favor of the Application. No members of the public spoke in opposition to the Application.

WHEREFORE the Board of County Commissioners of Santa Fe County hereby approves the request for a variance of Article III, Section 10 (Lot Size Requirements) of the Code to allow two dwelling units on 0.79 acres located at 131 County Road 84 subject to the conditions as stated in Paragraph 6.

IT IS SO ORDERED

This Order was approved by the Board of County Commissioners of Santa Fe County on this ____ day of July, 2012.

By: _____

Liz Stefanics, Chair

Attest: _____

Valerie Espinoza, County Clerk

Approved as to form:



Stephen C. Ross, County Attorney

DRAFT

development plan and the two-year time extension expires they could come in for a two-year time extension and go on with the final development plan.

COMMISSIONER MAYFIELD: Madam Chair, Mr. Larranaga, I guess my question is is let's say they miss that two-year window. Then do they have to start the process over again or can we just kind of say, we'll you guys missed that two-year window. Ask for your extension.

MR. LARRAÑAGA: Madam Chair, Commissioner Mayfield, I believe we passed an ordinance that allows them – well, I'd have to read that ordinance again, but if the two-year window expires then they may be able to qualify under the ordinance that allows them to come back on expired master plans. But I'm sure they would, on this occasion, keep up with it because they're already working on the development plan for the property.

COMMISSIONER MAYFIELD: Well, Madam Chair, and I'm going to go ahead and ask this question, and maybe it's not the right time to ask it, but I'm going to ask it on Santa Fe Canyon Ranch, if that master plan has expired and gone out the window. But I guess I'll save that for two weeks from now. Put that on my request. Thank you.

CHAIR STEFANICS: Thank you.

- XV. A. 3. **CDRC Case # V 11-5400 Jenny Cocq Variance. Jenny Cocq, Applicant, Matthew McQueen, (Attorney at Law), Agent, Request a Variance of Article III, Section 10 (Lot Size Requirements) of the Land Development Code to Allow Two Dwelling Units on .79 Acres. The Property is Located at 131 County Road 84, in the Vicinity of Jacona, within Section 12, Township 19 North, Range 8 East, (Commission District 1) Wayne Dalton, Case Manager**

WAYNE DALTON (Building & Development Services): Thank you, Madam Chair, Commissioners. Jenny Cocq, Applicant, Matthew McQueen, attorney at law, agent, request a variance of Article III, Section 10, Lot Size Requirements, of the Land Development Code to allow two dwelling units on .79 Acres. The property is located at 131 County Road 84, in the Vicinity of Jacona, within Section 12, Township 19 North, Range 8 East, Commission District 1).

There is currently four dwelling units on the property. The structures consist of a main residence, a studio and a garage. The studio has been converted into a dwelling unit with a kitchen and bathroom facilities. The garage, which was permitted on May 2, 1994, has been converted into a dwelling unit with the potential of having a second unit with kitchen and bath facilities.

On October 10, 2011 Code Enforcement received a complaint on the subject property saying the property owner was exceeding density on the property. On October 18, 2011 Code Enforcement conducted an inspection and observed multiple dwelling units on the property. Code Enforcement then issued a notice of violation to the property owner for exceeding density.

The applicant states that as a result of the lack of experience and some bad advice the applicant was encouraged to convert the two accessory structures into dwelling units. The applicant now understands and acknowledges that this was in error. The applicant proposes to remove the kitchen facilities from the studio and bring it into compliance for its original

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purpose as a working artist's studio/office. The applicant also proposes to convert the two dwelling units within the garage into a single dwelling unit for a total of two dwelling units on the property.

On March 15, 2012 the County Development Review Committee met and acted on this case. The decision of the CDRC was to recommend approval by a 4-2 vote.

Growth Management staff has reviewed this application for compliance with pertinent code requirements and find the project is not in compliance with County criteria for this type of request.

Hydrologic zone: This property is located within the traditional community of Jacona. Minimum lot size per code is .75 acres per dwelling. The two proposed dwelling units exceed the number of units allowed on the property.

Staff recommendation: Staff recommends denial of the variance from Article III, Section 10 of the Land Development Code. If the decision of the BCC is to approve the applicant's request staff recommends imposition of the following conditions. Madam Chair, may I enter those into the record?

CHAIR STEFANICS: Yes, you may.

