



OCCUPANCY TAX ADVISORY BOARD  
NOVEMBER 17, 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: October 27, 2011
- d. Approval of 2012 Meeting Dates

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. Final Report:

- a. SW Roots Music – Michael Koster, Director
- b. Glass Alliance New Mexico – Betsy Ehrenberg, President

V. Request for Funding:

- a. SW Roots Music – Michael Koster, Director
- b. Artfeast – Diane Deane, Managing Director
- c. Earthmind – Sara Diaz, Owner

IV. Meeting Schedule:

The next meeting will be held on November 17, 2011 at 8:30 a.m. in the City Hall Council Chambers.

V. 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  
November 17, 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: October 27, 2011	Approved [as submitted]	2
d. Approval of 2012 Meeting Dates	Approved	2
<b>II. LODGERS' TAX UPDATE</b>	Information/discussion	2
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b. Christine Madden – SFCVB Sales	Information/discussion	3
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<b>IV. FINAL REPORT:</b>		
a. SW Roots Music-Michael Koster, Director		4-5
b. Glass Alliance New Mexico – Betsy Ehrenberg, President		5-6
<b>V. REQUEST FOR FUNDING:</b>		
a. SW Roots Music – Michael Koster, Director	Approved [funded @ \$7500]	6-7
b. Artfeast-Diane Deane, Managing Director	Approved [funded @ \$5000]	7-8
c. Earthmind – Sam Diaz, Owner	Approved [funded @ \$4000]	9
<b>VI. MEETING SCHEDULE</b>	The next meeting will be held on January 26, 2012 at 8:30 a.m. in the City Hall Council Chambers.	10
<b>VII. ADJOURNMENT</b>		10

**MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD  
November 17, 2011**

**I. PROCEDURES**

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

A regular meeting of the Occupancy Tax Advisory Board was called to order on November 17, 2011, at approximately 8:33 a.m. by Mary Bonney, 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, arriving later  
Mary Bonney  
Paul Margetson  
Terrell White

**MEMBERS ABSENT:**

Jon Hendry, excused

**STAFF PRESENT:**

Jim Bradbury, interim SFCVB Executive Director  
Cynthia Catanach, Administrative Assistant  
Steve Lewis, SFCVB Public Relations  
Nell Morgan, Finance Director  
David Tapia, Finance Division

**OTHERS PRESENT:**

Trish Byrd, ARTsmart/ARTfeast  
Diane Deane, ARTsmart/ARTfeast  
Sara Diaz, Earthmind  
Michael Koster, SW Roots Music  
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**

**Mr. White moved to approve the agenda as published. Mr. Margetson seconded the motion. The motion passed unanimously by voice vote.**

**c) APPROVAL OF MINUTES – October 27, 2011**

**Mr. White moved to approve the Minutes of the October 27, 2011 meeting as submitted. Mr. Margetson seconded the motion. The motion passed unanimously by voice vote.**

**d) APPROVAL OF 2012 MEETING DATES**

[Copies of the 2012 Meeting Schedule were distributed in the members' packets.]

**Mr. White moved to approve the 2012 Meeting Schedule. Mr. Margetson seconded the motion. The motion passed unanimously by voice vote.**

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

- a)** A copy of the "Lodgers Tax Report" was distributed in the members' packets. A copy is incorporated herewith to these Minutes as Exhibit "A".

Mr. Tapia reviewed the information in Exhibit "A" noting that he has re-designed the Lodgers Tax Report, per the Board's request. Please see Exhibit "A" for the specifics of this presentation.

Mr. Tapia said that the numbers that he would be reporting on today are the October cash receipts, which are the occupancy numbers for September. There was a 10% increase in cash receipts for the month of October, when compared to the prior year.

Mr. Margetson noted that the 10% increase is in occupancy, not revenues.

Mr. Tapia introduced the new Finance Director, Nell Morgan.

Mr. Morgan said he did an analysis on the gross receipt taxes and this is flat – the City is not increasing or decreasing in this regard; however, collections are off approximately \$9600 year-to-date. He explained that there was a slight increase in gross receipt taxes and this came from the construction of the new Wal-Mart, the County Court House and the Cerrillos Road projects.

### **III. CVB ACTIVITY REPORTS:**

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

Mr. Bradbury reported as follows:

- The confirmed bookings for the CVB are ahead from the prior year.

As part of the group sales promotion, the CVB has booked an archeologists' conference for 2013.

