



*Agenda*

DATE 2/20/13 TIME 10:54 a.m.  
 PREPARED BY Jim Luttjohann  
 RECEIVED BY [Signature]

OCCUPANCY TAX ADVISORY BOARD  
 FEBRUARY 28, 2013  
 CITY COUNCIL CHAMBERS

8:30 a.m. Regular Meeting

I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes: January 31, 2013

8:35 a.m.

II. Request for Funding:

- a. Canyon Road Merchants – presented by Connie Axton

III. Final Report:

- a. Dual Language – Presented by David Rogers

9:00 a.m.

IV. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

9:15 a.m.

V. Progress Report on O.T.A.B. Grant Program—Jim Luttjohann

9:30 a.m.

VI. CVB Activity Reports:

- a. Jim Luttjohann – SFCVB Executive Director
- b. Christine Madden – SFCVB Sales
- c. Cynthia Delgado – SFCVB Marketing

VII. Meeting Schedule:

The next regularly scheduled meeting will be held on March 28, 2013 at 8:30 a.m. in the City Hall Council Chambers.

10:00 a.m.

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.

**SUMMARY OF ACTION  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD MEETING  
February 28, 2013**

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APPROVAL OF MINUTES – JANUARY 31, 2013	Approved	1
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CANYON ROAD MERCHANTS – PASSPORT TO THE ARTS	Request approved for \$15,000	2-4
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<b><u>CVB ACTIVITY REPORTS</u></b>		
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**MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD  
February 28, 2013**

**I. PROCEDURES**

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

A regular meeting of the Occupancy Tax Advisory Board, was called to order on Thursday, February 28, 2013, at approximately 8:30 a.m., by Chair Miguel Castillo, in the City Council Chambers, City Hall, Santa Fe, New Mexico.

**MEMBERS PRESENT:**

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

**STAFF PRESENT:**

Jim Luttjohann, Executive Director – SFCVB  
Cynthia Catanach, Project Manager  
Chris Madden, SFCVB Sales  
Melessia Helberg, Stenographer

There was a quorum of the membership in attendance.

**b) APPROVAL OF AGENDA**

**MOTION:** Mary Bonney moved, seconded by Terrell White, to approve the agenda as presented

**VOTE:** The motion was approved unanimously on a voice vote.

**c) APPROVAL OF MINUTES – JANUARY 31, 2013**

**MOTION:** Mary Bonney moved, seconded by Terrell White, to approve the minutes of the meeting of January 31, 2013, as presented.

**VOTE:** The motion was approved unanimously on a voice vote.

### **III. FINAL REPORT**

#### **A) DUAL LANGUAGE – PRESENTED BY DAVID ROGERS**

An OTAB Funding Report, *La Cosecha* Dual Language Education of New Mexico, submitted for the record by David Rogers, is incorporated herewith to these minutes as Exhibit "1."

*Jon Hendry arrived at the meeting*

Mr. Rodgers thanked the members of OTAB for collaborating on the 3<sup>rd</sup> Dual Language Conference held in November 2012. Mr. Rodgers thanked Chris Madden for her incredible support, noting almost 1,500 people attended the conference.

Mr. Rodgers presented the OTAB Funding Report. Please Exhibit "1," for specifics of this presentation.

Mr. Rodgers said they will be having the Conference in Santa Fe again in 2014. He said they are partnering with the Association for Latino Administrators and Superintendents, which has a new chapter in New Mexico, for its conference in 2013. He said the Association is looking into bringing its national conference to Santa Fe in October 2015.

Mr. White asked when the Dual Language Conference will be scheduled.

Mr. Rodgers said it is always in November, and they are looking at the 3<sup>rd</sup> week in November 2014, the week before Thanksgiving. He thanked Ms. Madden for working with them.

Chair Castillo thanked Mr. Rodgers for the work they do.

### **II. REQUEST FOR FUNDING**

#### **a. CANYON ROAD MERCHANTS – PRESENTED BY CONNIE AXTON**

The notebook containing the presentation for this request, *Passport to the Arts*, is incorporated herewith to these minutes by reference, and is on file with, and copies can be obtained from, the SFCVB.

A copy of a Press Release dated February 25, 2013, regarding *Passport to the Arts 2013*, is incorporated herewith to these minutes as Exhibit "2."

Mary Bonney recused herself from participation in this request because she is a member of the organization.

Meg Shepard, Assistant Director, Canyon Road Merchants Association, said the Association is an organization of 105 businesses on Canyon Road. It was formed two years ago and has accomplished great things in its first two years. She said the Association was formed because there were a number of studies indicating people didn't understand Canyon Road, nor did they know of its existence when they arrived in Santa Fe. The purpose of the Association is to promote historic Canyon Road in the local, regional and international community and they have created a series of events for which they seek OTAB support.

Ms. Shepard distributed copies of a press release for the event for which they seek funding, *Passport to the Arts 2013* [Exhibit "2"]. She said within 2 days of the press release, they received confirmation of 3 editorial articles promoting this event – *The Santa Fean*, *Southwest Art and American Art Collector*. She said they are very enthusiastic about the event.

