



CITY CLERK'S OFFICE
Agenda DATE 3/25/15 TIME 9:44a
PREPARED BY Cyndi Catanach
REVIEWED BY [Signature]

**-AMENDED-
OCCUPANCY TAX ADVISORY BOARD
MARCH 26, 2015 – 3:00 P.M.
CITY HALL COUNCIL CHAMBERS**

-
- 3:00 p.m. Regular Meeting
- I. Procedures:
- a. Call to Order
 - b. Approval of Agenda
 - c. Approval of Minutes February 26, 2015
- 3:05 p.m.
- II. Lodgers Tax Update –
- a. Lodger's Tax update – Oscar Rodriquez
- III. Projects Update –
- a. Parks and Recreation - Rob Carter
- IV. Miscellaneous Updates –
- a. Southside Coalition – Victoria Bruneni
 - b. Communication of Tourism Activities – Randy Randall
- 3:30 p.m.
- V. CVB Activity Reports:
- a. Sales Report – David Carr
 - b. Marketing Report – Randy Randall
 - c. Executive Director Report - Randy Randall
- 3:45 p.m.
- VI. Other Business
- a. OTAB Grant Reviews for April 1, 2015 – Randy Randall
- 4:00 p.m.
- VII. Adjournment

The next regularly scheduled meeting will be held on April 30, 2015
at the Santa Fe Community Convention Center at 3:00 p.m.



Agenda

CITY CLERK'S OFFICE

DATE 3/18/15 TIME 9:26am

PREPARED BY Cynthia Catangch

RECEIVED BY Maria Hartig

OCCUPANCY TAX ADVISORY BOARD MARCH 26, 2015 – 1:30 P.M. CITY HALL COUNCIL CHAMBERS

1:30 p.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes February 26, 2015

1:35 p.m.

II. Lodgers Tax Update –

- a. Lodger's Tax update – Oscar Rodriquez

III. Projects Update –

- a. Parks and Recreation - Rob Carter

IV. Miscellaneous Updates –

- a. Southside Coalition – Victoria Bruneni
- b. Communication of Tourism Activities – Randy Randall

2:15 p.m.

V. CVB Activity Reports:

- a. Sales Report – David Carr
- b. Marketing Report – Randy Randall
- c. Executive Director Report - Randy Randall

2:35 p.m.

VI. Other Business

- a. OTAB Grant Reviews for April 1, 2015 – Randy Randall

2:45 p.m.

VII. Adjournment

The next regularly scheduled meeting will be held on April 30, 2015
at the Santa Fe Community Convention Center at 1:30 p.m.

SUMMARY INDEX
CITY OF SANTA FÉ
Occupancy Tax Advisory Board
March 26, 2015

<u>ITEM</u>	<u>ACTION TAKEN</u>	<u>PAGE(S)</u>
I. Procedures		
a. Call to Order	Quorum present	
b. Approval of Agenda	Approved as presented	1-2
c. Approval of Minutes - February 26, 2014	Approved as presented	2
II. LODGERS TAX UPDATE		
a. Lodgers' Tax Update	Report by Randy Randall	2
III. Projects Update		
a. Parks and Recreation	Postponed	2-3
IV. Miscellaneous Updates		
a. Southside Coalition	Nothing to report	3
b. Communication of Tourism Activities	Update by Randy Randall	3-4
V. CVB ACTIVITY REPORTS		
a. Sales Report – David Carr	Reported by David Carr	4
b. Marketing Report - Cynthia Delgado	Reported by Randy Randall	4-5
c. Executive Director Report - Randy Randall	Reported by Randy Randall	5-6
VI. OTHER BUSINESS		
a. OTAB Grant Reviews for April 1, 2015	Discussion	7
b. Other Matters	Discussion	7-8
VII. ADJOURNMENT		
	Adjourned at 4:15 p.m.	8

MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD

March 26, 2015
3:00 p.m.

I. PROCEDURES

A. CALL TO ORDER

A regular meeting of the City of Occupancy Tax Advisory Board was called to order by Chair Paul Margetson on this date at approximately 3:00 p.m. in City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fé, New Mexico.

ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present:

Paul Margetson, Chair
Victoria Bruneni
Al Lucero
Elizabeth Pettus
Jon Hendry

Members Absent:

Staff Present:

Randy Randall, Executive Director
Blake Jackson, Marketing Coordinator
David Carr, Sales Director
Cyndi Catanach, TSF Staff

Others Present:

Elizabeth Martin, Stenographer

B. APPROVAL OF AGENDA

Mr. Lucero moved to approve the agenda as presented.

Mr. Randall noted that Rob Carter could not be at the meeting today because of a strategic planning session for Parks and Recreation. Mr. Rodriguez is in budget meetings so he would update the lodger's

tax.

Ms. Pettus seconded the motion and it passed by unanimous voice vote.

