



# Agenda

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## OCCUPANCY TAX ADVISORY BOARD

MAY 26, 2011

8:30 A.M.

CITY COUNCIL CHAMBERS – CITY HALL

8:30 a.m.

### Regular Meeting

#### I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes: May 9, 2011

#### II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

#### III. Request for Approval:

- a. CVB Director Job Description
- b. Approval of projected fiscal year 2011-2012 1% Lodgers' Tax funding for:
  - 1) Special & New Projects Program contracts; and
  - 2) Community Arts Promotion Program contracts renewals.

#### IV. CVB Activity Reports:

- a. Jim Bradbury – SFCVB Executive Director
- b. Christine Madden - SFCVB Sales and Marketing Supervisor
- c. Steve Lewis - SFCVB Public Relations

#### V. Final Report:

- a. Artfeast/Artsmart – Diane Deane, Managing Director

#### VI. Request for Funding:

- a. Santa Fe Chamber Music Festival – Steven Ovitsky, Executive Director
- b. Canyon Road Merchants Association – Simon Brackley

#### VII. Meeting Schedule:

The next meeting will be held on June 30, 2011 at 8:30 a.m. in the City Hall Council Chambers.

#### VIII. 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.

**CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD MEETING  
May 26, 2011**

<b>ITEM</b>	<b>ACTION</b>	<b>PAGE</b>
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b. Approval of projected fiscal year 2011-2012 1% Lodgers' Tax funding for:		
1) Special & New Projects Program contracts; and		
2) Community Arts Promotion Program contracts renewals	Approved	5-6
<b>IV. CVB ACTIVITY REPORTS:</b>		
a. Jim Bradbury ( interim SFCVB Executive Director)	Motion passed	7-8
b. Christine Madden (SFCVB Sales & Marketing Supervisor)	Information/discussion	9
c. Steve Lewis – SFCVB Public Relations	Information/discussion	10-11
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a. Artfeast/Artsmart – Diane Deane, Managing Director	Written	11
<b>VI. Request for Funding:</b>		
a. Santa Fe Chamber Music Festival –Steven Ovitsky, Executive Director	Motion passed <i>not</i> to fund	11-13
b. Canyon Road Merchants Association – Simon Brackley	Approved [funded @\$7750]	13-14
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The next meeting will be held on June 30, 2011 at 8:30 a.m. in the City Hall Council Chambers.		14
<b>VIII. ADJOURNMENT</b>		14

**MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD  
May 26, 2011**

**I. PROCEDURES**

**a) CALL TO ORDER AND ROLL CALL**

A regular meeting of the Occupancy Tax Advisory Board was called to order on May 26, 2011, at approximately 8:30 a.m. by Miguel Castillo, Chair, in the City Council Chambers, City Hall, Santa Fe, New Mexico.

Roll indicated the presence of a quorum for conducting official business as follows:

**MEMBERS PRESENT:**

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

**STAFF PRESENT:**

Cyndi Catanach, Administrative Assistant  
Jim Bradbury, interim SFCVB Executive Director  
Debra Garcia y Griego, Arts Commission  
Steve Lewis, SFCVB Public Relations  
Christine Madden, SFCVB Sales and Marketing Supervisor  
Sabrina Pratt, Director, Arts Commission  
Robert Romero, City Manager

**OTHERS PRESENT:**

Simon Brackley, Canyon Road Merchant's Association/SF Chamber of Commerce  
Rachel Darnell, Canyon Road Merchant's Association  
Steven Ovitsky, Santa Fe Chamber Music Festival  
Theresa Vorenberg, Canyon Road Merchant's Association  
Shelley Winship, Santa Fe Chamber Music Festival  
Jo Ann G. Valdez, Stenographer

**NOTE: All items in the Committee packets for all agenda items are incorporated herewith by reference. The original Committee packet is on file at the City Clerk's Office.**

## **b) APPROVAL OF AGENDA**

**Ms. Bonney moved to approve the agenda. Mr. White seconded the motion, which passed unanimously by voice vote.**

## **c. APPROVAL OF MINUTES – May 9, 2011**

The following change was made to the Minutes of the May 9, 2011 meeting:

