



Agenda

DATE 5/24/13 TIME 8:23a

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OCCUPANCY TAX ADVISORY BOARD
MAY 30, 2013
CITY HALL COUNCIL CHAMBERS

8:30 a.m. Regular Meeting

I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes: May 2, 2013

8:35 a.m.

II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

9:15 a.m.

II. CVB Activity Reports:

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

III. Request for Approval:

- a. Approval of projected fiscal year 2013-2014 1% Lodgers' Tax funding for:
 - 1) Special & New Projects Program contracts; and
 - 2) Community Arts Promotion Program contracts renewals.
- Presented By – Debra Garcia y Griego, Arts Commission Director

IV. Final Report:

- a. SWAIA – Presented by Mary Erpelding

V. Meeting Schedule:

The next regularly scheduled meeting will be held on June 27, 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.

**OCCUPANCY TAX ADVISORY BOARD
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May 30, 2013**

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**MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD
May 30, 2013**

I. PROCEDURES

A. CALL TO ORDER

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

Roll indicated the presence of a quorum for conducting official business as follows:

MEMBERS PRESENT:

Miguel Castillo, Chair
Mary Bonney
Jon Hendry

MEMBERS ABSENT:

Paul Margetson [excused]
Terrell White [excused]

STAFF PRESENT:

Jim Luttjohann, Executive Director, CVB
Christine Madden, CVB Sales Director
Cynthia Delgado, CVB Marketing Director

OTHERS PRESENT:

Carl Boaz, 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 presented. Mr. Hendry seconded the motion and it passed by unanimous voice vote.

C. APPROVAL OF MINUTES: May 2, 2013

Ms. Bonney moved to approve the minutes of May 2, 2013 as presented. Mr. Hendry seconded the motion and it passed by unanimous voice vote.

II. LODGERS TAX UPDATE

a. Lodger's Tax Update – David Tapia

Mr. Tapia reported that they maintained high levels of cash flow and it was an increase from last year. May's cash was not available yet. The expectation was that even if flat it would be \$8 million by the end of June.

Mr. Hendry noted there were still five movies in town taking up the rooms. They set six guys on fire last night so there were big stunts going on.

III. CVB ACTIVITY REPORTS

a. SFCVB Executive Director – Jim Luttjohann

Mr. Luttjohann reported they had a variety of meetings in which SFCVB played a role. Most of the activity was on the international trade committee. They hosted a Taiwanese group and co-hosted a travelogue giving two sides of destination to be aired on Taiwanese and internet cable.

On the operations side, for several manufacturers they had a running punch list. After this meeting he and Ms. Madden would have a follow up for their full-day training. It was worthwhile training for most of the staff.

Ms. Madden was trying to get all of operations staff together in a room for a half-day where things should be placed so doing they were doing planning in-house.

Mr. Luttjohann reviewed highlights of his printed report.

For the grant cycle the review panel would be convened on Monday. Some members could not meet at that time but as long as they had an odd number they would keep moving forward on it.

b. SFCVB Sales – Christine Madden

Ms. Madden said she gave her report last month. She said they were going to finish up the year with a good margin ahead of last year. FAMs and the blitz events have been successful. She had solid leads from Chicago although the show was low energy. The next FAM trip was July 29-August 1. They were making it more destination centric instead of hotel centric and have the participants be getting out more - horseback and golfing, general tours around downtown.

The Meeting Planner needed to be concentrated on the back story of what would attract people to Santa Fé (not Bandelier or Taos). She was excited about the interactive cooking class with their industry partners. They had six people to help reach out to get good contacts and bring it home.

It was an interesting fiscal year with staff changes and now had a consistent staff. It was a successful year and they were hearing from people they hadn't heard from for years. The numbers were good and they were content.

Mr. Hendry asked how they were doing on the search for the new facility manager.

Mr. Luttjohann said tomorrow would be his last day. Their early lead got no response from the region. So it was now posted on City's website and the Western Regional site and coupled with guerrilla outreach they might find someone who works elsewhere. He would forward the job description so members could help. He was told by HR that they had received many applications. They couldn't start interviews until the public posting was over but they might be able to start quickly.

Mr. Hendry pointed out that since it was a union facility many union people who got sequestered might have an interest. He had a national job posting mechanism that covered hundreds of these across the country.

c. SFCVB Marketing Cynthia Delgado

Ms. Delgado shared marketing highlights. They were back on track now for several months. At the last meeting she included a corner for Santa Fé. They had over 500 attendees. Media partnership with Santa Fé New Mexican was pleased with the turnout. They provided 7 full-page ads and that affected turnout. The video interviews also helped.

She sent surveys to the participants for feedback on how to improve it next year. So it kicked off the tourism season. Ms. Bonney had asked her how the vendors did. She said they came with a focused understanding of what it was about and she was incredibly happy with what they took away.

She was leaving next week for an international pow-wow in Las Vegas and partnering with Taos and Albuquerque to share what Santa Fé offers for international tour groups and interacting with international media.

The travel planner got two bid responses and she had a group review both. Their recommendation was Bellamina to move forward for Council approval for the 2014 travel planner. She would start working on it as soon as the contract was signed. Then they would have a kickoff for business planners with Mr. Luttjohann. A different distribution was happening with many going outside of market and she would explain to advertisers what they would get.

She announced that the Destination Focus Group had to be rescheduled to June 17 instead of tomorrow.

SFCVB was honored with an award for best mobile site. It had lots of color and focused on the most popular visit sites.

Facebook was about 30 days behind on reports but they have broken the 10,000 barrier and continuing to grow that database. Twitter continues to grow. She asked the members to please look at the blogs. They got one blog posting per week and were getting quite a few likes and comments.

