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CITY OF SANTA FÉ  
Occupancy Tax Advisory Board  
June 28, 2016

| <u>ITEM</u>                           | <u>ACTION TAKEN</u>           | <u>PAGE(S)</u> |
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| I. Procedures                         |                               |                |
| a. Call to Order                      | Called to Order at 10:00 a.m. | 1              |
| b. Roll Call                          | Quorum Present                | 1              |
| c. Approval of Agenda                 | Approved as presented         | 1              |
| d. Approval of Minutes - May 24, 2016 | Approved as presented         | 2              |
| II. Funding Final Presentations       |                               |                |
| a. Bike and Brew (Chris Goblet)       | Presented and approved        | 2, 7-9         |
| III. Lodgers' Tax Report              | Report by Mr. Randall         | 2-4            |
| IV. CVB Reports                       |                               |                |
| a. Sales Report                       | Reported by Mr. Carr          | 4-6            |
| b. Marketing Report                   | Reported by Ms. Delgado       | 6-7            |
| c. Executive Director Report          | Reported by Mr. Randall       | 9-13           |
| V. Update on Grant Applications       | Discussion                    | 13             |
| VI. Other Matters from the Board      | None                          | 13             |
| VII. Adjournment                      | Adjourned at 11:31            | 13             |

MINUTES OF THE  
CITY OF SANTA FE  
OCCUPANCY TAX ADVISORY BOARD

June 28, 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 Chair Paul Margetson on this date at approximately 10:00 a.m. in the Council Chambers at City Hall, 200 Lincoln Avenue, Santa Fe, 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  
David Griscom (ex officio)  
Jon Hendry  
Elizabeth Pettus

Members Absent:

Staff Present:

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

Others Present:

Carl Boaz, Stenographer

c. APPROVAL OF AGENDA

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

d. Approval of Minutes:

May 24, 2016

Member Lucero moved to approve the minutes of May 24, 2016 as presented. Member Pettus seconded the motion and it passed by unanimous voice vote.

## II. FUNDING FINAL PRESENTATIONS

### a. Bike & Brew (Chris Goblet)

Mr. Goblet was not present immediately to give his presentation. Mr. Randall noted there was a report in the packet, and recommended to table the report, but recommended approval before the end of the meeting.

## III. LODGERS TAX UPDATE

Mr. Randall explained that after 11 months of the present FY, the Lodgers Tax Revenues were up 6.4%. The significant increase in April came from delinquency collections, which were just shy of \$200,000, but noted that April was otherwise down \$40,000 in Lodgers Tax. The other deficits shown in November, January, and February did not exist, but the city was maintaining it on a cash-flow basis, and so had chosen to correct the deficiencies. He said he believed March was up about \$50,000 in actuality. [A copy of the Lodgers Tax Report is attached to these minutes as Exhibit 1]

Mr. Randall said that based on the Rocky Mountain Lodgers report, overall REVPAR for the city was up slightly so they should be on track with or ahead of the previous year's collections in May which would keep them at about a 6.5% improvement from the previous year. That figure was down from the previous year, but he felt it was still a significant improvement, and commended the advisory board for their hard work. [A copy of the Rocky Mountain Lodging Report is attached to these minutes as Exhibit 2]

Mr. Randall noted that Downtown was up for May by a point in occupancy and the average rate was up about 4-5 dollars. He noted that Cerrillos Road was down 5 points in occupancy, but that it was up slightly in average rate. Overall REVPAR was up a few dollars for the month of May.

In response to a question from Chair Margetson, Mr. Randall explained that the Fiscal Year starts in July, but that the reports were run for June through May to allow them to close it out within 30 days of the end, because otherwise they would have to wait another month to close out the city. He stated that it instead runs one month behind in actual cash. He noted that the report showed actual revenue for each month, and explained that the GRT runs two months behind, and did not actually show the cash in the correct months.

Member Lucero asked Mr. Randall where the dividing line was between Cerrillos Road and Downtown.

Mr. Randall stated it was St. Francis.

Member Lucero asked about locations south and south-west of St. Francis.

Mr. Randall stated that he believed that for the purpose of the Rocky Mountain Lodgers report, that was the case.

