



# Agenda

DATE 6/19/13 TIME 10:46am  
SERVED BY Cyndi Cetanach  
RECEIVED BY [Signature]

OCCUPANCY TAX ADVISORY BOARD  
JUNE 27, 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: June 3, 2013

8:35 a.m.

II. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

8:45 a.m.

II. CVB Activity Reports:

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

9:15 a.m.

III. Final Report:

- a. Museum of New Mexico– Presented by Ardith Eicher

IV. Request for Funding

- a. Santa Fe Arts Festival
- b. Global Running Culture
- c. Santa Fe Independent Film Festival
- d. Parallel Studios

V. Meeting Schedule:

The next regularly scheduled meeting will be held on August 29, 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  
SUMMARY INDEX  
June 27, 2013**

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**MINUTES OF THE  
CITY OF SANTA FÉ  
OCCUPANCY TAX ADVISORY BOARD  
June 27, 2013**

**I. PROCEDURES**

**A. CALL TO ORDER**

A regular meeting of the Occupancy Tax Advisory Board was called to order on June 27, 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 [arriving later]  
Paul Margetson

**MEMBERS ABSENT:**

Terrell White

**STAFF PRESENT:**

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

**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.**

Mr. Luttjohann corrected the date of the board meeting to May 30<sup>th</sup>.

**The motion to approve the agenda as corrected passed by unanimous voice vote.**

### **C. APPROVAL OF MINUTES: May 30, 2013**

Chair Castillo requested a change under 3, last paragraph to delete cycle

Mr. Margetson arrived at 8:43.

Chair Castillo said the third paragraph should say, "Should be held for planning in-house."

**Ms. Bonney moved to approve the minutes as amended. Chair Castillo seconded the motion and it passed by unanimous voice vote.**

## **II. LODGERS TAX UPDATE**

### **a. Lodger's Tax Update – David Tapia**

Mr. Tapia was not present to give his report.

## **III. CVB ACTIVITY REPORTS**

### **a. SFCVB Executive Director Report - Jim Luttjohann**

Mr. Luttjohann distributed an amended report and provided a couple of highlights.

He reported they had not had any regularly scheduled meetings with new City Manager Brian Snyder.

He said they had some good candidates for the operations manager. The strategic planning focus group had a follow up for the convention center meeting They would talk about profits to offset non-profit free use of the convention center.

### **b. SFCVB Sales Report - Christine Madden**

Ms. Madden reported they finished the year and were getting to the time when they would be on the road more. On the blitz in Boston in August they were building attendance for a national meeting of state controllers and accountants.

Aug 2015 - Opera America would bring 100 room nights of people in the heart of opera season trying to perk up that performing art. She believed they would have decision makers on a fam trip in July and seven qualified people invited. Most of them have bought their tickets. They could have some fallout of those invited who haven't accepted yet.

She said it has been a good challenge to keep operations going because the Center has been busy. The New Mexico Bar Association was moving today. They are very needy.

She was continuing also to converse with "simple view" people that produce the data base. They didn't have a fix on the reports yet. They were asking why this simple task couldn't be done.

Mr. Luttjohann added that they had made strides but continued to have a couple of bugs.

Ms. Madden said they would start the new FY strongly and continue with growth. The goal was 40,000 room nights. She would take 20,000 and each sales manager would try for 10,000.

### **c. SFCVB Marketing - Cynthia Delgado**

Ms. Delgado said they talked last month about the national pow wow and she attended. She met with 40 travel writers and got responses from 20. She received 30 tour operators with Tourism. With the Albuquerque and Taos team they got some good leads. Two sets have been passed to the sales team. She and Steve would continue with the publication leads. Everything was put into CRM.

The Travel Planner contract has been completed so they had one contract under their belt. She would issue the advertising RFP in August.

For the Lone Ranger press they were able to partner with New Mexico Tourism and the New Mexico Film Office. Approximately 225 journalists came. She attended all press receptions including at the Folk Art Museum and Bishops Lodge. She exchanged cards with all of them and gave them the Santa Fé Press Kit on a flash drive. She also offered to help them with travel articles.

She staffed a table with New Mexico Tourism at the tables regarding restaurants, city sights and state details and also gave a Santa Fé cap to each of them. All of it had to be okayed by Disney so it was an important piece.

She got contacts with Disney for future events so it was a very successful four days with that group.

She said they did cancel the May 31 Destination Focus Group and held it June 17 instead.

There were two key upcoming activities. The first was the Green Chili Cheeseburger Smack Down with the kick off today. She had 15 restaurant chefs come to the meeting. She saw it as a major accomplishment. This is a social media campaign so we ask them to reach out to their databases about the cuisine.

Her #1 goal was to help restaurants in this campaign to learn about social media. The cook off would be on September 7 at the festival.

Her second goal was to win the "Best of the Road is Back." It was a contest for the best small town in the USA for food. They were competing on a beautiful category this year. They were looking at expanding the definition to include people, skies, locations, food, beds, etc. They have started with the business

newsletter for how they will participate. They won't be sending judges but it would be based on the comments on their web sites with number of comments and number of pictures put on it.

For Social Media Update they were competing on the virtual tourist. We nominated the In at Loretto, Palace of the Governors and Canyon Road for the 8<sup>th</sup> Wonder of the World.

The Santa Fé Dream Getaway Contest had increased #s on Pinterest page. It is powerful and has a contest component.

In the social media, Facebook continues to grow and our score increases. The Peak was Santa Fé Baldy image. Twitter has over 5,000 followers. Pinterest is increasing as well. Blogs are doing well. We are doing creative brainstorming for blogs for the next 12 months.

In Advertising the "Book for Good" Campaign went out June 19<sup>th</sup>. We've sent Creative out to hotels a week later and now doing targeted digital imaging.