- The new CVB Sales Manager started a week ago.
- Ms. Madden attended a SmartMart meeting in Washington, D.C. and there may be some possibilities from there.
- The CVB has cut down on the amount of money they are paying for the trade shows-they are putting this money into sales blitzes.
- A "Friends and Family" campaign will be starting on December 1<sup>st</sup>. This is a promotion to encourage the community to invite their friends and family to come to Santa Fe.
- An e-mail blast promotion will go out in on May 1<sup>st</sup>.

Ms. Bonney asked how many bookings the CVB is ahead of last year.

Mr. Bradbury said approximately 10,000.

#### **b) CHRISTINE MADDEN – SFCVB SALES**

[Copies of *Santa Fe Convention and Visitors Bureau Sales Activities for period: - 7/1/2011 to 11/17/2011 {Exhibit B}* were distributed. Copies of *Monday Mailer Report – 7/1/2011 to 11/17/11* were attached.]

Ms. Madden was conducting a site visit at Hotel Santa Fe, therefore she was not present.

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

Mr. Lewis reported as follows:

- The updated "Clip Book" was available for the Board to review.

- This month has been a slow month, in terms of visiting press writers. However, there was a writer here from *Chicago Tribune* in December for a syndicate piece of the historic railroad; and a writer from *About.Com* and *Luxury Travel*. There will also be a crew here in January from HGTV Canada for "Live Here, Buy This".
- A second Santa Fe holiday release was sent out. The *Dallas Morning News* had a piece on the Canyon Road Farolito Walk.
- Mr. Lewis is working with TKO on the Friends and Family release. They are working on trying to enroll supporters. They will be meeting with the SF Chamber of Commerce to get them on board.
- Mr. Lewis has completed the image library photos.
- A release was sent out about the meetings convention promotion to the 40 major meeting publications and a variety of media writers.
- "Ski New Mexico" ski press writers will be coming to Santa Fe in February. This will include approximately 20 writers.
- In the first quarter of the year, the media section on the website had over 2200 visits.
- As of October 2011, the estimated earned media was \$1,012,154; compared to \$550,500 in fiscal year 2010-2011.
- The Santa Fe Studio opening was held last week and it was a big success. Mr. Lewis worked with Ballentine - who brought in representatives from ABC and Disney - on conducting a tour of El Rancho de las Golondrinas as a potential location.

Mr. Margetson suggested that Mr. Lewis do an e-mail blast informing the business community what the CVB is doing; and let people know about the promotions.

Mr. Bradbury noted that there was a piece in the *New York Times* that talked about Santa Fe Studios.

#### **IV. FINAL REPORT:**

##### **a. SW Roots Music-Michael Koster, Director**

Mr. Koster presented the information from their final report. (Copies of the report were distributed at the October meeting.)

Mr. Koster said that their biggest event is the Thirsty Ear Festival, which is in the 13<sup>th</sup> year. He explained that they made some big changes for the Thirsty Ear Festival this year. The event was held over 4 days (expanding from last year's 2 days) at 3 City venues – the Lensic Theater, Sol Santa Fe (formerly Santa Fe Brewing Company), and Corazon – rather than the traditional single venue in the county.

Mr. Koster said they plan on working with some other venues for the festival in the coming year.

Mr. Koster noted that the festival featured the highest quality internationally renowned folk, blues, alt-country, roots rock, world music and other traditional forms, as well as educational activities, a Kids Corral with children's programming; and local food, arts, and crafts. The festival attracted approximately 2700 people, a 35% increase over the previous year. The festival featured several performances designed to attract a younger audience and was successful in doing so.

Mr. Koster said they would like to work with venues like the Santa Fe Children's Museum, the Lensic and Warehouse 21 to attract a younger demographic for next year's event.

Mr. Koster reported that they conduct exit surveys and approximately half of their visitors came from outside of the Santa Fe area. Of these, 28% or 453 people stayed in a hotel or Bed and Breakfast for one to two nights, totaling 680 room nights or \$68,000 in hotel income.

#### **b. Glass Alliance New Mexico – Betsy Ehrenberg, President**

Ms. Ehrenberg presented the information from their final report for the Fabulous Flower Fiesta that was held on June 18, 2011. Please see Exhibit "C" for the specifics of this presentation.

Ms. Ehrenberg thanked the Board for the \$5,000 grant noting that the event was a success. She said this first year Fabulous Flower Fiesta was organized with three-way collaboration using the Santa Fe Buckaroo Ball Foundation, the National art Alliance for Contemporary Glass, an organization of art collectors, and the statewide Glass Alliance-New Mexico.

