



# Agenda

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## OCCUPANCY TAX ADVISORY BOARD

SEPTEMBER 29, 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: August 25, 2011

#### II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

#### III. CVB Activity Reports:

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

#### IV. Meeting Schedule:

The next meeting will be held on October 27, 2011 at 8:30 a.m. in the City Hall Council Chambers.

#### V. Adjournment

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**CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD MEETING  
September 29, 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: August 25, 2011	Approved [as submitted]	2
<b>II. LODGERS' TAX UPDATE</b>	Information/discussion	2-3
<b>III. CVB ACTIVITY REPORTS:</b>		
a. Jim Bradbury ( interim SFCVB Executive Director)		
	Information/discussion	4
b. Christine Madden – SFCVB Sales		
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c. Steve Lewis – SFCVB Public Relations		
	Information	6-7
<b>IV. MEETING SCHEDULE</b>		
The next meeting will be held on October 27, 2011 at 8:30 a.m. in the City Hall Council Chambers.		7
<b>V. ADJOURNMENT</b>		8

**MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD  
September 29, 2011**

**I. PROCEDURES**

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

A regular meeting of the Occupancy Tax Advisory Board was called to order on September 29, 2011, at approximately 8:35 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

**MEMBERS ABSENT:**

Terrell White, excused

**STAFF PRESENT:**

Jim Bradbury, interim SFCVB Executive Director  
Steve Lewis, SFCVB Public Relations  
Christine Madden, SFCVB Sales

**OTHERS PRESENT:**

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 as published. Mr. Margetson seconded the motion. The motion passed unanimously by voice vote.**

**c) APPROVAL OF MINUTES – August 25, 2011**

**Ms. Bonney moved to approve the Minutes of the August 25, 2011 meeting as submitted. Chair Castillo seconded the motion. The motion passed unanimously by voice vote.**

(Mr. Margetson abstained from voting having been absent at the meeting.)

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

**a) A copy of the "Lodgers Tax Report" was distributed in the members' packets.**

Mr. Tapia reviewed the information in the report. He noted that the numbers that he would be reporting on today will be the August cash receipts, which is the occupancy numbers for July.

Mr. Tapia said it has been brought to his attention that the occupancy numbers may be "skewed". He explained that some hotels only give him a specific gross amount and the amount that they paid. They do not give him the actual occupancy numbers, which in turn skews the numbers.

Mr. Tapia said he requested a copy of the Rocky Mountain Lodging Report so that he could get a better idea of what they are looking at. The Rocky Mountain Lodging Report shows approximately 63% occupancy, as compared to 57% as reflected in the City's occupancy report.

Mr. Tapia said cash-wise, there was a 4% increase for the month of July; however, a large amount of this came in for delinquency payments. When Mr. Tapia ran the actuals for the month of July, the City is down 15%, when compared to the same month in the prior year.

Mr. Tapia noted that the Rocky Mountain Lodging Report shows that there was a decrease in the average rate per room, as well. The City reflects a decrease of 1.18% in the APR.

Mr. Margetson asked what the difference is between being late and being delinquent.

Mr. Tapia said a payment that is paid 30 days late is considered a late payment. A delinquent payment would be for somebody who has not paid since January. He noted that he sends letters to the properties who are delinquent informing them that the City will place a lien on their establishment. Usually, at that point they will pay. He also sends them a copy of the Lodgers Tax Ordinance.

Mr. Margetson asked what authority the City had to require that they get accurate figures.

Mr. Tapia said presently there is nothing in the Ordinance that requires businesses to provide this data. The requirement in the Ordinance states that the businesses have to quote the gross amount of revenue received and pay the City 7% of that amount.

Chair Castillo suggested that OTAB make a recommendation to the governing body that this would be included in the report.

Mr. Tapia said this is set up in the report – it is set up more of a request for information; rather than a requirement. He said the primary requirement currently is the gross amount of revenue.

Mr. Margetson said this translates into an inaccurate report.

Mr. Bradbury said there is a State statute in terms of what businesses are required to report. He offered to check into this.

Mr. Margetson thinks the present report is cumbersome. He requested that Mr. Tapia meet with him to work on simplifying the report.

Mr. Tapia said he could definitely simplify the report. He offered to have this done for next month's meeting.

