



# Agenda

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## OCCUPANCY TAX ADVISORY BOARD

JUNE 30, 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 26, 2011

II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

III. CVB Activity Reports:

- a. Jim Bradbury – SFCVB Executive Director
- b. Steve Lewis - SFCVB Public Relations

IV. Request for Funding:

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

VII. Meeting Schedule:

The next meeting will be held on July 28, 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**  
**June 30, 2011**

<b>ITEM</b>	<b>ACTION</b>	<b>PAGE</b>
<b>I. PROCEDURES:</b>		
a. Call to Order	Quorum	1
b. Approval of Agenda	Approved	1
c. Approval of Minutes: May 26, 2011	Approved	2
<b>II. LODGERS' TAX UPDATE</b>	Information/discussion	2
<b>III. CVB ACTIVITY REPORTS:</b>		
a. Jim Bradbury ( interim SFCVB Executive Director)		
	Information/discussion	2-3
b. Steve Lewis – SFCVB Public Relations		
	Information/Motion passed	3-6
<b>IV. Request for Funding:</b>		
a. Santa Fe Chamber Music Festival –Steven Ovitsky, Executive Director		
	Approved [funded @ \$5000.00]	6
	Motion passed to fund the <i>Shot Here</i> in Santa Fe promotion @ 2750.00	6
<b>V. MEETING SCHEDULE</b>		
The next meeting will be held on July 28, 2011 at 8:30 a.m. in the City Hall Council Chambers.		6
<b>VI. ADJOURNMENT</b>		6

**MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD  
June 30, 2011**

**I. PROCEDURES**

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

A regular meeting of the Occupancy Tax Advisory Board was called to order on June 30, 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  
Steve Lewis, SFCVB Public Relations  
David Tapia, Finance Division

**OTHERS PRESENT:**

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 26, 2011**

**Mr. White moved to approve the Minutes of the May 26, 2011 meeting as submitted. Ms. Bonney 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 there was a 6% decline in the cash numbers for occupancy for the month of April. The cash flow for May has not come in as of yet. However, he estimates that the City will maintain at an 8% decrease overall for the year, when compared to this time in the prior year. The City will probably continue to see a decline in numbers in lodging in the next few months, due to the wildfires.

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 noted that he conducted an audit on one specific hotel and will be seeking legal action against this hotel, primarily because of the financial revenue that is generated from this hotel. In looking at what was reported last year from this hotel, the expected income revenue is \$200,000 to \$300,000.

Ms. Bonney asked if the \$200,000 to \$300,000 was an annual amount.

Mr. Tapia said he was estimating that the hotel would bring in \$30,000 to \$50,000 on a monthly basis; and the \$200,000 and \$300,000 includes a 10% penalty (for not paying since the month of January).

Mr. White said the taxes have already started to come in for May. He asked Mr. Tapia what he is forecasting for the month of May.

Mr. Tapia said in looking at what he has seen come in so far, he is expecting another 2-3% decrease. The City will probably close the year with a 6% decrease, when compared to the prior year.

**III. CVB ACTIVITY REPORTS:**

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

Mr. Bradbury reported as follows:

- Ms. Madden is out of town for the week; and will have a report for OTAB at the next meeting.

- From April to present, the CVB has booked 4700 room nights/bookings.
- The CVB is working on trying to get a baseline of actual bookings that are generated by the CVB sales team. It appears that the baseline is going to be somewhere around 30,000 room nights.
- The CVB has a promotion/blitz going on in Austin, Texas for the next six months.
- The CVB plans to do a promotion in *Trip Advisor* and in *Travel and Leisure*.

Mr. Margetson said it has been about three months now that the CVB has not hired a CVB Director. He asked for an update.

Mr. Bradbury said the position will be advertised soon.

Mr. Bradbury mentioned that Steve Lewis will report on what the CVB is doing about the present wildfires.

#### **b) STEVE LEWIS- SFCVB PUBLIC RELATIONS**

Mr. Lewis reported as follows:

- With regards to the Las Conchas wildfire, they have not been addressing the fire – they have been putting out positive messages and images about Santa Fe and what events are coming up.
- Through a number of ways, through social media and a national release, the CVB has put out information about the fact that the Santa Fe Opera will be opening soon; and the Folk Art Market and Art Santa Fe will be coming up next weekend. The Opera, Folk Art Market and Art Santa Fe have not seen any cancellations due to the fire.
- In terms of addressing the fire, they have kept the social media updated, so people can find where to go for information. There is also a page up on the Santa Fe. org site about the fire.

Last week, Mr. Lewis sent a notice to the lodgers, gallery and restaurant associations and the Chamber of Commerce about how to handle people who are calling about the fire. This includes links on where to find information about the fire. Businesses were also asked to contact their customers and inform them that Santa Fe is fine; and the fire is not affecting Santa Fe's attractions or events.

The State Tourism Department heard from the writer of *USA Today* regarding the impact on tourism with the wildfires. The Deputy Secretary of Tourism spoke with her about this and informed her that it has not affected the tourism in Santa Fe.

The CVB intends to put out an e-mail blast to their 50,000 subscribers on Santa Fe.org tomorrow about this same message.