Ms. Ehrenberg reported that they identified 142 hotel room bookings related to the collaborative events during the three-day weekend events. They believe that 25% of the people were tourists because they collected names for an end-of-day drawing and asked people to include their phone numbers and/or zip codes on the sign-up sheets. These included zip codes from Texas, New Jersey, California and New York.

Ms. Ehrenberg noted that they raised over \$1,400 for the non-profit partner and helped bring "hospitality-related" economic benefit to Santa Fe.

She said the artists received orders to ship these flowers all around the world.

Ms. Ehrenberg explained that they would not be using \$908.87 of the grant given that the event is over for this year.

Mr. Margetson asked what happens to the \$908.87.

Mr. Bradbury said he would check but he would guess that it would carry forward.

**V. REQUEST FOR FUNDING:**

**a. SW Roots Music – Michael Koster, Director**

Mr. Koster presented the information from their application. Please see Exhibit "D" for the specifics of this presentation.

SW Roots Music is requesting \$10,000 for the 13<sup>th</sup> annual Thirsty Ear Festival which will be held from June 7-June 10, 2012.

The Festival has grown from a small event of 400 local music lovers to a nationally recognized festival drawing up to 3,000 attendees. The festival's economic impact on Santa Fe is significant. The festival runs for three days and nights (with a possible fourth night in 2012). Exit surveys consistently show that more than half of attendees are visitors from outside of Santa Fe.

Mr. Margetson asked about the financial report and numbers. He noted that he did not see one in the packet.

Ms. Catanach said this information is in last month's packet.

Mr. Koster said this past year they had approximately \$46,000 in ticket income; about \$16,000 in grants; \$2,000 in donations; \$8,600 in partner contributions and approximately \$2,000 in booth sponsorships, totally approximately \$78,000 in revenue and \$77,000 in expenditures.

Mr. White asked if the \$16,000 in grants included the \$10,000 granted from OTAB.

Mr. Koster said yes.

Mr. Margetson asked if Mr. Koster receives a salary.

Mr. Koster said yes, but this is paid out of a different pool.

Mr. Margetson asked if they receive funding from the County.



Mr. Koster said yes, they received \$6,000 for last year's event.

Mr. Margetson explained that OTAB would like to wean organizations off of the program. The goal of OTAB is to help organizations or events start but not continue to fund them year after year.

In response, Mr. Koster said when they restructured the Thirsty Ear Festival this past year and moved the venue to the city of Santa Fe and this is one of the reasons that they came back for funding. He noted that they are down approximately 50% in terms of ticket sales since FY 2008 and the economic downturn. He said they are doing everything they can to bring people to Santa Fe.

Chair Castillo asked Mr. Koster if they are doing anything like this in Tulsa.

Mr. Koster said SW Music is 100% Santa Fe.

Chair Castillo asked if the change in venue may be one of the reasons for the drop off in people staying in hotels.

Mr. Koster said about half of the people coming from out of town stay in hotels or B&Bs. He said they have seen that more people are staying with friends or relatives and he does not think that this has anything to do with their event; it is mainly due to the fact that people just have less money and are trying to save money. He explained that they have lowered the ticket prices in a number of ways and have offered free things. However, this has not necessarily resulted in more dollars coming in from ticket sales. Also, the costs to do the Festival have gone down by coming to the city and the infrastructure of the new venues.

**Ms. Bonney moved to approve the funding request in the amount of \$7,500. Mr. White seconded the motion. The motion passed unanimously by voice vote.**

**b. Artfeast-Diane Deane, Managing Director**

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

Ms. Deane presented the information from their application. Please see Exhibit "E" for the specifics of this presentation.

ARTsmart is requesting \$5,000 in OTAB funding to enable national distribution of an ARTfeast documentary, now in production.

Ms. Deane noted that OTAB funded them \$5,000 last year. She introduced Trish Byrd, the Vice President of ARTsmart.

Ms. Byrd said they wanted to market in more of a global way and they came up with this documentary. The documentary is created by Toby Michael Younis – a

professional documentarian and will be distributed to 40+ national public access television stations. ARTsmart will distribute 500 copies of the DVD to businesses, sponsors, and individuals across the United States. The Santa Fe Convention and Visitors Bureau and OTAB will be listed as a "Producer" on the documentary and the logos and web site addresses will be on the DVD jacket.