[The conditions are as follows:]

1. Water use shall be restricted to 0.25 acre-feet per year per home. A water meter shall be installed for each residence. Annual water meter readings shall be submitted to the Land Use Administrator by January 1st of each year. Water restrictions shall be recorded in the County Clerk's Office. **(As per Article III § 10 and Ordinance 2002-13)**
2. The Applicant must obtain a development permit from the Building and Development Services Department for the second dwelling unit and the studio. **(As per Article II § 12)**
3. Prior to submitting for a Development Permit, an inspection must be conducted to ensure the additional kitchen facilities have been removed. This will consist of core filling drainpipes and capping all gas lines. Code Enforcement must be present at that time. **(As per Article III § 10)** [Removed at motion.]
4. The Applicant shall provide an updated liquid waste permit from the New Mexico Environment Department with Development Permit Application. **(As per Article III § 2.4.1.a.1(iv))**
5. The placement of additional dwelling units on the property is prohibited. **(As per Article III § 10)**
6. The Applicant shall comply with all Fire Prevention Division requirements. **(As per 1997 Fire Code and 1997 NFPA Life Safety Code)**
7. No more than two electric meters shall be allowed on the property. Additional electric meters must be removed from property. **(As per Article III § 10)**

CHAIR STEFANICS: Okay, so at this point we will hear from the applicant or the applicant's representative.

MATTHEW MCQUEEN: Madam Chair, members of the Commission, I'm Matthew McQueen. I'm here on behalf of Ms. Jenny Coq who's here with me. Mr. Dalton I

think has it right. We acknowledge the property is not in compliance. We're trying to do the right thing without giving up the entire investment that's been made to the property. We've been working through the process with County staff. I do have three additional letters of support if I may share those with you. [Exhibit 2]

CHAIR STEFANICS: Yes.

MR. MCQUEEN: These letters include – two of these letters are from the immediate neighbors to the property. There were five neighbors within the 100 foot radius, and we have the written support from three of them at this point. I would also like to call your attention to the aerial photograph that's in your packet. I think it's page 30. And this was something that was actually pointed out at the CDRC hearing, that if you look at the neighboring properties in this community the density on this lot is pretty consistent with the neighboring properties. We don't know what the structures are on the neighboring properties, whether they're residential or not, and I'm not suggesting that they're not permitted. We simply don't know. But the structures and density we're requesting on this property is consistent with community standards, although not the zoning standard.

We did receive the recommendation of the CDRC and we ask for your approval tonight. The applicant is happy to live with all the conditions recommended by County staff. We do have one request on condition #3 regarding the studio. The condition states that the sinks, or the drains should be backfilled. In the studio there is a large sink; it currently is configured as a kitchen sink. We're happy to remove all the kitchen facilities but that sink is still useful in the studio for washing brushes and things like that. And we would like to be able to keep that as part of the functioning studio. And that's all I have for you. I'm happy to answer any questions you might ask.

CHAIR STEFANICS: Thank you. Let's go to public hearing. We are now on the phase of public hearing for this case. Is there anyone in the audience that came to support or oppose? Anybody at all? So please come up so you all can be sworn in at once.

[Duly sworn, Andrea Fisher testified as follows:]

ANDREA FISHER: My name is Andrea Fisher. My address is #1 Jacona Plaza, Santa Fe, 87506. I live directly across the road from Jenny. I've been there for 38 years. She has been there for about 22. We've been friends ever since. She's been a good neighbor. I think what she has done on her property has always been in the best interest of the area. It's been done aesthetically beautifully. She has a beautiful adobe wall that surrounds everything and quite frankly, you can't even see any of her buildings from the road. And being right across the street I have absolutely no objection to what she is proposing here. Thank you.

CHAIR STEFANICS: Thank you for coming. Is there anyone else from the public who would like to speak? If not, the public hearing is closed. Commissioners, questions, comments?

COMMISSIONER MAYFIELD: Madam Chair.

CHAIR STEFANICS: Yes, Commissioner Mayfield.

COMMISSIONER MAYFIELD: Madam Chair, Mr. Dalton, kind of just staying in line with what I've been asking for in the past, can you give me some citations to your staff composed conditions please.

MR. DALTON: Madam Chair, Commissioner Mayfield, they are at the end of each condition in bold.

COMMISSIONER MAYFIELD: I apologize. Okay, there they are. Sorry, Mr. Dalton, Madam Chair. Let me just look at these real quick please.

CHAIR STEFANICS: While the Commissioner is looking I just want to let you know it's very helpful to have those there so that we know people are being treated fairly underneath our codes and regulations.

