



Agenda DATE 3/20/13 TIME 2:41p  
STEWARDED BY Jim Luttjohann  
RECEIVED BY [Signature]

OCCUPANCY TAX ADVISORY BOARD  
MARCH 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: February 28, 2013
- 8:35 a.m. II. Lodgers Tax Update –
- a. Lodger's Tax update - David Tapia
- 9:15 a.m. III. Progress Report on O.T.A.B. Grant Program—Jim Luttjohann
- 9:30 a.m. IV. CVB Activity Reports:
- a. Jim Luttjohann – SFCVB Executive Director
  - b. Christine Madden – SFCVB Sales
  - c. Cynthia Delgado – SFCVB Marketing
- V. Meeting Schedule:
- The next regularly scheduled meeting will be held on April 25, 2013 at 8:30 a.m. in the City Hall Council Chambers.
- 10:00 a.m. VI. 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 INDEX  
OCCUPANCY TAX ADVISORY BOARD  
March 28, 2013**

<b>ITEM</b>	<b>ACTION</b>	<b>PAGE</b>
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Approval of Agenda	Approved	1
Approval of Minutes - February 28 2013	Approved	2
Lodger's Tax Update	Report in packet	1-2
OTAB Grant Program Progress Report	Reported	2-3
CVB Activity Reports		
a. CVB Executive Director Report	Reported by Jim Luttjohann	3-4
b. CVB Sales	Reported by Christine Madden	4-6
c. CVB Marketing	Reported by Cynthia Delgado	6-8
Meeting Schedule - Next Meeting:	April 25, 2013	8
Adjournment	Adjourned at 10:05	8

**MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD  
March 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, March 28, 2013 at approximately 8:30 a.m. by Chair Miguel Castillo in the City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

Roll Call determined a quorum was present as follows:

**MEMBERS PRESENT:**

Miguel Castillo, Chair  
Mary Bonney  
Jon Hendry  
Paul Margetson  
Terrell White [arriving later]

**MEMBERS ABSENT:**

**STAFF PRESENT:**

Jim Luttjohann, Executive Director -SFCVB  
Chris Madden, SFCVB Sales  
Cynthia Delgado, SFCVB Marketing  
Carl Boaz, Stenographer

**B. APPROVAL OF AGENDA**

**Mr. Hendry moved to approve the agenda as presented. Ms. Bonney seconded the motion and it passed by unanimous voice vote.**

**C. APPROVAL OF MINUTES – FEBRUARY 28, 2013**

**Mr. Hendry moved to approve the minutes of February 28, 2013. Ms. Bonney seconded the motion and it passed by unanimous voice vote.**

**II. LODGERS' TAX UPDATE – David Tapia**

Mr. Tapia was not present but the report was in the packet. Mr. Luttjohann said again this month they

saw an increase in Lodgers' tax revenues. Since the last meeting he checked out the time shares. Some of the short term rentals were escaping but more were being reported.

### **III. PROGRESS REPORT ON OTAB GRANT PROGRAM – Jim Luttjohann**

Mr. Luttjohann said he presented the grant procedures and they were well accepted both at the Finance Committee and to the LTAB Board. At the LTAB Board he spent most of his time explaining why he was there rather than the content. He wasn't sure they still understood and would have to work more closely with them. They extended the deadline about a month which would put it at April 24 for applications and that would make the turnaround for approvals in May or June. Hopefully the new guidelines were clearer this year. He would figure out a time for a "meet the grant maker" session because he already perceived difficulty.

Mr. Margetson asked what he was discussing with them.

Mr. Luttjohann said he went through the changes in the guidelines and process and hoped they would follow a similar process and motivate multiple parties to make it a million dollar fund rather than a \$70,000 annual fund. But it was like they had never heard such a thing before.

Mr. Margetson surmised that no action was taken.

Mr. Luttjohann agreed. It was only a presenter on their agenda.