Ms. Shepard reviewed the specifics of the proposal. Please see the presentation notebook for specifics of this presentation.

**Jon Hendry** said he appreciates all the efforts of Ms. Shepard and the Association to put together this program.

Ms. Shepard said they have received all kinds of community support, noting they have a huge number of corporate sponsors who believe in what they are doing, and really know that "it is our complete and entire intention to bring people to Santa Fe and to strengthen the reputation of Santa Fe."

*Paul Margetson arrived at the meeting*

Ms. Shepard said there is so much in the proposal and she hopes they realize the overall impact of the arts on Santa Fe. She said they have a lot to work with here and why they need this Board's support.

Mr. White asked if this has the aspect about it where the artists are on the road itself painting.

Ms. Shepard said yes, absolutely. She said the Paint Out, a 6 year event, draws a huge numbers of people to Santa Fe and to Canyon Road. She said it is interactive and the artists are painting at 3 different locations throughout the Road. She said there will be wonderful artistic demonstrations all day Friday and Saturday, including jewelry-making, sculptors.

Mr. White said he paints with Lee Rommell, and mentioned that it is a wonderful experience.

Ms. Shepard said they didn't have great attendance last year, but it was a first year event, and they learned a lot for that experience, and they need the funding to step-up events promotion to really bring people from out of town.

**MOTION:** Terrell White moved to approve the request for funding for *Passport to the Arts 2013*, in the amount of \$15,000.

**DISCUSSION PRIOR TO SECOND:** Mr. Hendry asked where this leaves us, and asked if we plan to fund anything for next year.

Chair Castillo said the intention, from the previous meeting minutes, is that we would maintain the \$33,000 we talked about to build the grant program, so we have \$19,000 left in this budget, and this award wouldn't affect the future intention of the Board.

Mr. Hendry said he has done business with this organization, and is uncomfortable with seconding the motion and would prefer someone else to do this.

Mr. Margetson said he wasn't here last Fall or Summer when this group came up with funding these big organizations or these big events, and this continues to be the conflict, but we go on with it. He said then Chair Castillo is saying it is fine and we can afford to do this, and Chair Castillo said this is correct.

**SECOND TO THE MOTION:** Paul Margetson seconded the motion.

Mr. Margetson said he doesn't understand where we are going with our original plan.

Chair Castillo said the original plan is intact, the money is intact, we have a little extra and believes we can afford this award..

**VOTE:** The motion was approved on a voice vote, with Jon Hendry, Paul Margetson and Terrell White voting in favor of the motion, no one voting against and Mary Bonney recused.

Chair Castillo he didn't realize that there are 105 businesses in one mile, although he knows there are lot of galleries, and said it is extraordinary to have 105 in a mile.

Ms. Shepard said they will be sending invitations to City officials and she encourages everyone to attend.

#### **IV. LODGERS TAX UPDATE (DAVID TAPIA)**

David Tapia reviewed the *City of Santa Fe Lodging Tax Report for the month of January 2013*, which is in the Board packet. Please see this Report for specifics of this presentation.

Mr. Tapia noted that there is a 6% increase overall for the year, and we are at the highest level we've been since 2008.

Mr. White asked if any large properties are behind that we are trying to collect.

Mr. Tapia said he has legal action against 3 properties currently, about \$5,000 to \$10,000, but nothing major such as we experienced in the previous fiscal year.

Chair Castillo asked how timely the payments are being made by the properties.

Mr. Tapia said currently, everything is coming in fairly strongly, noting the collection method is a little more personal. He is calling businesses that haven't made their payments. He said the response is good. He said if two months go by he sends a letter and after 3 months, legal action is taken.

Responding to Margetson, Mr. Tapia said the businesses were delinquent at one point, but they are now up to date.

Mr. Margetson said it is important to bear in mind that the first months of the fiscal year was the catch-up from the prior year, so we're not 6% over last year, we are about 4%.

Mr. Tapia agreed, saying that can skew the results.

Mr. Margetson said February is going to be good, but he is personally concerned about March, commenting that November and December were good months and were encouraging. He said we're now comparing "apples to apples."

Mr. Tapia said this is correct, noting any delinquencies collected in the next few months won't impact like the roll-over from the previous fiscal year. He said we should have a good idea by May, and we can get a strong budget going into the future.

Mr. Margetson said this contradicts the *Rocky Mountain Report*, which is saying we're absolutely flat, and he doesn't quite understand.

Mr. Tapia said yes, and it does contradict with the GRT revenues, noting there were slight gains which were more related to construction and not related to occupancy or hotel stays, but we are generating this revenue.

Mr. Luttjohann asked if part of it could be penalties.

Mr. Tapia said no, the penalties have been minor, probably about \$5,000. He said the penalty is the greater of 10% of the gross or \$100.

Mr. Luttjohann asked if there were any significant catch-up payments in a lump sum.

Mr. Tapia said nothing came in that would skew the numbers for January, noting we have 3 delinquencies for a total of approximately \$10,000.