COMMISSIONER MAYFIELD: Madam Chair, I think the applicant had a question on – was it #3 you had a question on? So prior to submitting for development permit an inspection must be conducted to make sure that additional kitchen facilities have been removed. And again, I think they just want to keep the sink for the studio. Would staff have an issue with that?

MR. DALTON: Madam Chair, Commissioner Mayfield, on these structures that have been illegally converted into dwelling units what staff requires is that the core-fill the drain pipes. That makes it harder for a property owner to convert the structure back into a dwelling unit after staff conducts the inspection.

COMMISSIONER MAYFIELD: Madam Chair, Mr. Dalton, I'm not going to say my worry, but one concern that I have would be that those drain pipes could be intertwined with the adjacent property and by core-filling that you may be impeding the whole process to their sewer system.

MR. DALTON: Madam Chair, Commissioner Mayfield, what we do is we'll actually have them put some foam, pack some foam down the pipe, a foot, maybe foot and a half down the pipe and then core-fill it from there. So the actual foam stops the cement from going anywhere else.

COMMISSIONER MAYFIELD: Madam Chair, Mr. Dalton, just a question, maybe it's for staff and maybe, excuse me, for Mr. Ross. Maybe it's something we're going to address future on in the code. I don't know how many folks individually reside in this one residence or in the actual different residences that this individual has, but for me, so I understand, and I'm going to use me as an example and it's probably a bad thing to do. I'm a family of three right now living in my household. So what is the difference in Santa Fe County's position if you have two dwelling units, arguably, and you have maybe one person living in one and one person living in two, to where you have one dwelling unit where you have five or six people living in one dwelling unit? They're using more water, they're using arguably more resources. Where is that in the code? Is that addressed anywhere?

MR. DALTON: Madam Chair, Commissioner Mayfield, I don't believe that's addressed anywhere in the code regarding that type of issue.

PENNY ELLIS-GREEN (Deputy County Attorney): Madam Chair, Commissioner Mayfield, no. I don't believe that is regulated by the code. The code regulates dwelling units and that's what we permit. It would be very difficult for us to be able to go to houses from here on out to see how many people are living in the house. So even if there were just one person living in a house, like a second dwelling unit today, that doesn't mean that from here on out there will only be one person. We regulate the dwelling unit or an accessory structure and an accessory structure cannot be used for dwelling purposes.

COMMISSIONER MAYFIELD: Thank you, Madam Chair and thank you. I'll just address that later I guess. It's just one of my maybe philosophical differences that I have with where we're going with the code. With that, Madam Chair, thanks to staff for bringing this forward. I have no other further questions.

CHAIR STEFANICS: Thank you. So what, Commissioner Mayfield, do you have a preference for what you'd like to do with condition #3?

COMMISSIONER MAYFIELD: Madam Chair, as far as my preference, I guess staff is citing this as per the article.

CHAIR STEFANICS: I'll move to remove condition #3.

COMMISSIONER MAYFIELD: Thank you.

CHAIR STEFANICS: But there needs to be a second.

COMMISSIONER ANAYA: Second.

COMMISSIONER MAYFIELD: I don't know if there's other questions from the Commission but with that I'll just move approval of – let me see. How does staff – staff recommended denial so I'll move approval of the applicant's request to allow this variance.

CHAIR STEFANICS: And I'll second. Is there any further discussion?

COMMISSIONER ANAYA: Madam Chair, is that approval with removal of condition #3?

COMMISSIONER MAYFIELD: With removal of condition #3 and acceptance of conditions 1, 2, 4, and 5. Seven, I'm sorry.

COMMISSIONER ANAYA: So Madam Chair, essentially, we're going from four dwelling units to two?

COMMISSIONER MAYFIELD: Madam Chair, Commissioner Anaya, that's correct.

COMMISSIONER ANAYA: Thank you, Madam Chair.

CHAIR STEFANICS: Any further discussion? Is that clear what we did?

COMMISSIONER MAYFIELD: Madam Chair, I'll restate the motion.

CHAIR STEFANICS: We're going to restate.

COMMISSIONER MAYFIELD: Madam Chair, thank you. Madam Chair, I move for approval of the applicant's request with staff conditions 1, 2, 4, 5, 6, and 7.

CHAIR STEFANICS: And I have seconded that.

COMMISSIONER ANAYA: Madam Chair, could I ask a question?

CHAIR STEFANICS: Yes, Commissioner Anaya.

