



# Agenda

CITY CLERK'S OFFICE

DATE 3/26/14 TIME 10:34 a

SERVED BY Jim Luttjohann

RECEIVED BY [Signature]

## OCCUPANCY TAX ADVISORY BOARD

April 3, 2014

CITY COUNCIL CHAMBERS

CITY HALL

8:30 A.M.

8:30 a.m.

### Regular Meeting

#### I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes: February 27, 2014

8:35 a.m.

#### II. Introduction of Financial Analyst, Antoinette Armijo—Jim Luttjohann

8:45 a.m.

#### III. Lodgers Tax Update – David Tapia

- a. FYTD and February 2014

8:55 a.m.

#### IV. CVB Activity Reports:

- a. Executive Director & Sales Reporting--Jim Luttjohann
- b. Marketing Report--Cynthia Delgado
- c. Finance Report-- Antoinette Armijo

9:30 a.m.

#### V. Annual Film Report – Lisa Van Allen

9:45 a.m.

#### VI. Meeting Schedule:

The next regularly scheduled meeting will be held on April 24, 2014 at 8:30 a.m. in Santa Fe City Hall, Council Chambers

10:00 a.m.

#### VII. 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**  
**CITY OF SANTA FÉ**  
**Occupancy Tax Advisory Board**  
**April 3, 2014**

<b><u>ITEM</u></b>	<b><u>ACTION TAKEN</u></b>	<b><u>PAGE(S)</u></b>
I. Procedures		
a. Call to Order	Quorum present	
b. Approval of Agenda	Approved as presented	1
c. Approval of Minutes - February 27, 2014	Approved as presented	1-2
II. INTRODUCTION OF FINANCIAL ANALYST Antoinette Armijo	Introduced	2
III. LODGERS TAX UPDATE - David Tapia	Discussion	2-3
IV. CVB ACTIVITY REPORTS		
a. Executive Director & Sales - Jim Luttjohann	Reported/ Grants Approved	3-6
b. Marking Report - Cynthia Delgado	Reported	6-7
c. Finance Report - Antoinette Armijo	Reported	7
V. ANNUAL FILM REPORT - Lisa Van Allen	Reported	7
VI. MEETING SCHEDULE: April 24, 2014	Announced	7
J. ADJOURNMENT	Adjourned at 9:20 a.m.	8

**MINUTES OF THE**  
**CITY OF SANTA FÉ**  
**OCCUPANCY TAX ADVISORY BOARD**

April 3, 2014  
8:30 a.m.

**I. PROCEDURES**

**a. CALL TO ORDER**

A regular meeting of the City of Occupancy Tax Advisory Board was called to order by Mary Bonney on this date at approximately 8:40 a.m. in City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fé, New Mexico.

**ROLL CALL**

Roll call indicated the presence of a quorum as follows:

**Members Present:**

Mary Bonney  
Jon Hendry  
Terrell White

**Members Absent:**

Paul Margetson  
Miguel Castillo, Chair

**Staff Present:**

Jim Luttjohann, CVB Executive Director  
Cynthia Delgado, CVB Director of Marketing  
Antoinette Armijo, CVB Financial Analyst

**b. APPROVAL OF AGENDA**

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

**c. APPROVAL OF MINUTES - February 27, 2014**

**Mr. White moved to approve the minutes of February 27, 2014 as presented. Mr. Hendry seconded the motion and it passed by unanimous voice vote.**

## **II. INTRODUCTION OF FINANCIAL ANALYST - Antoinette Armijo**

Ms. Antoinette Armijo introduced herself as the Financial Analyst for CVB.

Mr. White asked if she would be charged with the Lodgers Tax report

Mr. Luttjohann said Mr. Tapia would provide it.

## **III. LODGERS TAX UPDATE - David Tapia**

### **a. FYTD and February 2014**

Mr. Luttjohann reviewed the Lodgers Tax Report which was in the packet.

Ms. Bonney asked about late payments skewing the report

Mr. Luttjohann answered regarding real time reporting. The 3% and 4% allocation decline was accurate.

Mr. Tapia said he was caught up now. Rates and occupancy were up for the year but this side of the revenue was not showing the increase. He said he had seen a significant number of exceptions where lodgers tax was not collected.