C. APPROVAL OF MINUTES - February 26, 2015

Mr. Lucero moved to approve the minutes of February 26, 2015 as presented. Ms. Pettus seconded the motion.

Chair Margetson had some questions page 3 where it talked about the column.

Mr. Randall explained they would have to pay for two pages.

Mr. Lucero asked how the Chamber got double.

Mr. Randall said it was a trade out for membership.

Ms. Pettus referred to page 4 and had a question on lodger's tax to debt service. She didn't see this provision in the ordinance that put OTAB into existence.

Mr. Randall clarified that the first 5 points for the lodger's tax falls under the ordinance. There was an amendment to collect 2% for debt service.

Chair Margetson said the page 4 part going to debt service happens immediately. We have already been doing that

Mr. Randall said was fine to leave that in the minutes. It was what they have been doing. It is up to us to determine how we spend it.

The motion to approve the minutes passed by unanimous voice vote.

II. LODGERS TAX UPDATE

a. Lodger's Tax Update – Randy Randall

Mr. Randall said the report in the packet is through January. He went through the report. There is a 16% increase over the prior year.

III. PROJECTS UPDATE

a. Parks and Recreation – Rob Carter

The update was postponed since Mr. Carter could not be present.

IV. MISCELLANEOUS UPDATES

a. Southside Coalition – Victoria Bruneni

Ms. Bruneni said she had nothing to report.

Mr. Randall asked if this item should be a standing item on the agenda or from time to time.

Chair Margetson said it should be from time to time but asked for him to put it on for next month.

b. Communication of Tourism Activities – Randy Randall

Mr. Randall said they were to discuss having a column once a month in the New Mexican. It is one of the communication tools he would like to use within the community. He has asked a new company to include a piece in their plans of how we can better communicate within the community.

Ms. Bruneni wondered if it would be worthwhile to pursue the Chamber's 2-page insert to see if we can put something there.

Chair Margetson thought it was a wonderful opportunity to spread the word.

Mr. Randall said he was appearing monthly on the Richard Eaves show.

Chair Margetson asked about the Tourism issue.

Mr. Randall said it was disbanded for lack of interest.

Ms. Pettus said they should approach NOW Magazine.

Mr. Randall said he would be happy to talk to Bruce. Through the Guide we have a strong relationship.

V. CVB ACTIVITY REPORTS

a. Sales Report – David Carr

Mr. Carr reported sales were up from last February. We are down on the social side and he was working on that to find out why.

Mr. Carr reported a total of 7 bookings larger than last year. He commented that there are more rooms this year. His report is in the packet.

Chair Margetson asked what "social" was.

Mr. Carr said it referred to any social one-day events.

Mr. Carr added that room nights were good for the first quarter.

Mr. Carr attended a meeting in Colorado. Three hotels participated and it was a success.

He added a sales temp, Julia Furry. She is prospecting into the DC area and has four leads from that.

Mr. Carr reported that next month he has a lot of travel on the calendar.

Mr. Hendry commented that last time the Board talked about hotels on the other side of the tracks, the City budget and the MRC, High Altitude training and the NY soccer team is coming here. That should be highlighted.

Mr. Randall thanked him for the great idea. Human resources are the problem at this time. It's the kind of thing we could use Julia for in prospecting.

Mr. Hendry suggested getting someone from Parks to come over here to work with the staff. If you help them, they should send their person over to work with you.

Mr. Lucero asked if Mr. Carr could separate out the social, art, trade, etc.

Mr. Carr said he broke it out on other pages.

Mr. Randall said they would stop using the word "social" and come up with a new name. It was left over from hotels.

Chair Margetson asked about having the park guy report.

Mr. Carr said they had the German Olympic swimming team here for high altitude training.

b. Marketing Report – Randy Randall

Mr. Randall said Ms. Delgado is on travel. The Marketing Report is in the packet. He introduced Mr. Blake Jackson who has joined the team. Mr. Jackson has lived here since 2012. He came from Los Alamos Chamber of Commerce and is getting up to speed.

Chair Margetson asked if he had a job description,

Mr. Jackson said it is social media marketing.

Chair Margetson welcomed him. He asked if the Board could get the marketing report prior to the meeting.

Mr. Randall agreed to do it.

Ms. Pettus asked what an "organic impression" was.

Mr. Jackson said it is one that is not paid.

Mr. Randall explained the difference between paid and unpaid.

Mr. Randall said they had 64 applicants and Blake Jackson was their first choice.

The Board briefly discussed television and movie activity in Santa Fe.

c. Executive Director Report – Randy Randall

Mr. Randall said the Board's new nameplates were made by the prison.