COMMISSIONER ANAYA: Madam Chair, Chief, what other items are we going to ask for in this particular condition #6. The applicant shall comply with all fire prevention division requirements per 97 Fire Code and 97 NMFPA. Is there something else they're going to have to do?

BUSTER PATTY (Fire Prevention): Madam Chair, Commissioner Anaya, at this point we have not reviewed the property completely but with these dwellings that are already existing there probably won't be any other requirements unless there happens to be a real access problem.

COMMISSIONER ANAYA: Is there an access problem?

CAPTAIN PATTY: I've not reviewed this. Like I say, we've not seen this.

COMMISSIONER ANAYA: Okay. So you're going to go look at the access?

CAPTAIN PATTY: Yes.

COMMISSIONER ANAYA: Okay. Thank you, Madam Chair.

The motion passed by unanimous [3-0] voice vote. [Commissioners Holian and Vigil were not present for this action.]

MR. MCQUEEN: Madam Chair, if I may, I'd like to thank the Commission. I'd also like to thank Mr. Dalton and his staff. They've been very thorough and very professional throughout.

CHAIR STEFANICS: Thank you very much. Thank you for being here. And thank you to Land Use staff for that.

XIV. B. Commissioner Issues and Comments (Non-Action Items)

CHAIR STEFANICS: Commissioners, before we would move into executive session I realized that I forgot item XIV. D. Commissioner Issues and Comments, non-action items. So at this time I'd like to take any comments from the Commissioners. Commissioner Anaya. Commissioner Mayfield

COMMISSIONER MAYFIELD: Madam Chair, just one, and I just want to thank Pego Guerrerortiz for joining me on short notice last night on a community meeting in the Chupadero area. Those folks are experiencing some water problems right now with their wells. With that, we did go to that meeting last night. They are asking for some help but we did let them know of the recent resolution that Santa Fe County passed, but I did also speak with the community last night. So did Mr. Guerrerortiz.

I think the Rural Water Association District for some questions was there to answer for the state. They talked about maybe doing some well reclamation as far as cleaning that out. But with that, Madam Chair, and again, staying with what Mr. Ross requires us to stay within I would just ask that if staff could work with the Chupadero Water Association, if there's means to assist them with some potable water now. One suggestion that I would ask, I don't know what type of cost this would incur the County but we do have the Rio en Medio Community Center who is on a different water system, but if we could at least make that facility available to them so they could just drive up the hill and get some potable water to cook with and to drink I would appreciate that if that's not too much of an inconvenience. And also if you all could maybe look at how you operate with taking the water buffalo out there or anything.

MR. LEIGLAND: Madam Chair, Commissioners, yes. We've outlined a whole series of things we can do in the immediate and long term, so they're having a meeting again on the 21st and I will be there then, so I think we're prepared to help them however things turn out.

CHAIR STEFANICS: Thank you, Mr. Leigland.

COMMISSIONER MAYFIELD: Thank you, Mr. Leigland. And just for this, and I thought about this last night and I kind of asked, what's an emergency recovery plan when this happens. I think you brought to me, Mr. Leigland, we arguably have like 42, 43, different types of water authorities. Some at times may be in trouble, some may not but we just experienced the Canoncito issue. I think we experienced one a little earlier today, but is it out of the realm of Santa Fe County to try to help these folks, at least with the development of a plan, to say, look, if you're in trouble with your water, for whatever reason, this is kind of a checklist of maybe what you should do. You go here for this type of emergency funding. Maybe you try to reduce use. I just don't know if Santa Fe County has any type of this

Memorandum

To: Santa Fe Board of County Commissioners
From: Evelyn F. Valencia, Senior Accountant *EV*
Via: Teresa C. Martinez, Finance Director *TCM*
Date: July 10, 2012
Re: *Presentation of the Santa Fe County Advertising & Promotional Efforts Summary from Impressions Advertising*

ISSUE:

The Santa Fe County Finance Division brings forward a presentation from Impressions Advertising, specific to advertising efforts funded by Lodgers Tax revenue. Impressions Advertising is responsible for the Advertising and Promotional Services for Santa Fe County via oversight by the Lodger's Tax Advisory Board and Santa Fe County.

BACKGROUND:

This presentation includes an overview of the advertising and promotional efforts agreed upon through the advice of the Lodgers' Tax Board in FY2012 and a sampling of what is forthcoming in FY2013. The efforts were advertised in targeted geographic areas with the overall goal of enticing the audience to travel to New Mexico, more specifically, Santa Fe County and create a visual of what the County has to offer as a vacation destination.

