



CITY CLERK'S OFFICE
Agenda DATE 4/13/16 TIME 4:42p
PREPARED BY Phyllis Ortiz
APPROVED BY [Signature]

**OCCUPANCY TAX ADVISORY BOARD
APRIL 19, 2016 – 9:00 A.M.
SANTA FE COMMUNITY CONVENTION CENTER
ADMINISTRATIVE CONFERENCE ROOM**

9:00 a.m.

Special Meeting

I. Procedures:

- a. Call to Order
- b. Roll Call
- c. Approval of Agenda

II. Funding Presentations:

9:30 a.m.

- a. CENTER (Laura Pressley)

10:00 a.m.

- b. Showhouse Santa Fe (Jennifer Ashton)

10:30 a.m.

- c. Green Chamber of Commerce (Glen Schiffbauer)

11:00 a.m.

- d. HIPICO (Brian Gonzales)

11:30 a.m.

- e. David Richard Gallery (David Eichholtz)

12:00 p.m.

- f. Santa Fe Film Festival (Nani Rivera)

12:30 p.m.

III. Discussion & Recommendations

1:00 p.m.

IV. Adjournment

The next regularly scheduled meeting will be held on April 26, 2016
City Council Chambers at 10:00 a.m.

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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Occupancy Tax Advisory Board
April 19, 2016

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MINUTES OF THE
CITY OF SANTA FE
OCCUPANCY TAX ADVISORY BOARD

April 19, 2016
9:00 a.m.

I. PROCEDURES

a. CALL TO ORDER

A special meeting of the City of Occupancy Tax Advisory Board was called to order by Chair Paul Margetson on this date at approximately 9:05 a.m. in the Administrative Conference Room, Santa Fe Community Convention Center, Santa Fe, New Mexico.

b. ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present:

Paul Margetson, Chair
Al Lucero, Vice-Chair
Victoria Bruneni
Jon Hendry

Members Absent:

David Griscom
Elizabeth Pettus

Staff Present:

Randy Randall, Executive Director
David Carr, Sales Director
Cynthia Delgado, Marketing Director

Others Present:

c. APPROVAL OF AGENDA

Member Lucero moved to approve the agenda as published. Member Bruneni seconded the motion and it passed by unanimous voice vote.

II. FUNDING PRESENTATIONS

The Board discussed how much money is available for funding programs. There is a total of \$36,000 available from this fiscal year's budget. Mr. Randall explained that they could also allocate additional funds from next year's budgeted amount.

The participants in the reviews acknowledged there are no conflicts of interest for these reviews.

a. CENTER (Laura Pressley) - 9:30

Two presenters were present: Reed Callahan, President of the Board, and Suzanne, the Operations Manager. Their presentation was to host a major photo festival by Center in the first week of November at Hotel Santa Fe and expecting over 200 people. The presentation included the history of the organization and their assessment of its impact in the realm of artists.

The reviewers noted lack of an event budget and apparently requested \$36,000 for a return of 84,000. Mr. Randall explained that OTAB funds are not for fund-raising events. They also noted this event is now moving from June to November. The presenters said the move was to have more planning time and to offer lower rates for lodging.

The reviewers said they are requesting \$6,000 from the Arts Commission. Mr. Randall noted the concern of OTAB with overlapping the grants from the Arts Commission.

The presenters were excused and the Board members discussed their proposal.

Mr. Randall said the application forms must be revised to exclude those who are getting Arts Commission funding.

b. Showhouse Santa Fe (Jennifer Ashton) - 10:00

There were three presenters for Showhouse Santa Fe. The Showhouse is a presentation by local interior designers in the first week. Jennifer presented. She said for four years they have had the showhouse for local interior designers and what can be done in a home with our skills. They provide funding proceeds to the schools (\$2,000 each) as a 501(c)3, giving back to the City.

Now, they want to expand their reach from regional to national. They included 3,000 visitors for the first weekend in October of three (Balloon Fiesta draw) which has worked well. They have provided \$60,000 for schools over the past four years and \$22,000 last year.