Chair Castillo said we want to make sure this is a real success, and thanked Mr. Tapia for his report.

## **V. PROGRESS REPORT ON OTAB GRANT PROGRAM (JIM LUTTJOHANN)**

Jim Luttejohan said the current draft is in the Board packets, and hopes this can be finalized today. He said he has incorporated comments from previous meetings into a workable form. He noted there is a typo on page 2 in the bold, and should strike the word "either."

Mr. Luttjohann said under Item #9, the criteria was matched to the State criteria, which was one of the directions from this Board. He said the March 28<sup>th</sup> date under Item #7, is somewhat in keeping with the State's deadlines, to encourage co-application. It falls in sync with our meeting schedule and would give us the opportunity to apply the reserve funds before the end of this fiscal year, and the reason that date was selected.

Mr. Luttjohann said he also included in the bold type under #7, the ability of this Board to be able to go back to applicants with lower scores, and designate funds if additional funds become available.

Ms. Bonney said they did remove the rule that entities can't apply if they received funding in the 3 prior years, which was the biggest change for her.

Mr. Luttjohann said he attempted, under Item #17, to establish the Step Grant procedure, noting this is his math, and this might be something this Board would like to give a "deeper read."

Ms. Bonney said the idea is that the entities "start to get their own legs," noting it makes them think about their own future.

Mr. Luttjohann said if Item #17(D) is contrary to what she just said, he can strike this now, reiterating this was "residual from my thought process."

Ms. Bonney said, "No. I think this is fine."

Mr. Hendry asked if the intention still is to do the City services and then solicit the in-kind.

Mr. Luttejohan said yes. He said Mr. Hendry directed him to get on the agenda for LTAB, but he couldn't do that this month, because it is meeting at the same time as OTAB. He said we are likely to wind-up in conflict next month. He said LTAB will decide today whether or not to hold a March meeting, and if so, what date.

Chair Castillo suggested, once LTAB has made its decision, we can then tweak the day of our meeting.

Chair Castillo suggested we set an action item to change the date of our meetings.

Ms. Catanach said she will have to look at the availability of the Council Chambers for any change of date. She said we aren't always in conflict, noting the County meeting starts at 10:30 a.m.



Chair Castillo said if we would strictly adhere to the timeline, and we had the meeting on the 4<sup>th</sup> Thursday, and adjourn the meeting promptly at 10:00 a.m., we could attend LTAB.

Mr. Luttjohann said he will check on the availability of the Chambers for next month's meeting, and that can be put on the agenda for discussion next month.

Mr. Hendry said we will next be coming up with procedures on City services, noting that would have to go to the City Council. He likes that we will be helping people to put things together, noting he hears the application is too hard. However, if the application is too hard, it will be really hard to do an event.

Mr. Hendry said, from a development point of view, the City could help with the insurance requirements through organizations such as the Santa Fe Community Foundation or the New Mexico Community Foundation, to establish a master policy people could access which would lower the costs, particularly for small organizations and events. The City should encourage someone to take this on. He said the McCune Foundation can't help with this any more.

Chair Castillo said this is done a lot of times when a fiscal agent is needed and the Santa Fe Community Foundation and Warehouse 21 do that for a small fee. He thinks it would be a natural fit to get them as a co-insured under their general liability.

Mr. Margetson said neither Warehouse 21 or the Community Foundation would be his choice, because both have assets which could be attached after the insurance policy runs out.

Mr. Hendry believes we should talk with the two foundations and see what they think, reiterating he thinks we should encourage somebody to do this, commenting the insurance requirement is onerous for small organizations, for example, just wanting to do a picnic in the City parks.

**MOTION:** Mary Bonney moved, seconded by Terrell White, to approve the *2013 Procedures & Application for Lodgers Tax Funding Assistance of Special Events*, as presented.

**VOTE:** The motion was approved unanimously on a voice vote.

Mr. Luttejohan said the Arts Council is looking to moving that grant process on line, so those on-line tools could be used here.

Ms. Bonney asked if this is the same app the State Arts Commission is using, and Mr. Luttjohann said it is the same one. Ms. Bonney said it is brilliant.

Mr. Luttjohann said it makes it significantly easier to do.

## VI. CVB ACTIVITY REPORTS

### a) Jim Luttjohann, SFCVB Executive Director

Jim Luttejohan said many months ago, the Board asked him to begin soliciting participants for an advisory session and he, in turn, asked the Board to submit some names. His current working list is included in the report on page 3, under Sports Tourism, and if it is okay, he will go ahead and set up the special session.

Chair Castillo said he thought he submitted the name of Gerald Martinez, Salvador Perez Pool, and Mr. Luttjohann said he will add his name to the list

Mr. Margetson recommended he speak with Jim Weyrauch, a realtor, whose history is diving, noting he was on the Olympics Team when the U.S. canceled its participation when the Olympics was held in Moscow..

Mr. Luttjohann asked Board direction on the list with those two additions, noting it is subject to their availability to participate. He said an action item would be appreciated..