Page 5, 3<sup>rd</sup> paragraph was changed to read: *"Mr. Hendry said they should try to look at other sources of revenue; such as fees on the Plaza to use the sidewalks, for example, or some kind of development fund."*

**Ms. Bonney moved to approve the Minutes of the May 9, 2011 meeting as amended. Mr. White seconded the motion, which passed unanimously by voice vote.**

## **II. LODGER'S TAX UPDATE (DAVID TAPIA)**

- a)** A copy of "Lodgers Tax Report" is incorporated herewith to these Minutes as Exhibit "A".

Mr. Tapia reviewed the information in Exhibit "A". Please see Exhibit "A" for specifics of this presentation. Mr. Tapia noted that the cash numbers for occupancy for the month of April have not changed since the last meeting on May 9<sup>th</sup>. The cash flow for May has not come in as of yet. However, he estimates that the city will maintain at an 8% decrease for the year, when compared to this time in the prior year.

Mr. Tapia said when the City did their budget at the beginning of the year, their expectancy was 7%; therefore they have maintained at least 1% above projections.

Mr. Tapia conducted informal audits on some businesses that haven't paid – to see if the City could increase the amount of cash coming in from occupancy –and as a result of the audits, the City is expecting \$50,000-\$100,000 to come in the next month or so.

## **III. REQUEST FOR APPROVAL:**

### **a. CVB Director Job Description**

[Copies of the CVB Director Job Description were distributed and reviewed.]

Mr. Romero said he would like to move forward on filling this position and would like to get OTAB's input on the job description so that he can finalize the job description. The Finance Committee has also asked him to discuss the job description and the possible salary for the position with this Board.

Chair Castillo asked if this was the same job description that was used for the prior CVB Director.

Mr. Romero said that a study was done on all city positions and classifications and this is what came out of this study; therefore the job description could be a little different.

Mr. Romero said there is agreement that the City needs to come up with some kind of minimum sales/booking requirements for the CVB Director position. He noted that there were no minimum requirements for the prior CVB Director and he thinks the City needs to emphasize this in the future-to sell the city; and its businesses, in general; and the Convention Center, to book the Center and fill hotel rooms. He would like to have some strong goals and objectives for the new CVB Director; and he is looking into whether or not they can do an incentive program, as far as bookings. They could possibly adjust the salary based on some certain thresholds and to hold this person accountable.

Chair Castillo agreed and said the market is constantly changing. He said the number of inquiries, and good leads would be reasonable to have as a measurement. He felt that there could be some good measurements that they could come up with to quantify how the CVB Director and staff are doing.

Mr. Romero said this is what he is considering – looking at how many leads come in without solicitation; how many are solicited; how many are kind of “on the hook” ; and how many are actually booked.

Ms. Bonney said the bottom line is that the city needs to do some kind of incentive to increase the number of bookings.

Mr. Romero said it was very difficult for him to understand what was happening in the past because he did not think that the information that the city was receiving in the past was totally accurate. He has asked Mr. Bradbury to look into this because he believes the city needs to make sure that this information is accurate so that they can better understand it. He is looking at three ways to measure this: 1) how many new conventions are booked 2) how many rooms were filled at the Convention Center and; 3) how many room leads were passed onto the hotels.

Ms. Bonney asked Ms. Madden if this is the information they are working on with regards to the database.

Ms. Madden said yes and she has some numbers on what was confirmed. The CVB is halfway through their project on catching up what she has termed as “mystery files” (where they did not know where the bookings went and the CVB lost business). She said the CVB has to actually go through these to determine what happened. On the good side, with respect to the data that has been entered into the CRN system they have at least a contact and “thread” to follow. For example, on the file audits, they input some businesses that represent 4479 room nights that fell into

the categories: confirmed, lost or turned down. However, they have not touched the boxes for the data for 2002 on.

Ms. Bonney asked what kind of support staff the CVB Director position will have.

Mr. Romero said he thinks there is ample support staff.

Mr. White said going back to the incentive program, has the City looked at other cities.

