



Agenda

DATE 9/16/14 TIME 3:29

FILED BY Cyndi Cutanash

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OCCUPANCY TAX ADVISORY BOARD
SEPTEMBER 25, 2014
CITY HALL COUNCIL CHAMBERS
8:30AM

8:30 a.m. Regular Meeting

I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes August 28, 2014

8:35 a.m.

II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

8:45 a.m.

III. CVB Activity Reports:

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

9:45 a.m.

IV. Meeting Schedule:

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

9:50 a.m.

V. Other Business

10:00 a.m.

VI. Adjournment

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.

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CITY OF SANTA FE
Occupancy Tax Advisory Board
September 25, 2014

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MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD

September 25, 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 Chair Miguel Castillo on this date at approximately 8:30 a.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:

Miguel Castillo, Chair
Mary Bonney, Vice-Chair
Jon Hendry
Terrell White

Members Absent:

Paul Margetson

Staff Present:

Randy Randall, Executive Director
Cynthia Delgado, Director of Marketing
David Carr, Sales Director
Cyndi Catanach, TSF Staff

Others Present:

David Tapia, Finance Department
Carl Boaz, Stenographer

b. APPROVAL OF AGENDA

Ms. Bonney asked to add the Convention Center fee structure to the agenda.

Ms. Bonney moved to approve the agenda as amended. Mr. White seconded the motion and it

passed by unanimous voice vote.

c. APPROVAL OF MINUTES - August 28, 2014

Ms. Bonney moved to approve the minutes of August 28, 2014 as presented. Mr. White seconded the motion and it passed by unanimous voice vote.

II. LODGERS TAX UPDATE - David Tapia

Mr. Tapia reported that cash for July came in during August cash and it was pretty good news. The City had a gain of nearly 12%, so it was up \$200,000 more than last year.

But it didn't look like occupancy levels were up.

For September, it looked like downtown hotels were bringing in about 10,000 room/nights but were taking them from Cerrillos Road. For the year, Santa Fe will probably meet the same level if not more than last year

So in summary, the revenue was roughly \$3 million above the budget in expectancy.

Also, it seems that everyone is getting payments up to date except one very small one.

Ms. Bonney asked if there was any tracking of short term rentals.

Mr. Randall said he would address that in his report.

Mr. Hendry commented that GRT came up high.

Mr. Tapia agreed. That showed an increase, as well. There were some losses in some industries but the Board would have to get that from Helene Hausman.

Mr. Hendry agreed that the GRT increase was impressive. The few failures of our PIO is the failure to get that news out. It should be a headline in New Mexican.

Chair Castillo asked if the City ever does Press Releases like that.

Mr. Randall said TSF is hiring a PR Director to take care of that for local, state and regional markets.

Mr. Hendry commented that without tourism, even our state government would be in trouble. It drives the rest of this City and pays the bills

Mr. Randall asked if Mr. Tapia could include GRT in the packet. The GRT report gives a great breakout

by sector. We could carry the history forward and become more strategic in how we address these things.

Mr. Tapia agreed to include that in the report. He recommended going to the Finance Report on the City web site. It was usually posted in the middle of the month.

III. CVB (TSF) Activity Reports:

a. Sales Report – David Carr

Mr. Carr gave the sales report and noted he was now “legitimate.” He reported 22 leads, 13,016 room nights, 38 social inquiries, with 6,000 confirmed bookings. It was the same as June and July combined.

Sales Associate, Camila Mandler attended the conference for planners in Minneapolis and the ASEA meeting in Nashville with 5 hotel partners. E-blasts were sent to 2,000 attendees.

On return, he reached out to 50 planners and got 3 requests for proposals but a fourth one was too big for TSF to manage. All in all, it was a productive trip and he will continue attending trade shows.

Finally, he shared the action plans of the sales managers.

Ms. Bonney thanked him for a great report.

Mr. Carr explained that this data is from the system so you can see what each of them did.

He reported that he just had his first confirmed lead yesterday with 33 room nights so he was working in the right direction.

Mr. Hendry was curious to know whether this was more people coming to town or if Drury was taking them from Cerrillos Road.

Mr. Carr didn't think they were taking from Cerrillos Road. People from the Midwest are coming to check it Drury out so he didn't think they were stealing from other hotels.

Mr. Hendry said he had a great meeting with Drury. Part of the purpose for those coming was to burn up their points. They think it could be the highest in their chain for point redemption and staying free means more money to spend in Santa Fé.

He asked Mr. Randall to think about the efforts to work on interiors of the old courthouse for the film “US Embassy in Kabul.” We do have that empty courthouse and it could be turned into an attractive convention hotel - which would help increase the use at the convention center and bring more business to our hotels. He might be wrong but getting blocks of rooms at reasonable rates could help. Maybe even with a walkway from one to the other.

Ms. Bonney asked if this sales report showed conversion.

Mr. Carr said it didn't yet but he will do that.

Chair Castillo noted the indigenous Indian Market at the Railyard was packed. It was a spread of people a mile and a half.

Ms. Bonney said it was comfortable.

Mr. Randall said they had 100 more vendors so it worked well for us.

Chair Castillo agreed and it turned out to be a complementary market.

Ms. Delgado said she was already planning for the next.

b. Marketing Report – Cynthia Delgado

Ms. Delgado reported that the Santa Fé Indian Market is in transition. In USA Today it was listed as #8 among the ten best programs.

TSF just attended the Western Association of CVB's and was honored for the best program with the Green Chile Cheeseburger Smackdown.

As a PR update, she completed a contract with Lou Hammond as publicist, out of New York.

