



# Agenda

OCCUPANCY TAX ADVISORY BOARD  
MAY 29, 2014  
CITY HALL COUNCIL CHAMBERS

- 
- 8:30 a.m. Regular Meeting
- I. Procedures:
- a. Call to Order
  - b. Approval of Agenda
  - c. Approval of Minutes: April 24, 2014
- 8:35 a.m.
- II. Lodgers Tax Update –
- a. Lodger's Tax update - David Tapia
- 8:45 a.m.
- III. Introduction of Melissa Segura – Marketing Coordinator
- 8:50 a.m.
- IV. Informational Item/Update: - Debra Garcia y Griego
- a. Fiscal Year 2014/15 1% Lodgers' Tax Funding
- 9:00 a.m.
- V. Discussion/Action - Dime a drink local musicians health care – Miguel Castillo
- 9:15 a.m.
- VI. New Mexico True- Presented by Randy Randall
- VII. CVB Activity Reports:
- a. Executive Director & Sales Reporting - Randy Randall
  - b. Marketing Report - Cynthia Delgado
  - c. Finance Report - Antoinette Armijo
- 9:45 a.m.
- VIII. Meeting Schedule:
- The next regularly scheduled meeting will be held on June 26, 2014 at 8:30 a.m. in the City Hall Council Chambers
- 10:00 a.m.
- IX. Adjournment

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**Occupancy Tax Advisory Board**  
**May 29, 2014**

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**MINUTES OF THE**  
**CITY OF SANTA FÉ**  
**OCCUPANCY TAX ADVISORY BOARD**

May 29, 2014  
8:30 a.m.

**I. PROCEDURES**

**a. CALL TO ORDER**

A regular meeting of the City of Occupancy Tax Advisory Board was called to order by Member Mary Bonney on this date at approximately 8:30 a.m. in City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fé, New Mexico. [Chair Miguel Castillo arrived shortly after the roll call]

**ROLL CALL**

Roll call indicated the presence of a quorum as follows:

**Members Present:**

Miguel Castillo, Chair  
Mary Bonney  
Jon Hendry  
Paul Margetson  
Terrell White

**Members Absent:**

**Staff Present:**

Randy Randall, CVB Executive Director  
Cynthia Delgado, CVB Director of Marketing  
Antoinette Armijo, CVB Financial Analyst  
Melissa Segura, Marketing Coordinator  
Cyndi Catanach, CVB Staff  
Melessia Helberg, Stenographer [for Carl Boaz]

**b. APPROVAL OF AGENDA**

**Mr. Hendry moved to approve the agenda as presented. Mr. White seconded the motion and it passed by unanimous voice vote.**

**c. APPROVAL OF MINUTES - April 24, 2014**

**Mr. Hendry moved to approve the minutes of April 24, 2014 as presented. Ms. Bonney seconded the motion and it passed by unanimous voice vote.**

## **II. LODGERS TAX UPDATE - David Tapia**

Mr. Margetson asked if something was wrong.

Mr. Randall said Mr. Tapia was ill and unable to be present today.

Mr. Randall reported an increase in average room rates. Occupancy was at 49%.

Mr. Randall commented on the level of receivables collected, and unpaid taxes collected wouldn't be reflected. It was larger than they would like for it to be. He would like to strengthen penalties. Those who reported but didn't pay were insignificant.

Mr. Randall said points of occupancy showed a 6% increase, so it was getting better. He was looking at the Star Report. It was a function of when the money was received. From an individual visitors standpoint Santa Fe was holding its own, but they were behind in group meetings and business recovery was significantly behind where they should be. They were not performing as well as could be expected but were performing as well as their peers.

Mr. Hendry noted that Buffalo Thunder was giving this away for free and asked why Santa Fe wasn't giving it away.

Mr. Margetson noted that the State report was that the City and County were up 9.8% from a year ago and that was huge. Mr. Randall said the last group was up 7.3%.

## **III. INTRODUCTION - Marketing Coordinator, Melissa Segura**

Mr. Randall introduced Melissa Segura, Marketing Coordinator, and supporting marketing and the social media.

Mr. Hendry asked who will be doing the film market.

Ms. Delgado said the previous Executive Director took that role, but we haven't discussed that yet. Mr. Randall will have a representative there and you will be pleased.

Mr. Hendry said he wanted to show her what they were doing in the film market and connect with them.

Ms. Segura said she welcomed the opportunity to learn about the Board and get busy.

Mr. Randall introduced David Carr as the new Director of Sales for Tourism Santa Fe. He had a 9-year

wealth of experience.

Mr. Carr said he was happy to be on the staff and looked forward to serving as Sales Director.

Chair Castillo welcomed him on behalf of the Board. He would start on Monday.

#### **IV. INFORMATIONAL ITEM**

##### **a. FY14-15 1% Lodgers Tax Funding Report by Debra Garcia y Griego**

Ms. Garcia y Griego reported they had 3 Commissioners. She shared a written memo dated May 19, 2014 on their work as an Arts Commission. Please see this Memo as Exhibit "1" for specifics of this presentation.

Regarding contracts, three vendors were providing advertising for arts at a total of \$716,340. They went through the normal process for contracting. She shared some statistics that resulted from the contracts. Conservatively they estimated 362 full time jobs that came about.

Mr. Margetson asked how many applied. Ms. Garcia y Griego said there was a list. She noted that in the major category, Santa Fé Arts Institute and Santa Fe Arts fell short in the application. They were more focused on education and outreach.