Mr. Romero said it is kind of radical for cities to do this; therefore he is thinking of some kind of salary-based incentive, tying it to actual convention bookings and signed contracts with hotels. He explained that it is hard to quantify how many room nights are actually booked during shows.

Ms. Bonney noted that the present salary of the CVB Director position is high.

Mr. Romero said he is thinking of a lower base salary and an opportunity to increase their salary based on bookings, etc.

Chair Castillo said Mr. Bradbury could be instrumental in setting up some kind of incentive program. He asked how the long term goals for the Convention Center are determined.

Mr. Romero said this is another thing they are working on-they have to determine what would be reasonable goals based on the amount of staff they have, the number of room nights available, etc. He thinks the CVB should get some credit for getting information to the hotels and room nights.

Chair Castillo asked if the details would be included in the CVB Director contract.

Mr. Romero said this would have to go back to City Council.

Mr. Hendry said there is an opportunity here for the city to see where it is marketing itself. He explained that the entertainment/film industry has brought in some high paying jobs to Santa Fe and these are Santa Feans who are working and making decent pay. He referred to an article in today's newspaper that indicates that 90% of these had nothing to do with lodgers' tax. He said along with finding someone who is qualified for the job, the City should judge how the CVB Director and staff is doing on other things other than occupancy/lodgers' tax and also involve the arts community, economic development, etc.

In response, Mr. Romero said he sees this position as threefold: 1) to market the City 2) to sell the Convention Center and hotel rooms and 3) to operate the CVB.

**Ms. Bonney moved that the Board recommends that the salary of the CVB Director be lowered by 20% and that incentives be provided. Mr. White seconded the motion, which passed unanimously by voice vote.**

**b. Approval of projected fiscal year 2011-2012 1% Lodgers' Tax funding for:**

- 1) Special & New Projects Program contracts; and**
- 2) Community Arts Promotion Program contracts renewals**

The Arts Commission utilizes the 1% Lodgers' Tax funding for the promotion and advertising of nonprofit arts organizations. To be eligible, organizations must promote tourism and demonstrate high artistic standards. Additionally, organizations must present public performances, productions, exhibits, art markets, art fairs, art festivals, or workshops/conferences within Santa Fe.

Funding is awarded in two categories: Special & New Projects Program (SNPP) and Community Arts Promotion Program (CAPP). SNPP funds organizations that are new to the Arts Commission's funding program or newly formed. The category allows organizations to establish themselves in the funding process before applying in CAPP. SNPP also funds one-time events that are not part of annual or seasonal series. CAPP funds established organizations that promote tourism in Santa Fe and demonstrate high artistic standards.

In January 2011, the City issued a Request for Qualifications soliciting 1% Lodgers' Tax services through the SNPP. Twenty organizations responded; however, three applications were deemed ineligible. A panel representing expertise in various artistic disciplines and in nonprofit administration scored all of the proposals on the basis of artistic and administrative quality. The Arts Commissioners then scored the proposals on the basis of their tourism impact. The scores were added together to arrive at the combined score and rank of the proposals.

Ms. Garcia y Griego said that they have figures from 2009/2010 that show that these organizations reported generating revenue of over \$18 million. They attracted 234,006 visitors from the target markets of Arizona, California, Colorado and Texas, as well as over 240,000 New Mexicans from outside the greater Santa Fe area, and 77,495 international visitors.

In fiscal year 2010-2011, 31 organizations received CAPP funding under RFP #2010-21/P. Those contracts were renewable for an additional one year term during fiscal year 2011-1012, pending a satisfactory performance review by the Arts Commission as well as approval by this body and the City Council. Ms. Garcia y Griego said this year; the Board is looking at renewals from the previous year's applications and the funding recommendation for SNPP is \$44,600; and \$584,134 for CAPP.

Mr. Margetson asked if any of the entities have withdrawn their application or is anyone being denied.

Ms. Garcia y Griego said no one is being denied; however, Santa Fe Gem, which does the Annual Japanese Cultural Festival decided not to renew their contract. Six of the applicants for the Special & New Projects Category did not meet the minimum requirements.