RECOMMENDATION:

The Finance Division requests your time and attention to the presentation today by Russ Rountree, President of Impressions Advertising.



TO: Santa Fe Board of County Commissioners
FROM: Russ Rountree, Impressions Advertising
DATE: July 10, 2012
RE: Lodgers' Tax Marketing/Advertising Promotion

The following packet contains marketing information regarding efforts that Impressions Advertising has (and is) undertaking in promoting visitation to Santa Fe County. Included in this document are the FY12 Budget and Media Plan as well as some samples of the ads that have run to promote tourism to Santa Fe County.

BACKGROUND

There are nearly 20 lodging properties found in Santa Fe County. These properties create a total inventory of approximately 400 rooms. Overnight guests at the properties generate Lodgers' Tax (in Santa Fe County the tax is 4% on the overnight room charges), a portion of which by statute, is used to fund the advertising and promotion campaign.

Santa Fe County's tourism promotion includes ads in travel and lifestyle publications, in-state broadcast/cable placement, online marketing, social media, a comprehensive web site, public relations activities and fulfillment effort. The campaign entices visitors to tour Santa Fe County and discover attractions and events that lie within the County's 2,000 square mile border.

The audience that is targeted as potential visitors to Santa Fe County are adults between the ages of 35 and 64 with annual household incomes (HHI) of more than \$70,000. The primary areas that County tourism promotion seeks to attract visitors from focuses on residents that live in regional "Drive Market" states, normally defined as a 600-mile radius with one overnight stop from Santa Fe (these include Texas, California, Colorado, Arizona and Oklahoma) and New Mexico residents.

A media plan is created specifically for Santa Fe County based on demographics and psychographics of the County's target market. The FY12 plan consisted of 13 print ads, 5 months of cable TV ads, 8 monthly web banner ads and 10 online ads. All of these advertisements collectively had an estimated reach of approximately 9,250,000 people.



In addition to paid media placements, the County has a consistent public relations plan to create awareness of attractions and events found in the county. Not only are monthly releases distributed, but also newsworthy items (e.g. significant snowfall at the Ski Santa Fe basin, updates on wildfires, etc) of interest to travelers are distributed as warranted. The press relations campaign targets regional and national print and electronic media and fulfillment of requests from press to facilitate coverage of attractions and events in Santa Fe County.

The County's travel web site (SeeSantaFe.org) is the main instrument to deliver information about lodging, attractions, activities and events found in Santa Fe County. All County lodging properties are represented on the web site.

Other marketing materials used by Santa Fe County to promote tourism include online marketing (email blasts and e-postcards) in addition to a County tourism brochure.

BRAND POSITIONING

The campaign developed in FY12 utilized an advertising tagline of "Santa Fe County – The Real Santa Fe" (samples are attached). The creative executions touch on the myriad of attractions and events in Santa Fe County. The ads play on the adventure of the travel experience and provide an excellent tie-in to more information for potential visitors that is posted to the web site.



FY12 MARKETING RESULTS

- Increase in Lodger's Tax collections of 2.13% for FY 12 (\$321,556.24) over FY 11 (\$314,858.09)*
*(adjusted for July-April)

- Increase in the collective Occupancy Rate for County lodging properties of 8.5% for FY 12 (49.0%) over FY 11 (45.2%)**
**(adjusted for July-May)

- Decrease in website inquiries of 1% for FY 12 (25,366) over FY 11 (25,622)

- Increase in website user sessions of 6% for FY 12 (31,665) over FY 11 (29,765)

IMPRESSIONS ADVERTISING

Impressions Advertising Inc., based in Santa Fe, New Mexico, was founded in 1985 as a full service advertising, design and public relations agency. Our company creates magazine and newspaper ads, audio/visual projects, television commercials, logos, brochures, catalogs, online projects, media and marketing plans, annual reports and implement public relations campaigns, as well as a variety of other services.

Impressions has worked on tourism promotions since its inception creating advertising, marketing plans and special projects for many of the businesses within Santa Fe County's hospitality industry. We have served as the agency of record for Santa Fe County, the Las Cruces Convention & Visitors Bureau, the Sandoval County Regional Tourism Association, the Eight Northern Indian Pueblos Council and the Santa Fe Convention & Visitors Bureau (CVB).