Mr. Margetson was disappointed that nobody from that industry was on the Commission. He asked how the members got appointed.

Ms. Garcia y Griego said they had a conversation to identify someone in the hospitality industry. There were three openings and the process was a letter of interest and resume to the Mayor with a copy to her. They tried to maintain a balance between the Arts industry and artists.

Chair Castillo related to her that this Board represented related industries and related industry to deal with things that could be reviewed because the Lodger's Tax.

Mr. Randall said he would work with Ms. Garcia y Griego to get that done. If no one stepped forward, it might be difficult to bring that balance.

Mr. Hendry was concerned that with this nine- member Commission they couldn't fund as many as they would like. The larger City Council utilized the arts. The galleries were a vital part. The Commission agreed and would like that voice.

Ms. Bonney asked how they made their choices.

Ms. Garcia y Griego said they had open review meetings and everyone could come. They could get the minutes and see their score. She was more than happy to meet and explain how they could better make the argument for tourism impacts and develop a marketing plan. That was a learning component and part

of the services provided.

Mr. Margetson said part of the money went for operating and administration. They were not budgeting all of the revenue. He made a request to increase it so that revenue and income matched. What was not approved by the City was in cash reserves.

Mr. Randall pointed out that these were grants.

Ms. Garcia y Griego said they referred to them as grants, but they were actually contracts for services in which the recipient performed and paid for everything before the reimbursement was given.

## **V. DISCUSSION/ACTION**

### **a. Dime a Drink Local Musicians Healthcare - Miguel Castillo**

Chair Castillo said this was on the agenda at his request to help local musicians.

Mr. Hendry said it was a good thing to offer a health package to help organizations. They could use funds to provide rehearsal space from it.

Staff would develop a proposal.

Chair Castillo said the Santa Fé Community Foundation had funds available. OTAB was just a recommending body but they could take this to Council. If they could help musicians stay here it would help GRT revenue. He was looking for a motion.

**Mr. Hendry moved to develop options with a funding stream through Dime a Drink Local Musicians healthcare. Mary Bonny seconded the motion.**

It was noted that for taxes to fund this would require a full municipal vote.

Mr. Randall said they were not a taxing body so this motion would have to do. There was no tax on alcohol without a change in State Statutes. He agreed to look at it further.

**The motion passed by unanimous voice vote.**

## **VI NEW MEXICO TRUE - Presentation by Randy Randall**

Mr. Randall said this was for information only.

Mr. David Hayduk presented information on New Mexico True via power point. Please see Exhibit "2" for specifics of this presentation. The New Mexico True Campaign. Mr. Hayduk had a short video featuring the Tourism Secretary with regard to establishing the branding of New Mexico True that was intended to

separate the attract from others. It was to create the why – the emotional connection. The Secretary wanted to unify the brand and shared an example of radio ads. The event ad for the Region was to be on June 5<sup>th</sup> for the North Central Region with a mixer at 5:30 to meet people who were doing marketing for the region.

Mr. Hendry said something about restaurants voting to consolidate. The Restaurant Association wanted 5 people on the Board.

Mr. Margetson said it had not had a lot of success.

Chair Castillo and Mr. Hendry departed the meeting and Ms. Bonney assumed the Chair for the remainder of the meeting.

## **VII. CVB ACTIVITY REPORTS**

### **a. Executive Director & Sales - Randy Randall**

Mr. Randall said Tourism Santa Fe would remain the name. The Board had the Star report and the Rocky Mountain Lodgers Report.

Mr. Margetson said the figures didn't make sense.

Mr. Randall said funding for Zozobra would have to come back for action before awarding that grant. Information in it was incorrect now. Part of the decision-making was that if the event would be on Thursday, occupancy would run at 50% occupancy, but if on the Friday, they would have about 79% occupancy, and downtown 95% without Zozobra. He suggested they could have a special meeting or wait until June.

Mr. Margetson said the City Council could over-ride OTAB's decision. Mr. Randall agreed.

Mr. Randall said New Mexico True would have a TV show in July at 8:30 p.m. on Channel 4 on Sundays before Meet the Press. They would produce 27 shows and do one on each of the state's six regions. It was an opportunity to advertise. Funding would cover half the cost of the production. They would have six minutes of advertising. He would ask the County to share a purchase of 1 minute for \$46,000, and Santa Fé Lodgers would put in a small amount. It was exciting to be a part of that program.

He was working with Spanish Market to bring a preview downtown, offer flexible pricing, and would know in the next few days if it was accepted.

He said Buffalo Thunder wasn't their nemesis but he was looking at them as a partner in this mission.

### **b. Marketing Report - Cynthia Delgado**

Cynthia Delgado reviewed her written report. Please see this document as Exhibit "3) for specifics of

this presentation.

**c. Finance Report - Antoinette Armijo**

Mr. Randall said if Board members had questions on the budget, they could call Ms. Armijo. He announced they renewed the HVAC contract and were in the RFP process for the Public Relations Contract. Mr. Margetson asked if it was flat. Mr. Randall agreed.

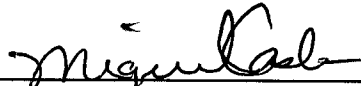
**VIII. MEETING SCHEDULE**

The next regularly scheduled meeting will be held on June 26, 2014 at 8:30 a.m. at City Hall in Council Chambers.

**IX. ADJOURNMENT**

The meeting was adjourned at 10:15 a.m.

Approved by:

  
Miguel Castillo, Chair

Submitted by:

  
Carl Boaz for Carl G. Boaz, Inc.