Mr. Hendry spoke regarding how the state was counting tourists and he was skeptical about the figures they gave. He pointed out that the CVB used to compare to Rocky Mountain statistics. He would like to see that or else a comparison to other services.

Mr. Luttjohann said the City Manager does read the reports from this meeting.

Mr. Hendry considered it very important to get an accurate report figure-wise. He wondered if maybe there was some decline due to Legislature but this was not workable. OTAB needed more information.

Mr. Luttjohann clarified that he got data from the Star report but was provided a legal notification that we cannot share that data.

Mr. White offered to bring the Rocky Mountain report every month.

Mr. Luttjohann said copying and distributing was prohibited.

Mr. Hendry thought they must be able to share with those who subscribed to it.

Mr. Luttjohann clarified that he was referring to the Star Report, not Rocky Mountain.

Mr. Hendry suggested it could be disclosed to the Board but not put in the minutes.

Mr. White asked if there was much monitoring of short term rentals and if that was being taxed appropriately.

Mr. Luttjohann said he raised a similar question and was told there were random audits done on hotels and short term rentals. There was a process being followed.

Ms. Delgado said she did provide the Rocky Mountain statistics in her quarterly reports.

Mr. Luttjohann said Mr. Tapia assured him that this report was accurate.

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

##### **a. Executive Director & Sales Reporting – Mr. Jim Luttjohann**

Mr. Luttjohann said the report was in the packet and he gave a brief overview of his report. The draft budget proposal would be reported today. He took feedback from the lodgers' meetings and submitted a pretty significant increase. Subsequent to submitting that he received information that we need to upgrade the WiFi at the Convention Center because they would have a tech conference coming up that required the upgrade.

Mr. Hendry noted there had been a push back about city-wide WiFi and the Convention Center could be the hub.

Mr. Luttjohann explained part of the challenge was that there were different band widths. There was a T-1 line to the Capitol but not on this side of the river. The upgrade being made would not be even as good as that. It would allow more users but not increase speed. There would be an IT meeting later today but it conflicts with the budget meeting. Our IT request will be discussed at that IT meeting.

Mr. Luttjohann commented that economic development was chief focus in new mayor's campaign so hopefully that would improve

Mr. Luttjohann went to the grant review panel applicants' part of his report and he shared the grant funding results. He explained this was a continuation of the allocation as shown in the packet. The Grant Panel recommended \$30,000 for Bike and Brew, \$25,000 for Zozobra and \$12,000 for Santa Fé Independent Film Festival for a total of \$67,000.

Ms. Bonney asked if this needed Board approval.

Mr. White asked how the Bike and Brew was doing.

Mr. Christopher Goblet, Bike and Brew festival applicant, said they had been working with lots of groups and in relatively short order put together a 4-day schedule. They were considering expanding it eventually to a weeklong event. They had about 45 events throughout the City. The nexus of Friday evening was a performance in the Rail Park. They were looking for ways to umbrella as many events as possible.

Mr. Luttjohann said the Century Race and pre century race events were part of it.

Mr. Goblet said Bike to Work Day was coordinated with the City. Saturday was geared toward the mountain biking crowd with clinics from professional mountain bikers, the chocolate tour, the Cowgirl stop win a bike, short film screenings and two authors coming in for book signing on Saturday. On Sunday Marble Brewery was sponsoring along with bike companies and they would have a live concert, talking to younger people with demos of bicycles for a dirt bike jump at La Tierra Trails. He said the response has been amazing.

Ms. Bonney asked how they were promoting this

Mr. Goblet said Outside Magazine would have promotions in 3 editions.

Ms. Delgado clarified that one of the reasons this proposal was so highly scored was that in this first year they were bringing significant corporate sponsors, Outside Mag was a 3 year commitment.

Mr. Hendry thanked him for this work. He thought they should close down downtown for this and was glad they were doing this event.

Mr. Goblet mentioned further marketing with the Board including Spirit Magazine, Draft magazine, Mountain Flyer as well as spending a lot of money building up the website and Facebook page, Comcast spotlights, TV blast, radio etc. He said if the Board granted approval today their radio buy would start next week. On April 12 they would have demos in Denver.

Ms. Delgado said he would take travel planners with him

Mr. Goblet said they could host up to 500 people and anyone could join them. He shared several other components of their plans with the Board.