Mr. Randall said his report was in the packet

Mr. Randall reported that the City is in the budget process now. Tourism was reviewed yesterday afternoon. There is support for a \$1 million increase in tourism. He briefly described the programs to be included and mentioned Summer of Color for coordinator; museums and the private sector side, theater production groups, a trifecta of three art groups with \$150,000 for that. The rest of the Community Convention Center increase is for two positions and four positions for the Convention and Visitor Bureau and one additional for the visitors' center on the Plaza. He will share the details of the agreement next time. The budget would cover the debt on the convention center. It also includes a sales incentive fund and \$350,000 of advertising.

Mr. Chair Margetson said it is brilliant to have a visitor's center on the Plaza.

Mr. Randall said Bienvenidos has been invited to join us. They will decide if they want to provide labor support to our two people.

Mr. Hendry asked if the center would have bathrooms.

Mr. Randall said the arcade would close at 6 so the center will as well.

Chair Margetson asked if the bathrooms are in the arcade

Mr. Randall agreed there are but they are not open to the public.

Mr. Hendry pointed out how important it was to have them.

Chair Margetson said the uptake is tremendous and a PR challenge/

Mr. Randall said the budget still needs Council approval.

Ms. Bruneni said the additional sales person is crucial and suggested everyone call the Councilors

Mr. Randall agreed. He has explained it to the Councilors by meeting and talking with them

Mr. Randall briefly related the need for authenticity of products. The State is starting a certified true program that promises that the item is made in New Mexico. We trying to say if promoted, to be something it has to be. He agreed to bring a draft of the program when it is ready.

Mr. Randall had a creative brief. On April 8th the preliminary thoughts would be back from them. They agreed to the overall format and by sometime in May would have a community meeting.

Chair Margetson asked if the Department would be paying the summer interns.

Mr. Randall agreed they would pay the minimum wage.

Mr. Randall asked the members to look at santafe.org, the website which looks better now.

Mr. Randall said the visitor's center at the Convention Center has a solar powered station to charge phones.

Ms. Bruneni noted that 71% of the employees who work downtown come from district 3 and 4

VI. OTHER BUSINESS

a. OTAB Grant Reviews for April 1, 2015 – Randy Randall

Mr. Randall announced that on April 1st the reviews for OTAB funding would take place. They will have the whole calendar year to spend the grant.

Mr. Lucero asked if they were having a meeting to do that/

Mr. Randall agreed. They would meet in the Tesuque Room at 1:30. Each applicant would have 10 minutes to present, 10 minutes to discuss, and then the Board would have 10 minutes to chat about the priorities. It would be an open meeting and recorded if required.

Mr. Randall also reported that the talked with the Arts Commission Director. There are some organizations who have requested funding from both organizations in the same year. Both fund sources are lodger's tax money. They decided that an applicant can apply to both but not receive funds from both. They both agreed it would be wrong to double dip into lodger's tax pool of funds for two grants.

Mr. Randall said this would be a new policy the Board would need to vote on. It might not be fair to not allow these two this year who have received funding but it should be made a rule for next year and thereafter. He agreed to write out the policy and bring it next month for approval.

Other Matters:

Mr. Randall recommended asking David Griscom, the Economic Development Director for the County to be made an ex officio member of the OTAB. If the Board could do that today he would take it forward to City Council. It would move up the idea of shared marketing by a mile. The County doesn't have a tourism organization like the City has.

Mr. Lucero moved to approve the Santa Fe County Economic Development Director an ex officio member of OTAB. Ms. Bruneni seconded the motion and it passed by unanimous voice vote.

Ms. Pettus excused herself from the meeting.

Mr. Lucero announced that the Santa Fé Wine and Chili events would be moved to the Convention Center from the Eldorado and La Fonda.

Mr. Randall said he met with a band from New Orleans last night and is working on an event for the last weekend of August that would include food trucks and dancing. He was planning to have sponsorships of hotels with a requirement that they provide lodging for a band. He provided some of the details of his thoughts about location and content for the event.

Mr. Lucero asked what their incentive to come here was.

Mr. Randall said they love it and it is happening in other places. It would be a unique annual event

Ms. Brunei noted there is a bluegrass festival that week

Mr. Randall said that was in the county at the rodeo grounds.

Mr. Hendry suggested that if there is a space to create events every year, pretty soon the slower weekends would grow into better weekends. Maybe they needed a person to create events.

Mr. Randall thought that was a possibility, but maybe not a full time job. They might find a nonprofit to support this. They need to be careful to build an event that someone could take over and move along.

Mr. Hendry liked that idea.

Mr. Randall said they would take events that are small and grow them.

VII. ADJOURNMENT

Next Meeting – April 30, 2015 at 1:30 p.m.

Mr. Lucero moved to adjourn the meeting. Ms. Brunei seconded the motion and it passed by unanimous voice vote.

Mr. Randall announced the next meeting would be at the Convention Center because of City budget hearings.

The meeting was adjourned at 4:15 p.m.

Approved by:

Paul Margetson, Chair

Submitted by:



Carl Boaz for Carl G. Boaz, Inc.

