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CITY OF SANTA FÉ
Occupancy Tax Advisory Board
February 23, 2016

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MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD

February 23, 2016
10:00 a.m.

I. PROCEDURES

a. CALL TO ORDER

A regular meeting of the City of Occupancy Tax Advisory Board was called to order by Paul Margetson, Chair, on this date at approximately 10:05 a.m. in City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fé, New Mexico.

b. ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present:

Paul Margetson, Chair
Al Lucero, Vice Chair
Victoria Bruneni
Jon Hendry
Elizabeth Pettus
David Griscom [ex officio]

Members Absent:

Staff Present:

Cynthia Delgado, Marketing Director
David Carr, Sales Director
Randy Randall, Executive Director

Others Present:

c. APPROVAL OF AGENDA

Member Hendry moved to approve the agenda as published. Member Bruneni seconded the motion and it passed by unanimous voice vote.

d. APPROVAL OF MINUTES - January 26, 2016

Member Bruneni moved to approve the minutes of January 26, 2015. Member Griscom seconded the motion and it passed by unanimous voice vote.

II. LODGERS' TAX

a. Update – Randy Randall.

Mr. Randall gave the Lodgers' Tax report which was reported through December 2015. He noted that the taxes paid were up 6.15% over the previous year with a total of \$658,170.26 for the month of December and a year-to-date total of \$6,481,891.86. A copy of the report is attached to these minutes as Exhibit 1.

Mr. Randall also reviewed the GRT Report year to date through February of receipts through December. He pointed out that the GRT revenues have now fallen below the expected budget revenues by 3.87% for the year. A copy of the report is attached to these minutes as Exhibit 2.

Mr. Randall shared some of the statistics from the Rocky Mountain Report (attached as Exhibit 3), and the STR report (attached as Exhibit 4).

III. CVB Activity Reports:

a. Sales Report – David Carr

Mr. Carr presented the Sales Report for the month of January. He provided the January Leads and Confirmed Leads.

Regarding trade shows, Mr. Carr attended the American Bus Association conference in Louisville and had 38 appointments, providing him with three new prospective tours. Four tours had confirmed new bookings. He also attended the National Tour Association meeting in Atlanta and came back with 4 prospective tours, one of which has already confirmed with the Sage Inn. Ms. Harmon attended the Luxury Meeting Summit in Oklahoma City and Ms. Gallegos attended the Luxury Meeting Summit for Dallas, Houston, Austin and San Antonio. But of them resulted in strong leads from the events.

Details of the Sales Report are attached to these minutes as Exhibit 5.

b. Marketing Report – Cynthia Delgado

Ms. Delgado provided summary of the January Marketing activities to the Board and made comments about the Marketing efforts (attached as Exhibit 6).

Ms. Delgado explained the preparations for the Margarita Trail event and identified those who have

confirmed their participation. The participants were officially announced the day before on National Margarita Day. The kick off for Margarita Trail will be on Cinco de Mayo.

Ms. Delgado reported accolades for Santa Fe this past month included, The Most Romantic Restaurants in Every State for the Santa Café by Housebeautiful.com; Best Places to Live and Work as a Filmmaker by MovieMaker; 101 Best Casual Restaurants in America for The Shed and Santa Fe Bit by The Daily Meal; Top 25 Most Romantic Cities in America at #5 by Open Table; U.S. News Travel 50 Best Hotels in the U.S.A. for Inn of the Five Graces at #17; The Adventure List - 25 Best Places to Travel in 2016 by Gear Patrol; and Best Farmers Markets in the U.S.A. by Tripping.com.

Ms. Delgado reviewed the partnerships and partner meetings for January. She also highlights the monthly metrics for the month of January. He listed the social media statistics for the month and commented that they are remaining strong. The statistics covered Facebook, Twitter, Pinterest, Instagram, YouTube, and the SantaFe.org blog.

She noted that January saw \$1,294,195 of earned media, a 187% increase over the previous year's January. She listed the press releases for January and shared the print and online articles that have referenced Santa Fe for the past month.

c. Executive Director Report – Randy Randall

Mr. Randall did not have a written report but made comments to the Board about the work of Tourism Santa Fe.

IV. Reopening of OTAB Grant Process

Mr. Randall indicated that grant funds were not all applied for. Mr. Hendry had asked that those who had received and utilized their grants for three years and according to the policy were not eligible for further funding. So the Board needs to decide whether to reopen the process in order to consider further applications.

The Board discussed the matter, considering the pros and cons.

Member Hendry moved to reopen the opportunity for OTAB grants to eligible local entities. Member Pettus seconded the motion and it passed by unanimous voice vote.

V. Other Matters by the Board

There were none.

VI. Adjournment

The meeting was adjourned at 10:45 a.m.

Approved by:

Paul Margetson, Chair

Submitted by:

Carl Boaz for Carl G. Boaz, Inc.