ARTfeast 2012 will be celebrating its 15<sup>th</sup> year, a benefit weekend of events to be held in 2012 on February 24<sup>th</sup> – 26<sup>th</sup>. This is a unique collaboration between the 100+ art galleries and museums, 30+ of Santa Fe finest restaurants, and many area hotels. One of the primary aims of ARTfeast is to bring visitors and their dollars to Santa Fe in the off-season.

Ms. Byrd said the numbers they are able to track are clear testimony to the impact of ARTfeast on producing revenue for tourism. ARTfeast 2011 attracted around 2,200 ticket buyers and attendees to one or more of the five ticketed events. Thirty-two states were represented and four foreign countries. ARTfeast has continued to attract out of state visitors and there was an increase from 2010 to 2011 out of state visitors and out of Santa Fe area of 1.4%.

Ms. Byrd explained that the overall level of marketing, including the ARTfeast documentary, electronic media packets, advertising, editorial exposure, "Save the Date" and brochure mailings, posters and banners will be used to bring tourists into Santa Fe for the ARTfeast weekend.

Mr. Margetson asked how much goes to the schools.

Ms. Deane said they gave a little over \$100,000 last year to the schools.

Mr. Margetson asked why OTAB should continue to support this because they are doing well without OTAB's funding, given that they are giving \$100,000 away.

Ms. Byrd said it takes money to make money. She explained that the schools would not have an art budget without them and they will also impact economic development. She said this is not a budgeted item for them this year and this is why they are asking OTAB for assistance.

Chair Castillo said this event brings people into town and generates lodgers and gross receipt taxes.

**Mr. White moved to fund the ARTfeast request at \$5,000. Mr. Margetson seconded the motion. The motion passed unanimously by voice vote.**

**c. Earthmind – Sam Diaz, Owner**

Ms. Diaz presented the information from their application. Please see Exhibit "F" for the specifics of this presentation.

Earthmind is requesting \$7,920 in OTAB funding for the "Under Southwestern Skies" destination documentary-series. The show focuses on the Cowgirl BBQ in Santa Fe and KTAO radio in Taos. It focuses on the characters that run them and bands that go through them. The goal is to create a nationally broadcast television show that will bring positive attention to Santa Fe and northern New Mexico. This is a citizen-based economic development initiative in the form of a national weekly television series set in Santa Fe and Taos, designed to support 2 of the 4 major revenue producers in New Mexico. This will translate into more visitors and tourists, much in the same way that shows such as Austin City Limits, The Jersey Shore, the Real Housewives has brought an influx of tourism to those specific locations.

Ms. Diaz said additional tourism will put more "heads in beds" and people in restaurants, clubs and retail shops. Through this project, it is their intention to sustain and create jobs, whether directly related to the show in the form of film and television jobs, internships and mentorships, or the jobs that will inevitably come in the areas of hospitality and retail that will help our community "prosper".

Ms. Diaz noted that they are already in conversations with three major networks.

She said this is a one-time request and they are requesting OTAB funding for completion money for the pilot show; however, they would like it to be an on-going show.

Mr. Margetson asked if they receive funding from other sources.

Ms. Diaz said they have requested funding from the McCune Foundation in the amount of \$20,000 but they have not received it yet. She noted that they received \$1,000 in fundraising efforts.

Ms. Bonney asked if Cowgirl BBQ is helping with this given that they are focusing on them. .

Ms. Diaz said they are only helping with in-kind donations but they have a limit of \$3,000.

**Mr. Margetson moved to fund the request in the amount of \$4,000. Mr. White seconded the motion. The motion passed unanimously by voice vote.**

**VI. MEETING SCHEDULE**

There will be no meeting in December due to the Christmas holiday. The next meeting will be held on January 26, 2012 at 8:30 a.m. in the City Hall Council Chambers.

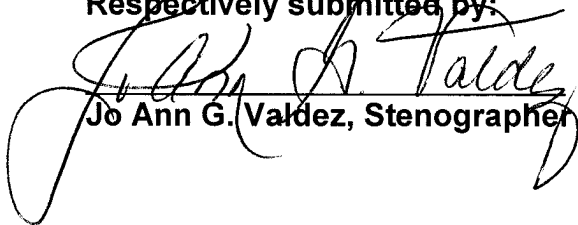
**VII. ADJOURNMENT**

Its business being completed, Mr. Hendry moved to adjourn the meeting, second by Ms. Bonney, the meeting was adjourned at 10:05 a.m.

**Approved by:**

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

**Respectively submitted by:**

  
**Jo Ann G. Valdez, Stenographer**