Impressions has received numerous local and national marketing and advertising awards including:

- National awards, a Telly and a Mobius, for a television commercial produced by Impressions for the Santa Fe CVB
- “Adrian” awards for advertising promotion excellence as selected by the Hospitality Sales and Marketing Association International
- American Advertising Federation awards and many Citations of Excellence

The award-winning quality and proven performance of our staff’s work in tourism promotions has been depended upon by the Santa Fe hospitality industry for more than 20 years. Impressions has grown in its abilities and reputation for customer service and creative solutions, keeping abreast of marketing trends and technological advances.

The mission of Impressions Advertising, Inc. is to be an industry leader in marketing communications services and to advance the overall interests of its clients in the global marketplace. To fulfill this mission, Impressions will continue to offer high-quality, cost-effective services and focus its attention on providing our clients with creative solutions and excellent customer service. Impressions has learned how to make the most of what we have been given and is proud for the privilege to present Santa Fe County to the world.

If you should have questions or comments regarding the County’s promotional efforts, you may always contact me at 988-1402 or Russ@ImpressionsAdv.com.



IMPRESSIONS
ADVERTISING

Budget for FY2012

Line Item	SFC Contract	Budget	DOT Match	Percentage of
	\$300,000	\$300,000	\$0	Total Budget
Gross Receipts Tax		\$23,000		7.67%
Media		\$177,535	% of Media Budget	59.18%
National Leisure Travel	\$77,417		44%	
In-State Leisure Travel	\$24,425		14%	
On-Line Marketing	\$75,693		43%	
Account Service		\$20,000		6.67%
Production		\$26,000		8.67%
Web		\$18,075		6.03%
Production	\$17,775			
Hosting	\$300			
Public Relations		\$18,500		6.17%
Fulfillment		\$11,600		3.87%
Postage	\$100			
Handling	\$100			
Phones	\$1,000			
Voice Mail	\$250			
Storage	\$1,650			
Brochure Distribution	\$3,500			
Fulfillment Administration	\$5,000			
Printing		\$2,500		0.83%
Photography		\$1,400		0.47%
Other Production/Miscellaneous		\$300		0.10%
TOTALS		\$298,910		99.64%
		\$1,090 Under/(Over)		-0.36%



Media Plan for FY2012

NATIONAL LEISURE TRAVEL

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
2012 New Mexico Travel Planner Circ: 500,000 - 1/6 page 4-c							X					
Arthur Frommer's Budget Travel Circ: 575,000 - 1/6 page 4-c									X			
Home & Away Circ: 295,023 - 1/3 page 4-c (OK & Mpls. editions) *Oct placement = 1/6p 4-c				X					X			
New York Times Magazine Circ: 1,681,111 - 1/9 page 4-c "T Travel"			X								X	
Oklahoma Today Circ: 38,500 - 1/2 page, 4-c					X				X			
Southern Living SW Circ: 640,000 - 4" 4-c Travel Directory				X					X			
Southwest Airlines Spirit Circ: 400,000 - 1/4 page, 4 c Travel Planner											X	
Sunset Circ: 425,000 - 1/6 page 4-c (So. Cal & SW editions)				X						X		

IN-STATE LEISURE TRAVEL

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
Television (Broadcast/Cable)			X	X					X	X		X

ON-LINE CAMPAIGN

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
Denver Travel Email		X	X		X				X			
Dallas Travel Email		X	X		X		X	X	X			
Dallas Web Banner										X		X
OK City Web Banner								X		X	X	
Denver Web Banner										X	X	X



IMPRESSIONS
ADVERTISING

Creative for FY2012



The Real Santa Fe

it's awesome!

Forget cowboy boots and turquoise jewelry. Discover fishing, mountain biking, camping, ancient ruins, Native American pueblos, pine and aspen-filled forests, the acclaimed Santa Fe Opera, skiing, an authentic Japanese spa, and New Mexico's only 5-star resort. Santa Fe County—the Real Santa Fe.

*...find it
in Santa Fe County*

 call or click for a free
santa fe county brochure 

1-800-548-8272 | SeeSantaFe.org



The Real Santa Fe

it's tradition!

Forget cowboy boots and turquoise jewelry. Discover fishing, mountain biking, camping, ancient ruins, Native American pueblos, pine and aspen-filled forests, the acclaimed Santa Fe Opera, skiing, an authentic Japanese spa, and New Mexico's only 5-star resort. Santa Fe County—the Real Santa Fe.