Mr. Hendry thought it was interesting to see where the board would put their money. It seems to be only in areas of interest to the Board. It would be good to go at the governance level and have discussion with the County Commission to see if this was best way.

He was impressed by the level of excellence of staff here at CVB. It needs to be, if nothing else, professionally marketed by the county at the CVB shop. He agreed to initiate the conversation with the Council and the County Commission.

Mr. Luttjohann wanted an open door policy and had thanked them for hearing him. After that meeting he was going to invite our chair and their chair out to coffee as directed last time but this suggestion was to go higher than that.

Mr. Hendry pointed out that the County didn't have to run the convention center. That's why the City has marketing. They County didn't have to have budget to do that. If OTAB couldn't get them to approve the idea of combining the money, at least they should combine the campaigns. The money would go much further if the money was combined.

Mr. Luttjohann said he would try again for some conversation.

Mr. Hendry suggested it would be best to have a meeting with them.

Mr. White arrived at this time.

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

##### **A. Jim Luttjohann – SFCVB Executive Director**

Mr. Luttjohann said the report was in the packet. He provided copies of his draft strategic plan and commented it was very much a work in process. He reviewed parts of it with the Board.

In the Mission, Vision and Values section he said they had a meeting with the stakeholders involved and the section reflected all of that input. He asked Board members to let him know of any misgivings they had about any of it.

Under Funding and Stability was a place for an action point. In the Plans section he would make sure their business plan, marketing plan and service plan reflected their conversations as attachments to the public document.

Finally there was appendices with a working matrix, as he looked at other organization's strategic plans to see how they organized their information. It is a working document and would continue to work on it and report out on the results of the focus groups.

Mr. Hendry wanted to have an open meeting with the stakeholders regarding filming. Mr. Luttjohann agreed it was a good idea.

Mr. Hendry brought in a couple of groups from Texas for TV movies. Whatever it is we are doing, we are doing right. There were five major motion pictures and TV crews in Santa Fé right now. He thought the stakeholders would buy into what they were doing right now. Rio Arriba County asked every vendor on that show for a business license. Taos County is one of our partners but the crews are all staying here and at the same time they have a room in Red River. There is a huge buy in for that. Trying to get shooting in the city is a minimum.

Mr. Margetson said as a heads up, CNN told me yesterday they plan on doing a story on coming to town by the film industry.

Mr. Hendry suggested they did need to follow up on what has been shot here.

Mr. Luttjohann agreed the film tourism is sort of a golden egg. He had heard that the state film office was starting a web site.

Mr. Hendry countered that they went from 11 staff to 4 staff and can't keep up. They were- just chasing the pictures that were here.

Mr. Luttjohann noted the film crews generally didn't want to be pre-announced because of crowds and competition for parking.

Mr. Hendry said that was his fault. All of the local businesses were given a notice but he tried not to put it out too publicly. Right now the work generated a quarter of a billion dollars and Johnny Depp was yet to come to town.

Mr. Luttjohann said they wanted to look for opportunities to leverage so he would follow up with the mayor.

Mr. Hendry said everybody who shoots in Santa Fé was working. They might do a meeting on a Saturday morning with coffee. Everyone needs to hear about the buy-in or they would have issues like closing down San Francisco Street.

## **B. Christine Madden – SFCVB Sales**

Ms. Madden apologized for the lateness of her report. It had been a busy and productive month and down to one staff person. She had to let a group sales manager go in February and then had trips to Chicago, Virginia and DC. They have been moving into some new business and everything seemed to have popped at once. So they identified and have in place in CVB under a different title, a person who would fill the other group size position and then she was looking for an executive meeting manager for 50 rooms per night and under and would interface with high end travel agents, luxury travel bookers and other tour operators.

She was gratified when in Washington and Chicago rolling out the new offer and had a firm offer of 200 room night minimum for a group. From April to October a hotel would offer \$5/night for a scholarship fund, the founding fund or non-profit of their choice. Booking from November through March, the \$5 would become \$10 and they could walk away with a nice check from Santa Fé. She said that helped keep people at the table to negotiate and the objections of have the airport far from Santa Fé melted away.