Ms. Delgado added that they have been very open to partnering with other organizations and inviting them to become part of this. They exhibited an inclusive strategy.

Ms. Bonney congratulated them on this first year.

**Mr. White moved to approve Bike and Brew the \$30,000 recommended funding. Mr. Hendry seconded the motion and it passed by unanimous voice vote.**

Ms. Bonney said it looked like Zozobra came in by the skin of their teeth. She asked how did the Grant Review Panel decided to recommend it.

Mr. Luttjohann said they were looking at expanding.

Ms. Delgado pointed out that this year, Zozobra would be 90 years old and they were putting a plan together for the next 10 years to attract many more visitors than we might think would be going to that event. They were now collecting data on that. They significantly changed their marketing plan to market outside of Santa Fé and New Mexico with highlights extended through the week and long weekend. Viva Santa Fé would be starting with Memorial Day weekend and a mariachi concert.

Mr. White asked if they were still thinking to keep it on a Thursday night.

Ms. Delgado said from the City of Santa Fé they have not gotten support to change to Friday. They were also bringing on an advertising company and getting advice.

Mr. Hendry thought the date didn't fit.

Mr. Luttjohann disagreed. As occupancy rates went it was a low spot so it met the definition.

**Mr. Hendry moved to approve \$25,000 grant to Zozobra. Mr. White seconded the motion and it passed by unanimous voice vote.**

Ms. Bonney asked if they should do a follow up with those who scored lower.

Mr. Luttjohann said he had made notes for suggestions back to the applicants. He would incorporate those with encouraging words in a letter back to them

The Board briefly discussed what to do with the film festivals.

Mr. Luttjohann said they would have residual funds and could reopen the process.

Ms. Delgado thought they needed to work with that organization. They submitted last round for something that was not an event.

Mr. Hendry thought there should be one big film festival...

Ms. Bonney said it was up to the organizations.

Ms. Delgado said she would be happy to meet with them.

**Mr. White moved to approve a grant of \$12,000 to the International Film Festival. Mr. Hendry seconded the motion and it passed by unanimous voice vote.**

Mr. Hendry disclosed he was a sponsor of this event.

Mr. Luttjohann continued comments on his report in the packet including fee waivers and the vacant position for sales director.

Ms. Delgado said there were 68 applicants for marketing and a short list of 10 to be interviewed to three finalists.

Mr. Luttjohann advised the OTAB members that they needed to reapply. He would forward a sample letter and he also had to make an open call for other interested parties.

**b. Marketing Report – Cynthia Delgado**

Ms. Delgado said Santa Fé was voted 4<sup>th</sup> for best American romantic getaway and she was able to use for marketing. Other contests included Best Girlfriend Trip. She was marketing Santa Fé as a family friendly destination also. They were also doing a Mexican press tour and would be brining Mexican wines into the state.

She summarized media promotion and use of social media including blogs and Pandora banners. Thirty second video was very hard to do because they wanted the video to be perfect. La Fonda took advantage of that. She said in closing that the next RFP was for public relations.

Mr. Luttjohann said he left out from his report the attached update on the sales report and shared some of the high points.

**c. Finance Report – Antoinette Armijo**

Ms. Armijo said she didn't have anything to report at this meeting but she would report at the next meeting.

**V. ANNUAL FILM REPORT – Lisa Van Allen**

Ms. Van Allen reported this was a good year for Santa Fé with four features, the Longmire television series and another pilot that did not get picked up. Her report was in the packet and Ms. Van Allen briefly went through the report.



She said 2014 looked to be a strong year. Longmire was back shooting their third season and a Lionsgate project was doing reshoots.

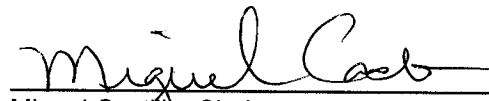
Ms. Bonney thanked Ms. Van Allen for the report.

**VI. MEETING SCHEDULE: - Next Meeting: April 24, 2014**


**VII. ADJOURNMENT**

The meeting was adjourned at 9:20 a.m.

Approved by:

  
Miguel Castillo, Chair

Submitted by:

  
Carl G. Boaz, Inc. by Carl Boaz