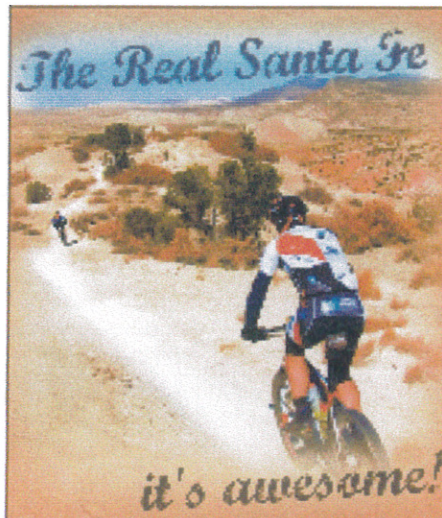
*...find it
in Santa Fe County*

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santa fe county brochure 

1-800-548-8272 | SeeSantaFe.org



IMPRESSIONS
ADVERTISING



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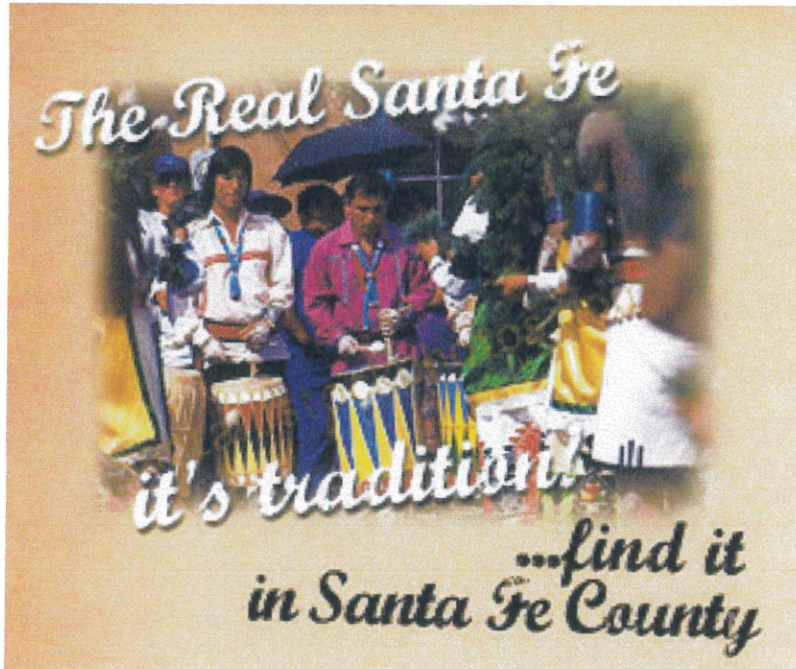
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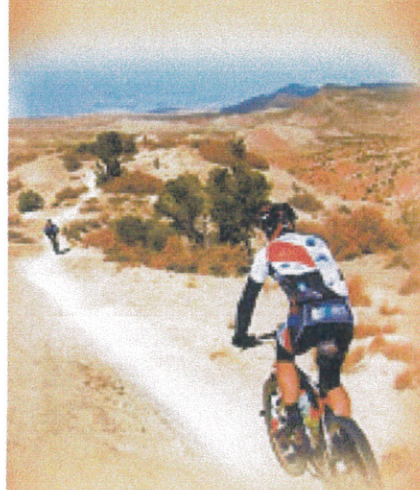


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Commissioner, District 1

Virginia Vigil
Commissioner, District 2

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Commissioner, District 3



Kathy Holian
Commissioner, District 4

Liz Stefanics
Commissioner, District 5

Katherine Miller
County Manager

MEMORANDUM

DATE: July 10, 2012

TO: Board of County Commissioners

Cc: Katherine Miller, County Manager

FROM: Teresa Martinez, Finance Director *TM*

SUBJECT: Request Approval of a Resolution for a Budget Increase for the Regional Transit Gross Receipts Tax Fund (202)

BACKGROUND:

Santa Fe County, which is a member of the North Central Regional Transit District, enacted the Regional Transit Gross Receipt tax effective July 1, 2009. Santa Fe County receives this tax monthly and then forwards the entire amount to the North Central Regional Transit District. A budget of \$3,845,000 was included for fiscal year 2012; however, the actual gross receipts taxes received are \$126,276 higher than estimated.