Ms. Bonney asked about Warehouse 21.

Ms. Garcia y Griego said that Warehouse 21 serves as a fiscal agent for several organizations for one reason or other, perhaps they do not have their 501 (3) status.

Mr. Hendry said when you look at the funding, the two largest awards are ongoing events and he knows at least one of them receives funding from LTAB. He asked Ms. Garcia y Griego if they take this into account.

Ms. Garcia y Griego said no, they have not looked at this, but they probably should consider it when they do the new recommendations.

Chair Castillo suggested that a list of other funding sources be included with the applications.

Mr. Margetson asked if the County had a 1% lodgers' tax for the arts.

Ms. Garcia y Griego said no.

Mr. Hendry said the marketing of the county and the city should be more holistic. He would like to see the county put some money into the CVB Director position based on the fact that they market for both the city and the county-the city is clearly marketing properties that are both in the city and the county. He said there is no reason not to ask the county.

Mr. Margetson noted that the Santa Fe Chamber Music Festival is receiving funding from the 1% Lodgers tax.

**Mr. White moved to approve the projected fiscal year 2011-2012 1% Lodgers' Tax funding for the Special & New Projects Program contracts; and the Community Arts Promotion Program contracts renewals. Ms. Bonney seconded the motion, which passed unanimously voice vote.**



#### **IV. CVB ACTIVITY REPORTS:**

##### **a) Jim Bradbury (Interim SFCVB EXECUTIVE DIRECTOR)**

Mr. Bradbury reported as follows:

- In the reorganization of the CVB, they have had a lot of help from the hotel sales staff. They have contributed their time to get the data into the system and more organized.
- Ms. Madden is beginning to work on what Mr. Romero was talking about; working on a baseline so that they can have a real idea of the actual bookings, so that they can judge how to move forward in terms of incentives, goals, etc.
- The CVB has a promotion going in Austin, Texas for the next six months. Austin is a good market for Santa Fe. They are doing a combination of cable shots; print media and some grass roots promotion that will take place in a couple of restaurants in Austin. Santa Fe hotels are participating. There will be a chili contest and The Shed Restaurant is participating.
- Steve Lewis recently created a press kit that will be available on the website shortly. This is in response to some of the hotel partners who have asked for these to pass out to their clients.
- The CVB is finishing up the touches on what they are calling a "micro-site", which is a website for media groups. This will go live with the site as soon as the rewrites are finished.

Chair Castillo noted that he has been hearing radio spots almost on a daily basis for Denver and one of the things that they are looking at is promoting the free concerts. He mentioned that the City has a musical life and he does not think that people know about this (i.e., the bandstands that are held on the Plaza in the summer) and this may be something that the City could do.

In response, Mr. Bradbury said this is part of their PR promotion – it will include the integral parts of why people are here – the music, the air, the arts, etc.

Mr. Romero said the City Council made, and passed a motion, at last night's Council meeting to classify the Operations Manager position of the Convention Center as exempt. He said this is a management position and this person needs to be held accountable, and should be based on performance; plus this person would work at the City's will. He asked this Board to weigh in on this.

Mr. Bradbury said he fully supports this, as the CVB Director should be able to have some flexibility on this particular position especially; and agrees that any management position should be exempt.

**Mr. Margetson moved to recommend that the CVB Operations Manager position be classified and advertised as an exempt position. Mr. White seconded the motion, which passed unanimously by voice vote.**

Mr. Bradbury concluded his report noting that they will be opening the Visitor Center at the Railyard on Saturday and food will be provided from 11:00 a.m. to 2:00 p.m. The Shed and Whole Foods are providing the food for the event. The Visitor Center will be opened from Mondays through Fridays from 8:30 a.m. to 5:30 p.m. and Saturdays from 10:00 a.m. to 6:30 p.m. There will be someone from the CVB working at the Visitor Center on Saturdays. Also, the Local Ambassador has been chosen, by vote. She is a lady who works for SWAIA and she will be announced tomorrow.

Mr. Bradbury noted that the Depot will be closed for two days in June for renovation.

Mr. Hendry asked if they are advertising at the Albuquerque Depot.