Mr. Hendry said the City should revisit the debt service, to possibly lower the debt service. They should also look at refinancing the General Obligation bonds; these monies could be used to promote the City. He asked Mr. Tapia to invite the new Finance Director to an OTAB meeting to possibly make a presentation on where the monies are going.

Mr. Tapia agreed to check if this could be added on next month's agenda.

### III. CVB ACTIVITY REPORTS:

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

Mr. Bradbury reported as follows:

- Copies of the advertisement "*Santa Fe on Us*" that was created after a collaboration of meetings with Hotel Director of Sales were available for review. The group came up with an idea that those groups who book a minimum of 500 rooms per night the City of Santa Fe would offer: Complimentary welcome reception with Santa Fe Cultural Entertainment; Complimentary Transportation to and from hotels to the Convention Center; Complimentary Meeting Space at the Convention Center; and the entire site visit costs would be refunded, if the meeting is booked. \*Some restrictions will apply.

The CVB will be switching back to the former logo as requested by the Directors of Sales.

Chris Madden will be going back to Washington, DC in October and will be putting this out at the trade show.

Ms. Madden noted that she has already received some good reactions on the advertisement.

- Mr. Bradbury and Mayor Coss will be going to New York on October 9<sup>th</sup> and 10<sup>th</sup> and they have five appointments with various publications: *Ladies Home Journal*; *Travel and Leisure*; *O Magazine*, *Saveur* and *Wall Street Journal*. They will also be attending the *CondeNast* dinner.

#### b) CHRISTINE MADDEN – SFCVB SALES

[Copies of *Santa Fe Convention and Visitors Bureau Sales Activities for period: 7/1/2011 to September 28, 2011 {Exhibit A}* were distributed. Copies of *Monday Mailer Report – 7/1/2011 to 9/30/11* were attached.]

Ms. Madden reported as follows:

- The CVB is having problems with pulling the reports from the CRM again and Ms. Madden had to adjust the numbers. The numbers are incorrect and did not reflect the proper time periods requested. The Report Module of the new system will need to be monitored carefully to end this "shifting numbers game".
- The CVB has confirmed 5,671 bookings for FY11-12 and 4,611 for FY11- 11; 6,205 tentative bookings (pending signature) for FY'11-12; lost 2,251 for

FY'11-12 and 15,294 for FY10-11; and 2,930 were turned down for FY'11-12 and 9,834 for FY'10-11.

- There has not been sufficient time to complete some input for groups currently being worked on. These include:
  - The Center for the Study of First Americans  
October 17<sup>th</sup> to 20, 2013    1500 room nights
  - National Lipid Association  
February/March 2013        500 room nights
  - USACE – multiple programs (4 total)  
July 2013                      600 room nights

Mr. Margetson requested that the Board start getting a marketing activity report again.

Mr. Bradbury said they could have this for next month's meeting.

Mr. Margetson asked about staffing.

Mr. Bradbury said they have been conducting interviews. He noted that he received the job description for the Marketing Manager and he hopes to advertise this position next week.

Mr. Hendry noted that there was an article in today's paper about the opening of Santa Fe Studios. He suggested that Mr. Lewis have a conversation with Santa Fe County Lodgers Tax Advisory Board about doing something around the opening of the Studio, which is scheduled to open sometime in November.

Mr. Hendry suggested that the CVB also look into arranging meetings with union bargaining units and see what resources they can add – to encourage other union groups to come to Santa Fe.

Mr. Hendry would like the Board to have a goal of funding at least 40 events over the next two years. He would like the Board to see new ideas for events. He explained that some organizations do not know what OTAB does and recommended that the CVB do a release on what the OTAB does.

Secondly, the Santa Fe University of Arts and Design has high enrollment numbers. Mr. Hendry suggested that the CVB see what piece they could send out in conjunction with them to keep the students here for Spring break.

Ms. Bonney asked what was the biggest reason that people decline to come here - why does the CVB lose business.

Ms. Madden said there are several reasons; this time of year it is usually the weather. Other reasons include transportation, airport access, rates; and multiple hotels connected with the Convention Center.