Radio continues to grow. Google Analytics is the indicator. Phoenix is fluctuating and in this campaign CVB has been in the 1 and 2 positions. When that happens we get more requests for coming to Santa Fé. Phoenix Garden was here and will do an article on Santa Fé Style.

For Email - Santa Fé Happenings, our contractor is training a new person so there are no numbers yet.

They still have good open rates. Business partners tended to be over 20% but she would like it higher. The first Book for Good was 15% and the newest one is 12.9% for open rate.

Ms. Delgado said they were looking at videos for online press and print for shopping, food or hiking. At the end of May they had 861,000 in value and the total reach was 82 million. Those numbers are conservative. Business partners give us higher ratings.

Mr. Margetson asked her to talk about the slowdown.

Ms. Delgado said it was an interview and not really about a slowdown in Santa Fé but across the board - a slowdown of meetings.

From a marketing perspective there is a much tighter focus on relationships so people have downsized their marketing budgets. They are looking for unique ways that people are doing meetings - completely green meetings. They were looking for niche type experiences.

Ms. Madden agreed there was not a slowdown.

Mr. Luttjohann said it was more about the sequestration and a blip on meetings.

Mr. Hendry said the commentary was that Santa Fé would not suffer because it is a tourist destination and not for government or business. He predicted that in 20 years' time Santa Fé would have the government footprint. The state government and federal government were having reductions. In Albuquerque the discussion was that Santa Fé would have better luck because of tourism. They couldn't

look just at short term. For the long term, this is a good market. Albuquerque is seeing this too.

Mr. Margetson asked if the pow-wow was about bus tour operators.

Ms. Delgado agreed it was and also flexible fly-in tours. We have a high end group from Portugal tomorrow. They bring coaches.

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

##### **a. Museum of New Mexico - Presented by Ardith Eicher**

Ms. Eicher said the grant was \$2,500 and they used it to advertise in Texas Monthly with a half page ad in the New Mexico Travel Section in their April issue. As a result, they got a descriptive editorial about the Museum of New Mexico. They also got 3,000 labels with direct mail cards to Texas Monthly subscribers.

The results were terrific and they had another record-breaking year. They started with 300 attendees six years ago and this year had 6,000. They sold a half million dollars of art and 25% goes to the Museum. As the Board may recall they did a market survey a couple of years ago. The visitors were upscale and they spent five nights here for the event so it brings in the kind of people who spend money here.

Mr. Hendry arrived at 8:36 and the Board went to the action items on the agenda at this time.

#### **V. REQUEST FOR FUNDING**

Mr. Luttjohann said it had been my intent to bring the minutes from the panel review. They should come back to us. There was some confusion that they requested minutes and inadvertently posted the meeting. The City Attorney told him they didn't not have to publicly post that panel meeting. So in the future the panel review wouldn't have a public meeting. The panel members felt inhibited because there was a reporter present. It was unfortunate but the reporting didn't do any damage.

When he received the minutes he would share them with the Board. The Santa Fé Arts Festival application was not recommended for funding because no nonprofit was identified. The panel changed and the updated membership was in his written report.

The recommended amounts would leave a balance of \$39,500 so it would be open for another round of funding.

##### **a. Santa Fé Arts Festival**

This application was not recommended for funding.

## **b. Global Running Culture**

Mr. Kames said he really appreciated the opportunity and the vision OTAB exhibited. He was present when the Board took action to make this available to Global Running Culture. This was their third year and last time they had participants from 22 states and three countries in the race. He appreciated the recommendation of the panel and opportunity to be successful and grow.

Mr. Margetson asked if the Century Bike Race make an application.

Mr. Luttjohann said they didn't.

Ms. Bonney said there were only four applicants.

Mr. Luttjohann agreed and he was surprised the Century didn't apply.

Mr. Margetson asked if there was none from the New Mexico Film Festival.

Mr. Luttjohann said there was no application from them.

Mr. Hendry commented that the Film Festival was going to be great. He was trying to get a PBS license so they could produce more from Santa Fé.

The recommendation was for funding at \$25,000.

## **c. Santa Fé Independent Film Festival**

There was no one present to report on the Santa Fé Independent Film Festival.

The recommendation was for funding at \$25,000.

## **d. Parallel Studios**

There was no one present to report on the Parallel Studios.

The recommendation was for funding at \$15,000.

Mr. Luttjohann asked for approval of the recommendation and a motion about the monies remaining to be carried forward as residual funds.

Mr. Margetson thought they were not allowed to carry forward any balances.

Chair Castillo said the Board needed to ask that the funds be carried forward.

Ms. Catanach confirmed that they could be carried forward.



Mr. Luttjohann agreed and the balance of \$39,500 would be available for the next round of funding.

**Ms. Bonney moved to approve the panel's recommended allocations for funding Mr. Margetson seconded the motion and it passed by unanimous voice vote.**

**Ms. Bonney moved that the balance of funding not allocated, \$34,500, be carried forward for use in 2014. Mr. Hendry seconded the motion and it passed by unanimous voice vote.**

Mr. Margetson asked about their hope to have the City match \$30,000 with OTAB.

Mr. Luttjohann said the Council didn't approve that.

Mr. Margetson thanked Ms. Delgado for an excellent report.

Mr. Hendry said he had not given up on the \$100,000 in-kind for the convention center.

## **VI. MEETING SCHEDULE**

Next regularly scheduled meeting - August 29, 2013 at 8:30 a.m.


## **VII. ADJOURNMENT**

The meeting was adjourned at 9:30 a.m.

Approved by:

  
Miguel Castillo, Chair

Submitted by:

  
Carl Boaz, Stenographer