**MOTION:** Mary Bonney moved, seconded by Paul Margetson, to direct Mr. Luttjohann to form the Sports Tourism Advisory Committee, with the list of members as proposed by Mr. Luttjohann, including the two additions.

**VOTE:** The motion was approved unanimously on a voice vote.

Mr. Luttjohann said with this action, he will submit his written report, subject to questions from the Board.

Mr. Hendry thanked him for the written report, commenting it is better for him. He said last night at the Council meeting he talked about the stunning success we're having in the motion picture industry, to the extent there are no other spaces for them in town. He said there is another TV series that is talking about shooting in Santa Fe. He said the producer of *The Lone Ranger* is looking to come back to New Mexico with another Johnny Depp project.

Mr. Luttjohann asked Mr. Hendry to draft several quick bullet points on the needs, and he would be happy to carry that to Economic Development.

Mr. Hendry suggested Steve Lewis should do PR for the CVB, and they need to talk about the great job they're doing – the movies, the increased occupancy rate, and so forth.

**b) Christine Madden – SFCVB Sales**

Christine Madden said the numbers speak for themselves. However, not mentioned in the report is the work on making seamless the interaction with the Convention Center. There have been complaints that it is increasingly difficult to arrange certain of the other services. She said they brought the parking in-house with the Convention Services Managers interacting with the Parking Division and arranging the needed parking. This is being factored into the cost of the facility rental.

Ms. Madden said, secondly they are at the point where all caterers on the approved catering list are being notified when there is a stand alone, social event, giving them the opportunity to communicate with the client. She said they are staying on top of that closely.

Ms. Madden said travel is kicking in, noting there is a trip to Chicago next week, with approximately 20 appointments, with one very good presentation to a third party representative which books a lot of meetings.

Ms. Madden said the following week, they will be going to Washington, D.C., and she is finalizing that schedule. There will be 3 days of sales calls and 1 day of trade show destination showcase, where they will see a lot of former clients with a lot of new things in Santa Fe to talk about.

Ms. Madden said they are putting together a new offer for a total of 200 room nights, individual property oriented, involving a \$5 rebate per room per night to the organization's scholarship fund, or charity or foundation of their choice. The \$5 rebate is doubled during off-season.

Ms. Madden said they have been talking about reorganizing the way that they are deployed in the sales department, noting this will give a good "shot in the arm" to those who are charged with booking the smaller groups that fit into individual hotels. She said so far, the hotels have embraced this idea very vigorously, and have defined the off-season as December through March. She said the reorganization will be complete by the next meeting. Ms. Madden said she will be doing the City-wide, 300-500 rooms plus, bringing the Convention Center and multiple hotels into play. She said the rest of the sales team will be deployed geographically to start with. She said they will be hiring the third position, noting they are still defining how that position will be used. She said one thought is to have that person do executive size meetings – boards/meetings of 50 room nights and less which are as time consuming at times as a larger booking, as well as to do tour and travel. She said they have other ideas they are considering. She believes they will emerge on the other side as of April 1<sup>st</sup>, as a very strong voice and booking agent for the City.

Mr. Margetson said he disputes Ms. Madden's statement that the low season is December through March, commenting he believes November is equally challenging.

Ms. Madden noted they have two very big problems for November 2014 and 2015 in booking groups into the Convention Center, noting that they are a point they are asking them to be flexible on the dates. She said, as Mr. Rodgers said, he was pushed to the week before Thanksgiving because we were already full with other group bookings.

Mr. Margetson said he doesn't understand "w/o rep."

Ms. Madden said that means "without representatives," so this is a team report and not individualized by whom produced what.

The Board discussed funding from LTAB. It was pointed out there wasn't direct funding, but there are ways in which we do receive funds. Mr. Luttjohann said this is an awkward situation that he inherited, and he has not yet "wrapped my brain around how to fix." He said, "I want to be a builder of bridges, not a builder of walls, and so I'm trying to figure out how to legitimize the situation by working with LTAB."

The Board continued its discussion, and the issues with regard to travel expenses and who pays. It was suggested perhaps holding a joint session of OTAB and LTAB to discuss the issues, and perhaps Mr. Luttjohann and the respective Chairs could meet as a precursor to that meeting.

Members of the Board indicated dissatisfaction with the current arrangement as being inappropriate. Staff said that sentiment was vocalized by two other downtown hotel partners, and was told that this seems to be something which needed to be ruled on by the City Manager. A member of the Board thinks this is a conversation for the City Council and the County Commission, and this should be a joint City/County marketing plan. It was pointed out if there is a quorum of the respective Boards in attendance it has to be treated as a public meeting.

The Board discussed the issue of the "Rent Back" with Rancho Encantado. Chair Castillo said it is his understanding if they rent back, they would be charged the County tax. It was noted Rancho Encantado was resisting that for a while. A member noted it is now Four Seasons.