Mr. Bradbury said no, he has not done anything out there. However, Steve Lewis has some press out.

Mr. Lewis said yes, they will have it on the kiosk down in Albuquerque, as well as in the *Express* newsletter.

Mr. Margetson asked if there is something on the train to advise or tell people what is happening and to advise people that there is a Visitor Center when they get off the train.

Mr. Bradbury said it is coming soon.

Mr. Hendry thanked Mr. Bradbury for being in Austin. He said Austin is a great place to market Santa Fe. He suggested that the CVB Director talk to American Eagle about the possibility of dropping one of the Dallas, Fort Worth flights and turning it into an Austin flight.

Mr. Hendry noted that the movie "Thor" is currently the biggest movie in the world and a huge international success. He suggested that the City advertise the fact that the hit movie "Thor" was filmed here and the movie "Cowboys and Aliens" is going to be another big picture. He suggested that a small internet campaign be done that would indicate this – it could bring people into Santa Fe. He noted that Santa Fe Studios will be opening in August and it would be a great time to do a promotion around that. He thanked the city for being accommodating to the film industry on the filming of Cowboys and Aliens, from Parks to City Police. He said the downtown merchants are grateful.

**b) CHRISTINE MADDEN– CVB SALES AND MARKETING**

Ms. Madden reported as follows:

- Since Ms. Madden and Jim Bradbury arrived on April 18<sup>th</sup>, they have confirmed 4415 room nights-this includes actual signatures and strong candidates who are after contracts with contracts due within weeks.
- The CVB lost 3746 room nights – many of those were turned down business. There was a group that had over 2000 people and they could not accept being out at various hotels.
- With regards to the file audit, they have gone through 102 accounts; have 34 man hours working and calling these accounts (with the help from the hotels), which represents 4479 room nights confirmed and 7,345 room nights have been turned down. There is a question on the lost business from this and Ms. Madden will come back with that figure.
- In an effort to develop a baseline, the CVB found that some of the reports that were written into the system were mixed up and will have to be “pulled apart” somewhat to rebuild and see where the CVB really is. The 2010 report is not finished because they want to fill in the actual room nights that were booked with the hotels.
- Ms. Madden has had a number of site inspections and one of them will contract with the CVB for 300 room nights for July 2012.
- Ms. Madden said the International Bikers Association that represents 1000 room nights is scheduled to be here in June, July or August of next year.
- Ms. Madden is talking with the Society of First Americans who plans to come to Santa Fe in June of 2013. This will be 3000 room nights.
- Ms. Madden reported that they have been cleaning up the verbiage in the contracts with some upcoming groups that are coming in.

Mr. Margetson requested that the Board receive written documentation that reflects how Ms. Madden arrived at these numbers for next month’s meeting, or the meeting after (on how many room nights they have going forward).

Mr. Bradbury said Ms. Madden is doing a great job.

**c) STEVE LEWIS- SFCVB PUBLIC RELATIONS**

Mr. Lewis reported as follows:

- He agreed with Mr. Hendry about the movie "Cowboys and Aliens" being a huge opportunity. Mr. Lewis will call Mr. Hendry to connect with the appropriate people about this.
- He noted that the City did receive County money for the Lou Hammonds PR contract. He mentioned that he will be leaving today's meeting early to attend the LTAB meeting to talk to them about what was done for them.
- In looking at what has been done so far for this year: 190 different stories were produced, of those 92 had County content in them; therefore the city has represented/promoted the County and the businesses in the County.
- They have been in contact with over 600 press/media representatives this year and have had 87 visiting press come to Santa Fe so far; they have put out more than 50 releases or hot tips which have resulted in a lot of press for Santa Fe.
- The CVB is right on track for hitting the \$2 million earned-media goal; they are at \$1.4 million presently.
- At the last meeting, the Board talked about the PR plan and kind of resetting Santa Fe as a meeting destination. The first thing that was talked about was doing a release about the fact that Christine Madden is back in Santa Fe. So far, a story has appeared in *Travel Age West*, *Travel Pulse* and is due to be in *Meetings and Conventions* and *Smart Meetings* publications.
- A writer from Canada was here writing a piece; a writer from *Always Traveler*, a UK publication was in town; a writer from *Southern Bride* was also in town and *Victoria Magazine* is in town today (this is a women's lifestyle magazine that has over 400,000 in circulation); *Vacation Magazine* will do a piece on "Where to Retire" next week. Also, "*30 Things to do in Santa Fe*" will be here all summer working on this. They also had a writer from *Windy Times*, a gay publication out of Chicago was here. Mr. Lewis wrote a piece for Gotsaga.com (a public source website for travel news) on 10 things to do in Santa Fe. He also wrote a piece on the Spanish and Indian markets and a piece was done on Gay Pride that will come out next month.
- Mr. Lewis said one event that is coming up is "The Santa Fe Night @ Isotopes" which will be June 11<sup>th</sup>. The Mayor will throw out the first pitch and items will be given away.