- On behalf of the CVB and in collaboration with the County, Mr. Lewis applied for \$10,000 in NM Department of Tourism coop funds, specifically to target the media and bring them into town.
- Mr. Lewis is meeting with the Board of Directors of "Aids Impact", which is a conference that will be coming to Santa Fe in September. This is the first time that this conference is held in America and in Santa Fe. The CVB will be doing some outreach about this.
- Mr. Lewis worked with Chris Madden on an itinerary for a group of European press writers that came in through the NM Department of Tourism. The writers spent two nights in Santa Fe; and had a very positive experience here.
- The CVB did a "Santa Fe Afternoon at the Isotopes" recently and engaged the fans and talked about Santa Fe. There was also a giveaway and a radio advertisement to reach the audience in Albuquerque.

Mr. Margetson noted that the Folk Art Market numbers are down, even before the fire.

Mr. Margetson asked about the Rail Runner.

Mr. Bradbury said there are lots of things happening to try to get this put off (stopping weekend serve at the end of August) at least until January.

Mr. Hendry said the City should have more of a say when it comes to the Rail Runner.

Mr. Hendry said he would like to see some kind of emergency appropriation that would go to the Tourism Department with the particular emphasis on those that were hurt by the fire.

**Mr. Hendry made a motion that OTAB urges the Mayor to approach City Council to request emergency funding for tourism mitigation. Ms. Bonney seconded the motion, which passed unanimously by voice vote.**

Mr. Hendry said after the last meeting, the City Manager asked him to work on a promotion around film with the City media office and Joe Abeyta, which he did. Mr. Hendry distributed handouts on "*Shot Here in ...Santa Fe*". *Shot Here* is a fast paced 30 minute show featuring 22 minutes of editorial – going behind the scenes in the community to highlight movies and television shows that were *Shot Here*. Many potential travelers do not know that movies were *Shot Here...in Santa Fe*. *Shot Here* is looking for seven local businesses to be featured in upcoming series. The 3-minute segments would be hosted by a professional actor that is introduced from a hotel, restaurant, spa or store where the stars stay, eat, play and shop. *Shot Here* is intended for national distribution and will be accompanied by its own internet presence, however; it can also be featured on each community's website. Media packages are also available to the partners for their own use. For more information, people can call 505-490-6573 or email [shotthereNM@hotmail.com](mailto:shotthereNM@hotmail.com).

Mr. Hendry noted that the Reels Channel have agreed to promote this.

He asked if the CVB could find where they could move funds for this promotion.

Mr. Bradbury said possibly.

Mr. Hendry asked what was remaining at the end of the fiscal year; and is it possible to use this funding towards the *Shot Here* promotion. He would rather not fund the Santa Fe Chamber Music Festival because he does not think that the Board should support established events; therefore he does not feel that this event fits the criteria.

Ms. Catanach noted that there is \$7,750 left.

There was further discussion about this under the Request for Funding from the Santa Fe Chamber Musical Festival.

Mr. Margetson noted that the prior CVB Director was going to talk to the downtown merchants and real estate owners about advertising the fact that some movies are being produced here in Santa Fe. He asked for an update on this.

Mr. Lewis said he solicited all of the downtown realtors and landlords about this and most of them were not interested.

Mr. Bradbury added that the Arts Commission took this project over and they have been trying to put displays of the galleries in the vacant windows but they have been met with extreme resistance.

Mr. Hendry said they should do this by ordinance because it is important to acknowledge that tourism is important in this town and community.

Mr. Margetson mentioned that there will be a half-day retreat to brainstorm ideas- because Santa Fe has lost our appeal/glitz/glamour. He invited staff from the City to attend the retreat.

Mr. Margetson asked if the Visitors Center at the Rail Yard is being utilized and what is the reception.

Mr. Bradbury said it is getting a lot of traffic.

Mr. Lewis noted that the NM Department of Tourism is having a "*Travel to New Mexico and Catch the Kid*" (Billy the Kid) promotion/game. Individuals, families or a group of friends that are traveling together can create a profile for their posse and uncover clues across New Mexico. When they have enough clues, they will be able to print a warrant for Billy's arrest and track him down. The first posse to present Billy with the warrant will win \$10,000.

#### **IV. REQUEST FOR FUNDING:**

- a. Santa Fe Chamber Music Festival –Steven Ovitsky, Executive Director**  
[Mr. Hendry recused himself from voting and discussion on this agenda item.]

At the prior Board meeting (May 26, 2011) a motion was made, and passed unanimously, **not** to fund the SF Chamber Music Festival is at that point in time, and requested that they come back next month if there is any money left that is not awarded.

**Ms. Bonney made a motion to fund the Santa Fe Chamber Music Festival at \$5,000; and the remaining \$2750.00 to go towards the *Shot Here...in Santa Fe* promotion. Mr. White seconded the motion, which passed unanimously by voice vote.**

Ms. Winship thanked the Board and noted that the Santa Fe Chamber Music Festival ticket sales are ahead by 52,000 over last year.

#### **V. MEETING SCHEDULE**

The next meeting will be held on July 28, 2011 at 8:30 a.m. in the City Hall Council Chambers.

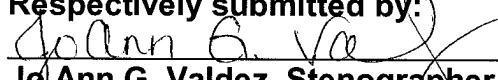
#### **VI. ADJOURNMENT**

Its business being completed, Mr. Margetson moved to adjourn the meeting, second by Mr. White, the meeting was adjourned at 9:55 a.m.

**Approved by:**

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

**Respectively submitted by:**

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