*[Much of this discussion is inaudible]*

Mr. Luttjohann said in his prior position, there was a timeshare rent back program attached to a Sheraton Hotel and there was some controversy there, and the Sheraton ultimately prevailed that the tax was on the net. He said it was similar to the on-line travel agency argument that what went back toward the ownership pool was exempt from taxes. He said, however, "that was different state, different argument."

Mr. Hendry suggested Mr. Luttjohann might want to ask City Attorney Geno Zamora to look into this matter, and whether they are reporting any Lodgers' Tax and if not, the reason.

Chair Castillo noted we are getting off topic here.

Chair Castillo asked, with regard to dissemination of information to the caterers with regard to potential business so they can contact people, if the same is true about the audio-visual industry. He said he used to receive a confirmed booking report, and he could contact them.

Ms. Madden said all of the providers will get this information.

Chair Castillo said, "I always say it's a great opportunity for us, but it's been difficult as you know, and I've brought it up many times, when we are competing against the City renting audio-visual equipment, and we're trying to rent the same exact audio-visual equipment, so I'm hoping they retire all of the audio-visual equipment over there. It needs to be retired, it's dated and sure to go away."

Mr. Margetson asked in the Fairmont context, if the Wyndham is reporting, commenting it is near Las Palomas.

Mr. Luttjohann said he would have to ask Mr. Tapia, noting "we see this without the names."

Mr. Margetson said he would like to know.

Responding to Mr. Hendry, Chair Castillo said no one brought an issue to him with regard to some sort of expression that a union person shouldn't be serving on this Board.

**c) Cynthia Delgado, SFCVB Marketing**

Chair Castillo asked Ms. Delgado if she receives compensatory time for hours worked in excess of 40 hours.

Ms. Delgado said the only thing exempt employees receive is compensatory time for overtime, which can be maxed to 80 hours, and employees lose anything over that if it isn't taken in the current year, noting last year, she lost 60 hours.

Chair Castillo asked if it is "hour for hour," and not time and a half, and Ms. Delgado said yes. Chair Castillo said at the State there is no more flex/comp time at all.

Mr. Luttjohann said there is a differentiation at his level.

Chair Castillo said then Ms. Delgado is a salaried employee, not an hourly. He said he is hearing from people at the State, including Tourism, is "if you don't like it, there's the door, and you're not getting compensated."

Mr. Hendry said he is a labor lawyer, and it's not true, the maximum is the point at when employees are required to use the time, and employees should use that time. He said there should be no requirement that anybody works for free at any point. He said Tourism is one of the few Departments which isn't organized and this is what happens, commenting employees in collective bargaining units are getting their comp time.

Mr. Hendry would like to recognize Jim Montman, Airport Manager, for his contributions to the City, noting Mr. Montman will be retiring shortly. He noted 88% of the people flying in and out of Santa Fe are leisure travelers according to a survey done several years ago. He said the new airline coming in has a \$99 fare.

He said, "I do have that conflict, in that my life partner owns a business down there. I do want to state that conflict. But I would also say, what a huge opportunity we have with another 5 flights a day coming in on a major airline, and a union airline. We've now got a union airline at Santa Fe Airport. How cool is that."

Mr. Luttjohan said he recently visited the Airport and was looking at the physical space. He said one of our visitor experience exercises is about going there and looking at the opportunities for selling Santa Fe inside the Airport.

Mr. Hendry said the Airport itself should be an attraction, because it is a great airport and the first thing people see when they come into Santa Fe.

Ms. Delgado said they have been working with the airlines, linking with its PR and advertising partners. She said they also are tying the flight origination point to our City advertising. She said the Winter promotion focused on the Denver area, because of the new Great Lakes flights coming in, highlighting "Fly Directly to Santa Fe." She said as airlines come on line, they are tying our marketing work into their marketing partnerships. She said Mr. Montman has been great to work with, noting the landing increases over the last year are tremendous, and they see that as an important growing asset for the leisure traveler. She said as Ms. Madden develops her work with the executive board meetings, we know it is highly attractive for executives to be able fly into the local direct market, noting all of these pieces will come together.

Cynthia Delgado presented the *Marketing Report December & January*, dated February 28, 2013, which is in the Board packet. Please see this Report for specifics of this presentation.

Mr. Margetson said there is a significant drop in visitation to Lamy and La Bajada.

Ms. Delgado said she is surprised about that. She has scheduled a meeting with Tourism to look at the numbers. She said La Bajada was under construction, although she doesn't know the time period.

Mr. Hendry said they did cut the hours, noting "[Secretary] Monique [Jacobsen] doesn't believe in the Visitors Centers, so they're cutting the hours in the Visitors Centers."

Ms. Delgado said the Visitors Center in Gallup is one of the most popular. She agrees with Mr. Hendry that the popularity has to with the relationship to how far the last restroom is.

Mr. Margetson said the Visitors Center is in the Lamy Building.

Ms. Delgado said yes, but it isn't open on weekends.

Mr. Margetson said it doesn't make sense that the occupancy is down 0.3%, rates up 1%, and the Lodgers' Tax is up by 6%.