She thanked Ms. Delgado and her team for the meeting this afternoon with final touches put on the theme "Location, Location, Donation." It would help with bookings for the rest of the year. 200 room/nights is the minimum. She was pleased with that progress and would show it to the Board later.

She was also working hard on the planner section of the web site to correspond with the flow of the rest of the web site and pulling together the information for the meeting planner.

The booking pace was holding up and they had a lot of leads. Included in them was business they worked through for confirmations during the last six weeks. She identified some of the major groups she was working with. She felt with the new person on group sales they could move past last year's totals.

Ms. Bonney asked about the notes about condominium housing not being convenient or accessible.

Ms. Madden said that was handled by the person no longer with us. It was very disappointing result. She agreed to send the Board an email to explain it further.

Mr. Margetson asked if the three program promotions were still going on.

Ms. Madden said they were all still going on and they were effective.

Mr. Margetson was concerned about using all three promotions together.

Ms. Madden said no one had tried to do that and all ads mentioned that the promotions were subject to restrictions.

Mr. Margetson asked if CVB sent out leads to Bishop's Lodge.

Ms. Madden agreed but they weren't sent without a firm decision. They were sent to Rancho Encantada and Four Seasons as well.

Mr. Margetson asked why groups chose not to come to Santa Fé.

Ms. Madden said first was the distance from the airport; second was lack of a self-contained facility (without leaving the building - meeting under one roof); third was seasonality issue. Santa Fé has become more accessible. There has been a perception of being too expensive but Santa Fé was not more expensive any more.

Mr. White asked about the effect of the sequester.

Mr. Luttjohann said the commercial carriers have not said they will vacate but have been quiet about flying into an unmanned airport. He had also been told they had a plan B - about keeping some hours of operation in the tower but not through FAA.

Mr. Hendry said there were some carriers that fly into a number of unmanned airports and just don't talk about it. He didn't see an interruption of flights. American Eagle was usually full.

Mr. Luttjohann said they were over-booking.

Mr. Margetson didn't understand the reporting problems - that the Board still could not get history readings.

Ms. Madden said for the past two months staff had been told it had to be addressed by the tech team and the team was not available to our account manager. They didn't seem to understand the need for that.

Mr. Luttjohann said they had a change from the software vendor that was a good change and they were much more responsive with his last call. He and Ms. Madden will have a conference call with them after this meeting.

Mr. Margetson said it was just not acceptable and he hoped Robert Romero was aware of it.

### **C. Cynthia Delgado – SFCVB Marketing**

Ms. Delgado reported the marketing report for the month of February. She mentioned a change at TKO when the owner, James Walker, went on sabbatical in late January and his partner, Raul Garza, took his place and had no problems working forward. Sara, their day-to-day contact, remains in place here and Raul is here every other week. She changed the marketing schedule with a meeting every other week and met with partners on the alternative week.

In her report she highlighted that the Tourism Department was successful in adding \$2.5 million from the Governor's office - completely on the advertising contract. She was working closely with Tourism on calendars and certain coops on advertising. They don't get a significant discount. Santa Fé gets equal deals. She was meeting later today with TKO and the State Tourism team. She distributed the annual calendar to the media and hoped to see a lot for advertising.

Destination Marketing would be meeting tomorrow at 10 at the CVB. They put it in business partners' newsletters that went out every other Wednesday. She anticipated over 22 people at tomorrow's meeting. She would send the minutes to everyone.

Celebrate Santa Fé Tourism is a joint event with the Chamber of Commerce during May 5-9, National Tourism Week with a variety of events on raising awareness of tourism importance to the Santa Fé economy.

She would do a presentation to the City Council on May 8 at 5:00 p.m. and send an invitation to the whole hospitality community to come to the presentation wearing red to underscore the importance of tourism.