- There is also a group of European writers coming in at the end of June. Heritage Hotels will also be bringing in a group of writers next week.
- The Media Kit includes nine different topics from winter and summer travel to what to do here. The Kit will be available on line.

## V. FINAL REPORT

### a. **Artfeast/Artsmart – Diane Deane, Managing Director**

A written report was distributed in the members' packets.

## VI. REQUEST FOR FUNDING:

### a. **Santa Fe Chamber Music Festival –Steven Ovitsky, Executive Director**

**Mr. Ovitsky** presented the information regarding the request for funding, from the Application, which was distributed in the members' packets.

Santa Fe Chamber of Music Festival is requesting \$20,000 in OTAB funding to go towards the Festival's advertising and marketing efforts in markets more than 50 miles from Santa Fe – including syndicate radio broadcasts, which air on over 150 radio stations nationally and have historically reached key markets abroad.

Mr. Ovitsky said he would like to answer the question that Mr. Margetson had earlier about whether or not the Santa Fe Chamber Music Festival receives funding from the Arts Commission. He said they continue to receive funds this year but about a year ago the amount of that grant was reduced by about 50%. He said even though they are one of the largest recipients of funds from the Arts Commission, it is still far less than what had been received in previous years. He noted that one of the radio series that will be done will be broadcasted in Austin, Texas.

Mr. Ovitsky said the Santa Fe Chamber Music Festival has a budget of about \$1.7 million and during the season, which is six weekends, they produce about 45 concerts, bringing over 80 musicians to Santa Fe. This does include some Santa Fe musicians. He said during the winter season, they produce many education programs; 60 concerts in the Santa Fe Public Schools and the students have many exchanges with the Santa Fe Chamber Music Festival in their schools. They also give violin lessons to over 60 at-risk students.

Mr. Ovitsky said they are developing a larger presence in Albuquerque and some of the funds they are requesting will be used to advertise in *The Albuquerque Journal*. The other part of it is their nationally syndicated radio series. He said the Santa Fe Chamber of Music Festival is the only Santa Fe arts organization with a national and international broadcasting presence. The radio series is on approximately 140 radio stations around the country.

Shelly Winship distributed a list of radio stations that carried their broadcast this past year.

In addition to the live concert performances, their program producers also interview the musicians who talk a lot about Santa Fe.

Ms. Bonney asked if they have received OTAB funding in the past.

Mr. Ovitsky said no.

Mr. Margetson asked if the radio program is a new marketing effort.

Mr. Ovitsky said the first broadcast year was in 2006, so this is a continuation of a successful radio broadcast.

Mr. Margetson said his concern would be the many musical organizations in town and why they wouldn't be here as well (requesting funding).

Ms. Winship said this particular grant would be focused on areas 50 miles outside of Santa Fe. She said they would be hitting the target markets that the Board is trying to reach. She explained the room nights impact of the Santa Fe Chamber Music Festival.

Mr. Margetson asked if this is a one-time request.

Mr. Ovitsky said this is a first time request. He said if everything works well, he would hope that they would be able to work together in the future.

Mr. Margetson said he understands that the Board has \$15,500 left to distribute in this fiscal year and there is still one meeting left for this fiscal year. He congratulated the Chamber Music Festival on their success and said they do a phenomenal job, but questions whether or not the Board should fund established events.