Ms. Delgado said, "We are having this conversation on a daily basis between Jim, Chris and myself. The only thing we keep talking about is that in 2008, we added approximately 500 rooms to the inventory. That was Buffalo Thunder, Encantado, the Hyatt and one other. Some of those are in those numbers. What I'm saying is, when you add approximately 10% more inventory, it has taken us over these last 4 years to digest it. By the way, this is our conversation, Paul. I wish I would tell you this is the answer."

Mr. Margetson asked if the occupancy includes Buffalo Thunder.

Ms. Delgado said, "Rocky Mountain is starting to include Buffalo Thunder. And I know Star has periodically included Buffalo Thunder."

Mr. Margetson asked where the numbers come from.

Ms. Delgado said, "Rocky Mountain. The only numbers we get for occupancy are the Star Report and Rocky Mountain."

Mr. Margetson said he agrees with what she is saying, because "I'm am flat as a pancake the last 2-3 years, as an individual." He said the City is flat, regardless of Buffalo Thunder and Encantado. He reiterated that it doesn't make sense that tax revenue is increasing.

Ms. Delgado said we need to have a deeper understanding of all of the numbers. She said, "That being said, in 2014, we have 182 events. We have to get ready to digest that many room nights, as well."

A member said Senator Heinrich is not opposed to the change of the Charter of the 8<sup>th</sup> Northern property on Cerrillos Road, which basically means that it is moving again. And when that moves, it's a major Hilton property. He said the plan is that Buffalo Thunder will be operating it as a major Hilton property. He said they are building a convention center as part of a multi-use property – a shopping center, offices, a major resort hotel and a convention center which looks like a casino.

Ms. Delgado said everything we can do to ramp up the visibility of Santa Fe helps us get over the flat, to start moving up, and to digest any new inventory that comes on line, because it will have an impact on occupancy and rate.

Mr. Luttjohann said he doesn't know what it would take to change the blanks on the Lodgers' Tax reporting form, so we might have a constant set which are City-specific numbers.

Mr. Margetson noted we've addressed that previously, and the City doesn't require all of the blanks be filled in, which has been an issue. All we have to give you the revenue and pay the tax.

Ms. Delgado asked Board members to send her any suggestions for improving the Marketing Report.

## **VII. MEETING SCHEDULE**

Chair Castillo said we need to be sure we coordinate our meetings better with the LTAB meetings.

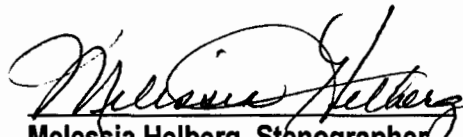
Mr. Luttjohan said they will make a single adjustment for next month's meeting which will inform us where the conflicts might arise. He said we also need to look at the invitations for a possible joint meeting of OTAB and LTAB.

Mr. Luttjohann said he needs the annualized occupancy report which segments by week as an attachment which he doesn't have. He wants that in hand before we go live on the website.

## **VIII. ADJOURNMENT**

There was no further business to come before the Committee, and the meeting was adjourned at approximately 10:30 a.m.

  
Miguel Castillo, Chair

  
Melissa Helberg, Stenographer



The 17th Annual *La Cosecha* Dual Language Conference took place from November 7-10, 2012 at the Santa Fe Convention Center and La Fonda Hotel in Santa Fe, NM. First organized by teachers in 1997, *La Cosecha*, Dual Language Education of New Mexico's annual dual language conference, brought together 1484 educators, students, community members, and dual language supporters from around the country to participate in Santa Fe.

In addition to the La Fonda Hotel, *La Cosecha* guests also stayed at the St. Francis, Hotel Chimayo, The Lodge at Santa Fe, Hilton and Garrett's Desert Inn. Through an internal survey, we determined participants stayed in the following locations outside the block: Inn of the Governor, Inn & Spa at Loretto, Adobe Abode, El Dorado Hotel Santa Fe, Sage Inn and Comfort Suites.

The official number of sleeping rooms occupied by conference participants was: 1294

*La Cosecha* Planning Committee believes people staying outside of negotiated room blocks puts that total at 1300+ rooms.

*La Cosecha* 2012 Expenditures and Revenues:

Gross Revenue: 453,361.43

Expenditures: 158,283.09

The vast majority of those expenditures were in Santa Fe, New Mexico.

Food & Beverage - 61,000.00

Meals on-the-town: Wed-dinner, Thurs-dinner, Fri-dinner, Saturday-lunch

A/V - 2800.00

SFCC - 1600.00

Other Rental - 400.00

Lodging - 18,600.00

Transportation - 6,250.38

Printing - 8200.00

Artist Fees - 2,300.00

Promotion - 7,250.00

Security - 800.00

DLeNM is planning to return to Santa Fe, November 19-22, 2014

Most Educational Conferences are still noting a decline in attendance. For *La Cosecha* 2012 we noted a 8.5% increase in attendance over the 2011 event, and our planning committee is working through a number of promotional initiatives to increase the size of our attendance. These initiatives include:

- Social networking ("Like" us on Facebook)
- Formalizing partnerships with over 24 organizations that we collaborate with nationally and internationally to expand our communication database
- Searching for local and regional conferences that are declining in participation rates, who may want to merge their annual events with our (ie. ALAS, Native American Language Institute, NM TESOL).
- Developing relationships with state and federal organizations that have membership that do not yet know about *La Cosecha* as a professional development resources
- Expanding the use of electronic communication through our clearinghouse found at [www.dlenm.org](http://www.dlenm.org) to reach new people, schools and school districts, to encourage their participation in upcoming conferences.
- Participating in larger, related educational conferences that may have a fresh group of participant candidates for *La Cosecha* (ie. ACTFL, TESOL International, NABE).

