

SUMMARY INDEX
CITY OF SANTA FÉ
Occupancy Tax Advisory Board
November 24, 2015

ITEM	ACTION TAKEN	PAGE(S)
I. Procedures		
a. Call to Order	Quorum present later	
b. Approval of Agenda	Approved as amended	5
c. Approval of Minutes -		
August 27, 2015	Approved as presented	5
September 22, 2015	Approved as presented	5
October 27, 2015	Approved as amended	5
II. LODGERS TAX UPDATE		
a. Lodgers' Tax Update	Report by Randy Randall	2-3
III. CVB ACTIVITY REPORTS		
a. Sales/Marketing Report – Randy Randall	Reported by Randy Randall	3-4
b. PR Report - John Feins	Reported by John Feins	4-5
IV. Funding Applications	Discussion	5-6
V. Other Matters by the Board		
a. Next Meeting - Dec. 15, 2015	Approved	6
VI. ADJOURNMENT	Adjourned at 11:26 a.m.	6

The minutes were approved later in the meeting.

II. LODGERS' TAX

a. Update – Randy Randall

Mr. Randall presented the update. The good news is that receipts are up over the prior year and that has made up the deficit from July so we are now \$16,000 ahead for the fiscal year. So we are on track compared with prior year. The other good news is that both RM and Star for October indicate that the October results were strong.

The Rocky Mountain report reflects weighted to downtown and Star includes better distribution with Cerrillos Road.

Member Griscom asked who does this.

Mr. Randall said the City creates the report but revenue lags two months behind. It appears that rev/par downtown in Rocky Mountain is up \$20 across the board. It is as much as \$100,000 up for October. The \$41,171 in September does not include \$40,000 worth of lodgers tax by one property that was not with a check. The Lodgers report is based on cash received. So the true number for September is \$80,000 over the prior year and up \$56,000 for this year. He explained the late payer is usually given one more month before notification and then the City places a lien on property and removes it from the web site. He was surprised they did not make their payment timely. It was probably a clerical error. The Lodger's report is for the month of September but Rocky Mountain and Star are for October.

The other report is the GRT report. It reflects \$2.5 million ahead for 5 months of collection. This is two months in arrears so either August or September. On the back it shows accommodations and food continue to run ahead for the month of September but May through September is up \$602,000 (10% up over last year). It would suggest the restaurants are doing as well as lodging. Retail was down \$150,000 for September but up 5% for the year.

Member Hendry pointed out that we are seeing some buying on the internet and not paying GRT.

Mr. Randall said the state controls that. His biggest concern is to make sure the galleries are healthy. That they are making sales whether with GRT or not. But the GRT is our only measure of how well retail is doing.

III. CVB ACTIVITY REPORTS

a. Sales, Marketing and Executive Report – Randy Randall

Member Pettus asked about short term rentals.

Mr. Randall said it will go to Council on December 9th. The report is not final yet but hopefully within 7-10 days. Member Margetson also chairs a Chamber committee and will address short term rentals. He might invite this committee to attend. He asked City attorney to give a ruling on meeting beforehand. The report on December 9 will be an information report and didn't anticipate Council action. The only other thing is the status on the Airport consultant support to provide a plan for better use of the airport. Ms. Brennan told him the MOU between City and County will be completed today and once in hand, we can issue the RFP. Private partners are not part of MOU and looking at first quarter for that consultant contract.

Mr. Randall gave a brief report on New Year's Eve at the Convention Center. Council approved a \$50,000 budget but asked us to cut back. Since then, PNM has contributed Ray Sandoval who does Zozobra for coordination. Bands are scaled back from national to regional. One from 9-10 and the featured band from 10:30 up to midnight with short set afterward. PNM also donated \$10,000 for what happens in a light show. So the budget is about half of what was projected. It has to be measured by quality, not attendance. If it is a good event, it will grow. If not, it won't happen again. We will have patio heaters in the patio and permission on the street for open wood-burning luminarias.

Member Hendry agreed to provide water and hot chocolate.

V. OTHER MATTERS BY THE BOARD

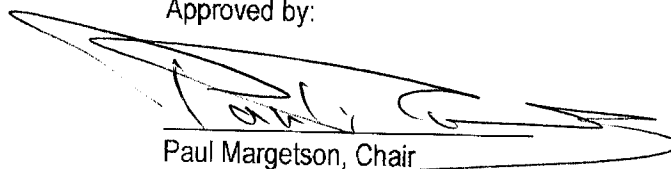
- a. **Change December Meeting Date to December 15, 2015 at 10:00 a.m.**

Member Bruneni moved to schedule the December meeting on December 15. Member Hendry seconded the motion and it passed by unanimous voice vote.


VI. ADJOURNMENT

The meeting was adjourned at 11:26 p.m.

Approved by:


Paul Margetson, Chair

Submitted by:


Carl Boaz for Carl G. Boaz, Inc.