RECOMMENDATION:

The Finance Division requests approval of a budget resolution to increase the budget in the amount of \$126,276 for the Regional Transit Gross Receipts Tax Fund (202) to the total amount of gross receipts taxes that have been received for fiscal year 2012.

SANTA FE COUNTY

RESOLUTION 2012 - _____

A RESOLUTION REQUESTING AUTHORIZATION TO MAKE THE BUDGET ADJUSTMENT DETAILED ON THIS FORM

Whereas, the Board of County Commissioners meeting in regular session on July 10, 2012, did request the following budget adjustment:

Department / Division: Growth Management Fund Name: Regional Transit Fund (202)

Budget Adjustment Type: Budget Increase Fiscal Year: 2012 (July 1, 2011 - June 30, 2012)

BUDGETED REVENUES: (use continuation sheet, if necessary)

FUND CODE XXX	DEPARTMENT/DIVISION XXXX	ACTIVITY BASIC/SUB XXX	ELEMENT/OBJECT XXXX	REVENUE NAME	INCREASE AMOUNT	DECREASE AMOUNT
202	0535	311	0210	Regional Transit Gross Receipts Tax	\$126,276	
TOTAL (if SUBTOTAL, check here)					\$126,276	

BUDGETED EXPENDITURES: (use continuation sheet, if necessary)

FUND CODE XXX	DEPARTMENT/DIVISION XXXX	ACTIVITY BASIC/SUB XXX	ELEMENT/OBJECT XXXX	CATEGORY / LINE ITEM NAME	INCREASE AMOUNT	DECREASE AMOUNT
202	0535	454	7090	Other Operating Costs / Misc. Costs	\$126,276	
TOTAL (if SUBTOTAL, check here)					\$126,276	

Requesting Department Approval: _____ Title: _____ Date: _____

Finance Department Approval: Jessica Markley Date: 6/20/12 Entered by: _____ Date: _____

County Manager Approval: _____ Date: _____ Updated by: _____ Date: _____

SANTA FE COUNTY

RESOLUTION 2012 - _____

ATTACH ADDITIONAL SHEETS IF NECESSARY.

DEPARTMENT CONTACT: Name: Teresa Martinez Dept/Div: Finance Phone No.: 986-6375

DETAILED JUSTIFICATION FOR REQUESTING BUDGET ADJUSTMENT (If applicable, cite the following authority: State Statute, grant name and award date, other laws, regulations, etc.):

- 1) Please summarize the request and its purpose.
 Request is to increase the budget for the Regional Transit Gross Receipts Tax to the total amount that was received for Fiscal Year 2012 by the County which is then forwarded to the North Central Regional Transit District.

a) Employee Actions

Line Item	Action (Add/Delete Position, Reclass, Overtime)	Position Type (permanent, term)	Position Title

b) Professional Services (50-xx) and Capital Category (80-xx) detail:

Line Item	Detail (what specific things, contracts, or services are being added or deleted)	Amount

- 2) Is the budget action for RECURRING expense or for NON-RECURRING (one-time only) expense _____

SANTA FE COUNTY

RESOLUTION 2012 - _____

ATTACH ADDITIONAL SHEETS IF NECESSARY.

DEPARTMENT CONTACT:

Name: Teresa Martinez Dept/Div: Finance Phone No.: 986-6375

DETAILED JUSTIFICATION FOR REQUESTING BUDGET ADJUSTMENT (If applicable, cite the following authority: State Statute, grant name and award date, other laws, regulations, etc.):

- 3) Does this request impact a revenue source? If so, please identify (i.e. General Fund, state funds, federal funds, etc.), and address the following:
 - a) If this is a state special appropriation, YES _____ NO X
If YES, cite statute and attach a copy.
 - b) Does this include state or federal funds? YES _____ NO X
If YES, please cite and attach a copy of statute, if a special appropriation, or include grant name, number, award date and amount, and attach a copy of a award letter and proposed budget.
 - c) Is this request is a result of Commission action? YES _____ NO X
If YES, please cite and attach a copy of supporting documentation (i.e. Minutes, Resolution, Ordinance, etc.).
 - d) Please identify other funding sources used to match this request.
There are no other funding sources to match this request.

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NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Santa Fe County that the Local Government Division of the Department of Finance and Administration is hereby requested to grant authority to adjust budgets as detailed above.

Approved, Adopted, and Passed This 10th Day of July, 2012.

Santa Fe Board of County Commissioners

Liz Stefanics, Chairperson

ATTEST:

Valerie Espinoza, County Clerk