With these initiatives, DLeNM will seek help from the Lodger's Tax Advisory Board to help expand it's marketing campaign and get the most from its limited resources.

*Exhibit "1"*

## For Immediate Release:

Contact: Meg Shepard  
Canyon Road Merchants Association  
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email: [crma.sf@gmail.com](mailto:crma.sf@gmail.com)  
Website: [VisitCanyonRoad.com](http://VisitCanyonRoad.com)

# CANYON ROAD

SANTA FE

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## Passport to the Arts 2013

*Experience the World of Art on Canyon Road*

**Santa Fe, NM - February 25, 2013 -**

The Canyon Road Merchants Association is pleased to announce the schedule for Passport to the Arts 2013 - an annual public art event on historic Canyon Road.

### Event Details

**Who:** Artists from around the country

**What:** Passport to the Arts

**Where:** Canyon Road | Santa Fe, NM

**When:** Friday & Saturday | May 10<sup>th</sup> & 11<sup>th</sup> 2013

**Why:** To open Santa Fe's summer art season with a celebration of the rich, multicultural tradition of historic Canyon Road

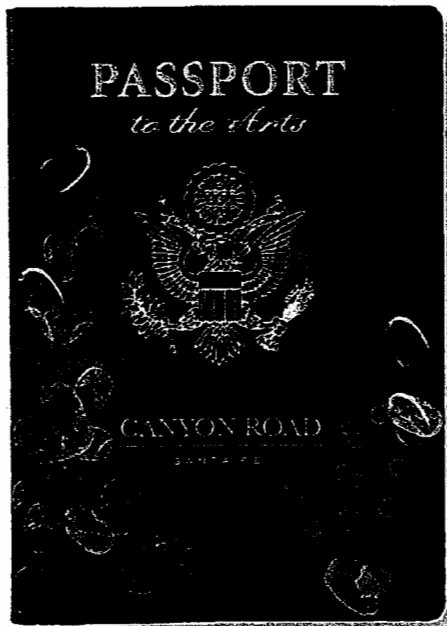
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Artists and art lovers from around the country will converge on Santa Fe for this two-day art event that begins on Friday evening. Openings, exhibitions, and receptions for artists will be held at many of the internationally-known galleries and artist studios on Santa Fe's historic Canyon Road. Passport to the Arts events continue throughout Saturday at multiple venues. The day's headline events are the Artist Quick Draw in the morning and the Live Auction following a late afternoon reception. More than 100 artists are expected to participate in Passport to the Arts.

The second annual event is organized by the Canyon Road Merchants Association following a very successful inaugural event in 2012. Association President Connie Axton attributes the success to Canyon Road's unique qualities, "What draws people to Canyon Road is incredible art without the attitude and the exceptional diversity of art found in one short mile."

Despite its small size, Santa Fe has been recognized as the third largest art market in the U.S. - New York City and L.A. hold the number one and two spots. Artists from around the world cite Santa Fe's hospitable climate, exquisite lighting, and magnificent vistas as reasons for coming to "The City Different". The work of more than 1000 artists is exhibited in Canyon Road galleries.

## Passport to the Arts | Friday & Saturday | May 10<sup>th</sup> & 11<sup>th</sup>



Artist Natasha Isenhour in 2012



Bernie Marks at Passport to the Arts 2012



**Gallery Openings:** Artists from around the country will appear at special events hosted by many galleries: "Meet the Artist" receptions, artistic demonstrations, lectures, and special shows open to the public on Friday evening and extend throughout the day on Saturday.

**Silent Auctions:** More than 50 artists from Canyon Road galleries will offer items in the Passport to the Arts' Silent Auction. The catalog of items will include paintings, sculpture, glass, jewelry, weavings, photographs, and pottery. Silent auction items will be displayed and bids accepted at numerous locations.

Myriad special events including artistic demonstrations, lectures, trunk shows, and live music make it a very festive event. All events are open to the public. A complete list of special events will be published on [VisitCanyonRoad.com](http://VisitCanyonRoad.com) and in a detailed event program available two weeks before the event.

### Saturday Main Events – Artist Quick Draw & Live Auction

#### Artist Quick Draw 11am - 12:30pm

40 Canyon Road gallery artists will have just 90 minutes to start and finish an original work of art in the Passport to the Arts' Quick Draw. Artists must complete the creative process under the watchful eyes of spectators, the pressure of time, and in weather conditions beyond control.