The Board explained that OTAB funds are not intended to support fund raisers and it appeared the event was never advertised out of state. They asked for \$50,000 from OTAB and asked how they would use that and what the target audience is. A presenter said they target interior designers who do luxury homes so they would target that in a magazine or social media toward people aged 35-75. The members would market to Design Center in Los Angeles, Dallas, and Denver and begin targeting tourists.

The Board was also concerned about having the event in October when the local hotels are already

full.

The presenters were excused at 10:33 and the Board agreed that the organization did not qualify for funding.

c. Green Chamber of Commerce (Glen Schiffbauer) - 10:30

The Green Chamber had three presenters who want funding for a conference for women entrepreneurs, primarily those millennials who have small businesses on innovation. It is not all about technology but the game changing aspect of it. Their plan is to draw 250 people who would stay overnight at La Fonda and Eldorado hotels by inviting 28 women that were interviewed and each one would send emails to their mailing list about the conference. They did not present an event budget.

The presenters departed at 11:00. In their evaluation, the Board noted that it was not at the best time of year and they presented no event budget but worth consideration. The Board decided to recommend a grant of \$5,700.

d. HIPICO (Brian Gonzales) - 11:00

There were two presenters for this horse event: They described the history of this Olympic Style Grand Prix at Las Campanas. They currently have a capacity of 600 stalls and increasing that to 800 this year with plans to extend the series to ten weeks and 1,000 stalls. They have a nonprofit. They expect over \$9 million in revenue and donate net profit of approximately \$50,000 to six local nonprofit organizations. Last year they lost money because there was lots of deferred maintenance. But without prize money and services provided, their reputation goes away.

The Board asked if they would be willing to match a grant from OTAB and they agreed.

The presenters left at 11:32. The Board acknowledged this proposal meets the guidelines and recommended up to \$25,000 on the condition that HIPICO match it dollar for dollar.

e. David Richard Gallery (David Eichholtz) - 11:30

David Eichholtz presented the Santa Fé Art Project which promotes the artists and galleries, music events and book stores, during September and October. The project has had returning patrons who are the supporters of young artists to meet the artists and get into the galleries. It starts right after Labor Day which is a quiet time of year with good weather and not a lot of competition. Marketing pulls together like-minded groups with a claimed 100,000+ base of contacts. The Gallery Association is not involved and it was described not as resistance but no interest.

They will approach the Arts Commission about a grant for Art World. The Board explained that OTAB gets concerned about funding from both organizations since the Arts Commission has so much more

money. When asked how a loss would be covered, the presenter said the David Richards Gallery will pay for the loss. If it made money, the curators get a percentage. The artists will get paid for their work. If they sold all of what is anticipated, it would break even. If it makes money, the gallery would get it.

Mr. Randall said that would be a problem with government support.

The presenter said they are talking with CCA as a potential fiscal agent.

The presenter departed at 12:07 p.m. In the discussion, the Board felt it was a good event but as well organized. After the discussion, the recommendation was for \$10,000.

f. Santa Fe Film Festival (Nani Rivera) - 12:00

Two presenters shared details of the proposal for Santa Fe Film Festival which will be very similar to last year but instead of 100, they will do 40 films and be more focused. They are changing directors and also collaborating with the Las Cruces film festival. In the past 15 years OTAB has granted funding to the Festival almost every year. The Festival is scheduled December 7-11 this year and plan to generate 4,000 room nights again. Their request from OTAB is \$15,000 for marketing by buying ads in the Hollywood Reporter.

The presenters left at 12:28 p.m. In the discussion, the board members noted there was no marketing plan. They had a lack of organization and the presentation was identical to last year's presentation. However, their schedule is in December which is not a busy month. The recommended \$5,000 to be used for marketing in the Hollywood Reporter only.

III. DISCUSSION AND RECOMMENDATIONS

The recommendations of the Board totaled \$52,700.

Mr. Randall said they will use as much as this year's money as possible.

Mr. Randall suggested granting \$30,000 for HIPICO.

Member Hendry suggested up to \$30,000 with a required match.

Mr. Randall agreed.

IV. ADJOURNMENT


The OTAB adjourned the meeting at 12:40 p.m.

Approved by:



Paul Margetson, Chair

Submitted by:



Carl Boaz for Carl G. Boaz, Inc.