On May 9 would be Celebrate Santa Fé Expo on tourism with a ribbon cutting at 9:30. We invited tourist related businesses to come share what they have to offer for visitor experience. It is free but you have to donate a gift certificate for those who come. They will partner with The New Mexican and Hutton Broadcasting to highlight that everyone was an official Ambassador of Santa Fé.

They will offer 5-7 mini-seminars that will bring in brand pillars - history, culinary, etc.

The third part will have behind the scenes tours of the Santa Fé Convention Center to see how it works and how big it is.

The Expo will end with a Chamber mixer from 5-7 and a cash bar. The Rodeo signed up, Zozobra, etc. have signed up. She was hoping to get lots of folks there. It starts on May 8 at Council and Expo is on May 9.

Mr. Hendry asked for a film table and invite folks to come.

Ms. Delgado said they were inviting spas, hotels, restaurants, the big associations, gallery assn, downtown merchants and others to attend from 10-7.

Mr. Luttjohann said the primary objective was to get front-line people there to learn how to have conversations with visitors.

Ms. Delgado reported that Santa Fé was coming out very strongly with coop marketing. Miguel's wife has led this program and been proactive to ask for funding. The CVB is submitting for four grants with partners (listed). The last one was the Green Chile Cheeseburger Smack down. They were asking for a total of \$90,000. It is a juried competition. Other events being supported were the Rodeo, Zozobra and Buffalo half-marathon. They were talking to the same organizations to look at the OTAB programming as well. If they could find the right event they could access OTAB money now and State money next year.

Ms. Delgado reviewed the markets for Destination Marketing. They were looking for media that would allow access to their databases for use in E-Blasts which were getting better responses than Facebook or Twitter.

They will produce two more visitors' guides which could be downloaded.

She listed the upcoming advertising placements. Listings now had pictures and descriptions so they were making progress on it. She also mentioned the micro site at the Convention Center. They enhanced the events calendar and made it easier to access. They have just about completed the mobile site. They were also completing an industry page site so anyone in the industry could look at business partners, the marketing reports, and all press releases; where Santa Fé was mentioned in the press; and also access their advertising layout. She said they took this idea shamelessly from the New Mexico Tourism web site.

She reported that Email marketing continued to grow. Their percentage increased from 24% to 29%.

She provided a brief overview of PR and would like to meet with Mr. Hendry on the Downtown Santa Fé release.

She briefly reported on recent press articles which in February reached over 29 million.

The Board discussed ideas for improving exposure of Santa Fé through various media. In the discussion, Ms. Delgado agreed to send out the Outlook Events.

Mr. Hendry expressed disappointment that the Stat's advertising didn't include PR. Their budget was only set up for publications.

Ms. Delgado was picking up on the opportunities that arose. Most recently it was same-sex marriage from an article on CNN. They were spending about 70-80% just in time for PR and achieving bigger and better Santa Fé stories.

Mr. Luttjohann added that they were leveraging it out, putting the publication into social media.

Mr. Hendry said on May 8<sup>th</sup> the Board should stand up for what the staff are doing. He asked if the Board could look at the possible increase in PR funding.

Ms. Delgado said she needed more travel money. They sometimes struggled with getting the writer here. She reached out to Great Lakes and have offered to bring in travel writers. She had Lou Hammond

searching.

Mr. Hendry suggested the city put it in the airline lease to promote what you want there.

Mr. Luttjohann agreed to talk with Mr. Montman about it.

Ms. Delgado agreed to try some advertising in Phoenix.

## V. MEETING SCHEDULE

The next regularly scheduled meeting will be held on April 25, 2013 at 8:30 a.m. in the City Hall Council Chambers.

## VI. ADJOURNMENT

The meeting was adjourned at 10:05 a.m.

Approved by:

  
Miguel Castillo, Chair

Submitted by:

  
Carl Boaz, Stenographer