In the search for a PR Manager, they received 76 applications, narrowed that to 10 and now are at 3 finalists.

She had Sunset Magazine here and spent time taking them around Santa Fé. Sunset was interested in the varieties of tacos available here.

She sent out an e-mail blast on August 3rd for convention planners. So they were in a proactive mode with Mr. Carr for meeting planners.

The Virtual Zozobra came back with 4,000 worries from 46 states and other countries. It is a way to share Santa Fé with the world.

For social media, Facebook pages were getting likes, engagements and shares. Trip advisers is an important referral to the web site and Facebook. TSF doesn't have Linked In yet but working on it.

The Catalog is out with much digital advertising.

Tune in to Santa Fé continues to grow with 15,000 page views and focusing on music.

Seven e-blasts were sent in the month in support of business partners and the sales team.

Mr. White asked about any change of the date with Zozobra.

Chair Castillo said it was going to remain at its current date.

Mr. Randall said it really did hurt local merchants. While restaurants were able to stay open to 8 p.m. they lost 50% of their usual business. It would make sense to move it to Friday of Fiesta although he thought it will stay where it is. Fiesta weekend lacked some luster because it peaked at Zozobra.

Chair Castillo said Fiesta begins to stand on its own merits. But the Fiesta at Las Vegas has 10,000 people on the plaza every day and hotels are booked a year ahead. They have great entertainment as the draw. And they really know how to do a fiesta. He has urged the Fiesta Council to copy what they do.

They moved the mariachis concert to Sunday and had about 600 people in spite of freezing cold.

Mr. Randall thought the Opera is a better venue.

Chair Castillo agreed that the acoustics were poor in the ballroom.

Ms. Delgado said people really loved it at the Santa Fé Opera.

Chair Castillo added that for some, it is the only time they go to the opera site.

Mr. Hendry said he was trying to get the City to buy the Scottish Rite Temple as a permanent home for the Fiesta and a year-round mariachi center. He asked where in Santa Fé they did traditional music.

Chair Castillo pointed out that the SFO charged the Fiesta Council \$30,000 for using that venue.

Mr. Randall added that the Convention Center is free. He liked Mr. Hendry's idea of a Fiesta Center and have a museum to support it and the facility would be available for a multitude of other things too.

Chair Castillo said Las Vegas starts with concerts on Wednesday night. They have afternoon concerts with standing room only. They fill it and at night have concerts all around.

Mr. Randall said Fiesta is in a "non-changeable mode" now but it needs to change. There are some very good ideas for changing it to a new pattern. What they do now won't bring people from Colorado.

Mr. Hendry felt this is the time to make a change with the current Mayor.

Mr. Hendry added that a million dollars goes to SFO from Lodger's Tax. The City should be able to ask for one day for a city function out there without paying more.

Mr. Randall suggested the relationship of OTAB and the Arts Commission could be strengthened. Their board is changing. OTAB could have more impact on how those funds are distributed. It might make sense to have a study session where we sit around a table and come up with a strategy for OTAB in the future.

There are 33 organizations funded through the Arts Commission. Of those 33, all are funded for marketing purposes and none to the Santa Fé Guide. They don't advertise in our own vehicle.

Chair Castillo thought the Fiesta could be turned into a week-long event.

c. Executive Director Report – Randy Randall

Mr. Randall reported that for August results in the Rock Mountain report, you do see Drury impacting overall occupancy. We added 180 rooms and occupancy was up by 0.2% as opposed to 4% in July. Downtown went from 78.4 to 77.4. Rocky Mountain has larger participation than Smith Travel. Downtown is down by a point and Cerrillos Road is up 2 points.

We are seeing the dilution with Drury. It might not be true in the future as they bring in their rewards people. Yet Cerrillos Road was up to \$93 which is very strong. Buffalo Thunder reports in peripheral. They are averaging 80% so it is competitive. But he believed Drury is definitely not taking business from Cerrillos Road.

He reported that their office renovation is completed with one empty room that will be filled by Friday.

He noted that Mr. Carr didn't mention that he took the initiative to bring in Simple View trainers which is our booking system. All but one CVB at the Western Conference use the Simple View software. The trainers were funded by HR in 3 intensive days to put information into the system in the same way. We are using about 30% of its capacity. No one uses all it can do but most use 60-70% of capacity.

Mr. Randall said the incentive pay would be run through the City Manager's office. They are working on major rehabilitation of the web site to unclutter and make it look cleaner. They have a new theme of adventure in marketing which is an active, contemporary type word. The Guide is a little more difficult for ads.

Mr. Randall said the Short Term Rental Task Force is being set up with Councilor Ives and another councilor and he would also be part of it. They will look not only at enforcement but also revisions to the ordinance. We should work on eliminating the exclusion of 3 rooms or less. He will run it by the Santa Fé Lodgers' Association as well.

The Bachelor will film here this fall with a \$50,000 commitment from the City and a state match. It will be an episode to air in February.

Regarding the Balloon Fiesta, the City will have a booth at all 14 events to give us more visibility and exposure. It will cost \$6,000 with partners and aimed more on day-trips during the fiesta. There is an opportunity for volunteers to staff the booth. We hope it will be positive.

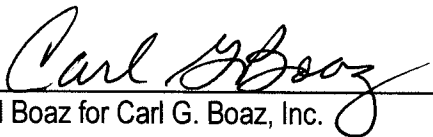
Mr. Randall said they did the RFP for the film liaison position with a recommendation to be made soon to have the City Manager approve.

The OTAB meeting was adjourned at 9:45 a.m.

Approved by:


Miguel Castillo, Chair

Submitted by:


Carl Boaz for Carl G. Boaz, Inc.