Ms. Catanach said the Board will be meeting in June and there is one more funding request.

Mr. Margetson asked what the audience was for the SF Chamber Music Festival.

Ms. Winship said the audience is rather wide but it usually includes an affluent audience of people who are 50 years or older. She noted that they also have radio stations that are broadcasted in colleges.

Mr. Hendry said it is the Board's function to create and support new events; and he did not think that the Board should support established events; therefore he does not feel that this event fits the criteria.

**Mr. Hendry moved *not* to fund this at this point in time and requested that they come back next month if there is any money left that is not awarded. Ms. Bonney seconded the motion, which passed unanimously by voice vote.**

**b. Canyon Road Merchants Association – Simon Brackley**

[Ms. Bonney recused herself from discussion and voting on this agenda item having declared a conflict of interest.]

**Mr. Brackley** presented the information regarding the request for funding, from the Application, which was distributed in the members' packets.

Canyon Road Merchants Association is requesting \$13,000 in OTAB funding for placement of a billboard advertising Canyon Road in Santa Fe on Interstate I-25 between Albuquerque and Santa Fe.

The Canyon Road Merchant's Association is not a formally chartered entity. They have no office, no employees and each member carries their own company insurance and has their individual tax I.D. in the state of New Mexico. They have been allowed to utilize the Santa Fe Chamber of Commerce as an umbrella organization for the benefit of promoting their businesses. Many of the businesses have worked on various Chamber activities and functions in an effort to promote Santa Fe and their business, and will continue to do so.

Mr. Brackley noted that this is the first time that they have requested funding from OTAB and records will be maintained and submitted in accordance with OTAB's requirements.

Mr. Brackley introduced Theresa Vorenberg and Rachel Darnell. Ms. Vorenberg said Canyon Road is a unique place in the world. Santa Fe, and Canyon Road, has consistently been in the top three arts destinations in America for years.

Ms. Darnell said there is consensus that 90-95% of their business is from out of state; therefore they bring in tourists. She explained that the Canyon Road Merchant's Association represents a group of 125 merchants that are located in the Canyon Road area; however, membership in the association is not a requirement. To become a voting member, a business pays an annual \$50.00 membership fee. Further expenditures and participation in costs are voluntary. Currently approximately 75% of the merchants are due-paying members.

Ms. Darnell noted that they have done a lot of coop advertising with national magazines. She said galleries have put in individual separate ads and have really

worked hard to promote themselves. She mentioned that their visitors spend over \$1000 a day in the community. She said that Canyon Road has never been advertised.

Mr. Margetson and Mr. Hendry said they would like to see this funding used on other advertising or marketing efforts, other than a billboard. Mr. Hendry said he wants to support this organization but he does not like the idea of doing a billboard. He suggested that they look into whether or not they can piggyback on marketing in the Austin area.

**Mr. Hendry moved to fund the Canyon Road Merchants Association in the amount of \$10,000 for marketing efforts (other than a billboard).**

Friendly amendment:

**Mr. White offered a friendly amendment to fund them at \$7750.**

**Ms. Bonney seconded the motion, which passed unanimously by voice vote.**

## **VII. MEETING SCHEDULE**

The next meeting will be held on June 30, 2011 at 8:30 a.m. in the City Hall Council Chambers.

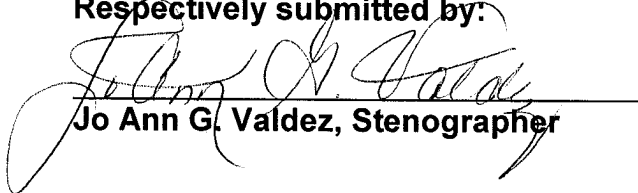
## **VIII. ADJOURNMENT**

Its business being completed, the meeting was adjourned at 10:55 a.m.

**Approved by:**

\_\_\_\_\_  
**Miguel Castillo, Chair**

**Respectively submitted by:**

  
\_\_\_\_\_  
**Jo Ann G. Valdez, Stenographer**