Sculptors, jewelry makers, potters, and artists of all creative persuasions are set to participate in this outdoor event. Using a variety of media, they will demonstrate techniques refined over years of study and endless time in studios. People who attended last year's Quick Draw spoke of the "enchanted aura of Canyon Road on a spring morning" and the "rare opportunity to witness art coming to life."

## Passport to the Arts' Canyon Road Events continued

All original works created during the Quick Draw will be offered for sale at a Live Auction. Throughout the afternoon, visitors can view all of the artwork and Silent Auction items at the corner of Canyon Road & Garcia Street. Other Silent Auction items will be offered at numerous locations on Canyon Road insuring that everyone has the opportunity to bring home a treasure from Canyon Road.

### Quick Draw Live Auction

The Quick Draw Live Auction starts at 4pm with a cocktail reception and preview of Quick Draw items for interested bidders. Art lovers will find contemporary, abstract, modern, expressionistic, figurative, and traditional pieces in a variety of media. Artists set aside brushes, palette knives, paints, and tools to attend the preview reception and auction, and the smell of fresh paint will be fill the air when the Live Auction opens at 5:15pm.

Bidding on Silent Auction items will close at this event and winning bidders will be announced. Artists and galleries are donating a portion of proceeds to support the Santa Fe Public Schools Music Education Program.

People interested in attending & bidding in Passport to the Arts' Auctions may call the association office 505.795.5703 to register in advance. Advance registration is free.

### *More info...*

Additional images can be viewed online

All images are available as high-resolution files. Contact [crma.sf@gmail.com](mailto:crma.sf@gmail.com) for print-quality copies of particular images.

Visit the Passport to the Arts web page for updates and names of participating artists - a preliminary list of names will be available in early March.

Complete an online registration form  
to receive updates via e-mail

*See you there!*

Meg Shepard  
Canyon Road Merchants Association  
[crma.sf@gmail.com](mailto:crma.sf@gmail.com) | 505.795.5703



*Rudy Gonzales demonstrates the process he uses to create bronze sculptures.*



*Andrée Hudson brings years of experience to the Artist Quick Draw*

## **The Art of Canyon Road**

Nowhere else on earth has the incredible diversity of art and fine art galleries found on Canyon Road. In one mile, one hundred galleries, all in the center of Santa Fe, New Mexico - the number three art market in the United States.

Art that is contemporary, abstract, modern, multicultural, expressionistic, figurative, photorealistic, traditional, western and Native American, it's all here. Galleries showcase paintings in oil, acrylic, watercolor, and encaustic; fine-art photography, lithographs, serigraphs, giclées, glass, woodcuts, and engravings. And the sculpture is inspired: stone, bronze, marble, clay, and wood with exceptional finishes and varieties of scale. And all of it can be found in one short mile in the century-old buildings and historic gardens of this magical old road.

## **Annual Canyon Road Events**

- **Edible Art Tour** sponsored by ARTsmart | February 22-24, 2013
- **Passport to the Arts** including Artist Quick Draw & Live Auction | May 10 & 11, 2013
- **Historic Canyon Road Paint Out** | October 18 & 19, 2013
- **Holiday Shows & Christmas Eve Farolito Walk** | through December 24, 2013

## **Art Walks & Gallery Openings**

Many Canyon Road galleries stay open late on Fridays during the summer season May through October, and on Fridays during all major Santa Fe art events. On any given Friday of the year, it's likely that openings and shows are scheduled after five on Canyon Road.

Treasures await discovery every day of the year behind Canyon Road's adobe walls and carved, wooden gates; an artist painting in a studio, hand-made, designer jewelry, and wonderful old buildings from the early 1900's. Restaurants offer unique menus served in a variety of venues, each with its own captivating ambiance. The road invites exploration and promises rare treasures.

## **Explore History**

Open weekdays, the Historic Santa Fe Foundation is located at El Zaguán, a historic property and garden at 545 Canyon Road. The foundation has an incredible collection of photos and a wealth of information about Santa Fe & Canyon Road's early days. In addition to its architectural preservation efforts, the foundation supports art with its Artists' Residency Program – an artist's community of 5 working artists who live at El Zaguán.

During the 2012 New Mexico Centennial Celebration, the foundation identified 27 Canyon Road buildings that were in existence in 1912. The foundation's annual Sunday afternoon tour on Mother's Day is held during the same weekend as Passport to the Arts. More information is available at [historicsantafe.org](http://historicsantafe.org).

## **Canyon Road Merchants Association**

The Canyon Road Merchants Association is an organization run by volunteers fueled by the support of 100 Canyon Road businesses and industry, community, and government partners. The association members host numerous individual and group events throughout the year for Santa Fe visitors and the community.

Canyon Road is located in a historically protected, carefully preserved neighborhood; and is home to 100 fine art galleries & active artist studios, restaurants, boutiques, and shops. The association relies on consensus and group strength to promote tourism and continue the quality experience of Santa Fe's historic Canyon Road.