Mr. Bradbury said TKO Advertising is working on some possible collaborative efforts with American Eagle and Delta Airlines. He offered to have more to report on this at next month's meeting.

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

Mr. Lewis reported as follows:

- The updated "Clip Book" was available for the Board to review. This included a piece in *Travel and Leisure* Magazine on the fall in Santa Fe. It also included a piece on the Museum of Spanish Colonial Art Exhibit; a piece in *USA Today* that mentioned the Santa Fe's Wine and Chile Festival as one of the 10 greatest festivals.

The Smart Meetings profile that Ms. Madden mentioned last month is also in the clip book.

- There were 22 writers in town from the Region Five group representing different kinds of publications. This was spread across four hotels; 13 restaurants, three walking tours, including one led by the Santa Fe Gallery Association to 15 galleries, five museums, two cooking classes, 14 spa treatment and a little free time. Mr. Lewis mentioned that there was a huge amount of in-kind support from the community.
- The interviewer for *Boston Globe* was here last month and Mr. Lewis thinks that she will write an article about the Rail Yard.
- Some upcoming visits in October from travel writers/editors include writers from *About.com/Luxury*; *Slice* and *Worth* publications. The *Slice* publication circulation is approximately 150,000 and Mr. Lewis feels that this is a good demographic and geographic target for Santa Fe.
- There will be an upcoming story in *Sunset Magazine* that is centered around the Plaza; an upcoming story on the fall foliage in *Yahoo.com*; and an upcoming piece in the *Lubbock Magazine*.
- Some of the press releases in the last 30 days included a piece on the private treasurers' exhibits for Spanish Colonial Art; a fall newsletter; a piece on the opening of Hotel Chimayo; a piece on Halloween packages and hot tip; *Food and Wine* asked for a charitable initiative hot tip and this was sent to them. A package on 11/11/11 was sent out. A ghost walker's



package from Loretto was sent out in response to the Halloween Hot Tip. A deal from the Inn on the Alameda was also sent out. There will also be a feature in the *Dallas Morning News*.

- Mr. Lewis sent out a piece on the Meetings and Conventions advertorial, as Mr. Bradbury discussed above.
- Mr. Lewis just finished a piece for an editorial package. He distributed a release for ArtSmart for their golf tournament coming up.
- Mr. Lewis was accepted as a member of the Region V Board.
- Mr. Lewis is working on some bullet points for Mayor Coss and Mr. Bradbury's trip to New York.
- Mr. Lewis is getting close in completing the image library photos-they have this down from about 300 photos to about 40, following a review from Studio X and TKO Advertising.
- Mr. Lewis finalized and submitted a proposal to the Department of Tourism Coop and hopes to hear back by next month.
- Mr. Lewis noted that there may be a possible statewide trip from the International Food and Wine Travel Writers Association.

Mr. Margetson asked when the Winter Fiesta will be this year.

Mr. Lewis said January 25<sup>th</sup>.

Mr. Margetson asked if there will be a winter Spanish and Indian Markets. Mr. Lewis said yes.

Mr. Lewis said there is also Santa Fe Harvest Festival in November. This is a Santa Fe-specific long month promotion.

Mr. Margetson said the city should be promoting the winter events now-to give people a chance to plan.

Mr. Lewis said he will be sending out a release soon.

## **V. MEETING SCHEDULE**

The next meeting will be held on October 27, 2011 at 8:30 a.m. in the City Hall Council Chambers.

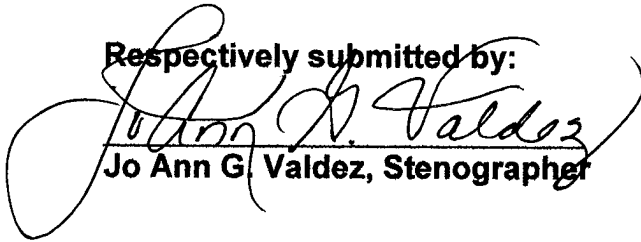
**VI. ADJOURNMENT**

Its business being completed, Mr. Hendry moved to adjourn the meeting, second by Ms. Bonney, the meeting was adjourned at 9:45 a.m.

**Approved by:**

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**Miguel Castillo, Chair**

**Respectively submitted by:**

  
**Jo Ann G. Valdez, Stenographer**