She invited the industry folks to repost the blogs.

Advertising included the Sprint Magazine, NY Times ad, New Mexico Magazine June issue on 25 ways to love Santa Fé and on their website they did 25 more ways so it was nice coverage. Also Wine And Travel had a printout. Santa Fé continued to dominate pages in Lonely Planet.

The Phoenix radio market which they thought should be a wonderful drive destination, had been underperforming. She used radio to see if it would work with a varied program to spark people's interest. They had interviews and a linked website and ran over 500 spots. It has moved to spot one and two on the website. People were looking at more than the sweepstakes page so she was very pleased. We did this in support of the Great Lakes coming to Santa Fé with six round trip tickets from Phoenix or Denver. Partners were Eldorado Hotel and Santa Fé School of Cooking - each brought \$500.

Package participation - we were excited that the radio talent was coming to Santa Fé and the producer was talking about Santa Fé hands-on.

Email blast was well over the 10% response rate. The Business Partners newsletter was getting up over 30%.

Lastly the book for good had 15% open rate. The next book for good would be out on June 17 or 19.

She provided a list of press releases going out and all of the exciting things on them and our recent press. We continue to work in that area and with our hotels who get press visits. And we are doing the whole city experience when they come in. In April we had over million ad value and 161 million views.

The SFCVB was working closely with New Mexico Tourism and New Mexico Film Office - 16-18, Disney bringing in big group for Lone Ranger - they are locking in the receptions now and have a table there about Santa Fé and giving Santa Fé items to go into the basket. Disney has to approve each one - looking for items that will be kept longer. We reached out to get the Zozobra t-shirt. Also working with Film & Tourism to provide travel press kit and working with Kate Noble as part of it. The opportunity came in quickly and working as quickly as possible.

Mr. Hendry said they were light years ahead of where they once were. He applauded staff for their work and would love to see it around COMMUNITY days. The City needed to know tourism was important.

He was at the Governor's Conference and saw what others were doing. Santa Fé was outstanding compared with what others were doing.

But he was very disappointed with the advertising campaign and the contractor's interaction with this Board. He didn't think they were where they should be. He saw their web presence was as good as anyone's but not the advertising. So he would like to see an advertising RFP go out again so the Board could see what was out there.

Ms. Delgado thanked him for the feedback. The advertising RFP will go out in November and the website RFP in August.

Mr. Hendry thought that was backwards. He wanted like to see if they really were with the best agency. According to the state procurement code, advertising was exempt. They should look at that as an option to have advertising in-house and have that person responsible directly to the City. He didn't see why they were spending so much on it.

Ms. Delgado said the contract was \$865,000.

Mr. Hendry said they could make the ads in house or at least consider the option.

Mr. Hendry moved to ask CVB to flip those dates for the RFPs and consider in-house advertising as an option. He requested a cost/benefit analysis of having advertising in-house. Ms. Bonney seconded the motion.

Mr. Hendry wanted to have the advertising RFP for August. He wasn't saying there was a problem but they could do better. He thought what staff was doing was what was bringing people here. He also would put in to work on working jointly with the County.

Ms. Delgado said if they needed to change the website they needed a ramp-up by February. Also she took responsibility for changing the format and she would present rather than having the contractors come to report here. In terms of the radio campaign, she would like to have them make an advertising presentation. She believed they could do increasingly better. They had to look always at how to squeeze more out of the advertising budget.

Mr. Hendry said Santa Fé was not the best among them. Taos was doing incredible campaign. It was a matter of creativity.

Ms. Delgado said they were working on creativity.

The motion passed by unanimous voice vote.

IV REQUESTS FOR APPROVAL

a. 1% Lodgers' Tax Funding for:

1) Special & New Projects Program Contracts

2) Community Arts Promotion Program Contract Renewals – Debra Garcia y Griego

Ms. Garcia y Griego thanked the Board for allowing her time. She said that with the retirement of Sabrina Pratt, their department had changed but they were continuing with the renewal of community arts program and were seeking approval by this body.

Santa Fé Music ceased to operate in the fall. A new RFQ under special projects programs was being issued and they had been very successful. They had provided \$700,000 for 37 organizations.

Ms. Bonney asked how many new projects were submitted.

Ms. Garcia y Griego listed the projects that had been funded. They encouraged Southwest Roots to reapply and meet with staff ahead of time to understand the process. Most fell short on advertising and marketing plans.

Ms. Bonney moved to approve the funding for the contract renewals. Chair Castillo seconded the motion and it passed by unanimous voice vote.

V. FINAL REPORT

a. SWAIA – Presented by Ms. Bonney Erpelding

Ms. Teri Agoyo, Director of Marketing for SWAIA presented the report instead of Ms. Bonney Erpelding. She handed out an eight-page tabloid which the OTAB funding was used to produce.

She said 2012 was their second year to publish it and they put it in the weekly Alibi in Albuquerque and the distribution report was submitted. Based on the area distribution they assumed it reached 116,000 readers. It contained the weekly schedule of events and a film schedule. They were trying to draw from Albuquerque and surrounding New Mexico areas.

She thought this insert would stay in houses a long time and there were interesting things that they have shown in the market in the last couple of years. It was an art event and now had begun with film and literary schedules. This was their effort to reach out to New Mexico residents.

Chair Castillo said he had gotten good feedback on it. Mr. Hendry agreed.

Chair Castillo thanked them for all of their work.

VI. MEETING SCHEDULE

The next regularly scheduled meeting would be held on June 27, 2013 at 8:30 a.m. in the City Hall Council Chambers.

VII. ADJOURNMENT

The meeting was adjourned at 9:25 a.m.

Approved by:


Miguel Castillo, Chair

Submitted by:


Carl Boaz, Stenographer