Member Lucero asked how they classified properties like the ones near the hospital or behind the Albertson's.

Mr. Randall explained that they were in the Santa Fé periphery category. He explained that the Residence Inn did not participate in the Rocky Mountain Lodgers report, but that they did participate in STR. He explained

that STR did not break down their report by sections. He said that was why he focused on the Rocky Mountain Lodgers report, as it was a better perspective for the downtown area, whereas STR was better when looking at the city overall. He also noted that the Pecos Trail Inn was in the periphery category as well. He noted that the dominant portion of the periphery category for Rocky Mountain Lodgers report was Buffalo Thunder and Homewood Suites, in addition to the Four Seasons. He explained that the periphery category was up in occupancy and down slightly in average rate, largely due to the fact that Bishop's Lodge was no longer included. [A copy of the STR report is attached to these minutes as Exhibit 3]

Mr. Randall stated that he was surprised that no one had contacted him regarding May's decrease in occupancy in Cerrillos Road, asking what was wrong, or asking what the board was doing about it. He said generally if there is a large number of vacancies, he tends to hear about it. He said he thought it spoke to the disarray of ownership and transitions out on Cerrillos road. He said he had only met one or two of the new property managers out there, and that there seemed to be a lot of turmoil and change happening on Cerrillos Road.

Member Bruneni added that both the Courtyard and Doubletree had been sold in the previous couple months, and said the Hampton was down to 30 rooms due to construction. She said there were a lot of changeover happening.

Chair Margetson stated the large amount of construction on Cerrillos Road was a constant disruption, and probably affected the situation as well.

Mr. Randall gave the STR statistics from the report. Occupancy was down 1.2%, probably due to the higher concentration of reporting by Cerrillos Road.

Chair Margetson added that even the Rocky Mountain Lodging occupancy was flat.

Mr. Randall agreed. Board members discussed the calendar year and fiscal year numbers. Chair Margetson noted the downtown numbers were flat from the previous year.

Mr. Randall continued that the average rate in STR was up \$3.10 and up 1.8% on REVPAR. He said it was up 3.1% on the REVPAR. He said they were seeing a slight increase which reflected the continued increase in Lodgers Tax, but said it was coming in more through rate than through occupancy. He noted they did get a participation sheet for STR. He said he could provide them with a participation sheet for Rocky Mountain as well if they wanted to see one. Mr. Randall agreed to provide participation report for RM

Member Griscom asked if participation was substantially different between Rocky Mountain and STR.

Mr. Randall said there was, and that it was primarily in the limited service in Cerrillos Road product. There was a higher percentage of participation on Cerrillos in STR than in Rocky Mountain. He noted the participation percentages from downtown were about 90% for downtown and about 50% from Cerrillos Road.

Member Griscom asked if El Corazon had gone out of business.

Mr. Randall said it had basically left the short-term rentals business. They had issues with representation. There were a few that were rented separately, but as an entity of Fairmont it was essentially closed as perceived by members of the public.

Chair Margetson said the STR report showed that occupancy was up about 2.5% as were rates, for a combined REVPAR of 5.3 increase for the 12-month period, which was different from Rocky Mountain which was calendar year.

Mr. Randall also spoke about the Gross Receipts Tax Report. He announced that Ms. Helen Hausman who handled much of the Gross Receipts for the city and all of the city investments has passed away a few days prior. She was a city employee for 15 years, and they were very sad that she has left them. She had done a wonderful job, and they would miss her.

Mr. Randall then explained that it was a yearly report, and noted that the report ran approximately 3 months behind, and that they record April revenue in June, as an example. He reported that the city had ended up \$4 million in Gross Receipts Tax, which had not been accounted for when a \$15 million deficit had been suggested.

Mr. Randall directed members to the second page, and noted that GRT for accommodations and food was flat for April, but up it ended up 8.27% for the 12-month period. It mostly reflected the Lodgers Tax, except that it was a little stronger. This probably indicated that food revenues were up a little more than accommodation revenues. He also noted that retail was slightly down in June but up for the 12-month period. He said the GRT report for retail was up 2%. [A copy of the GRT Report is attached to these minutes as Exhibit 4]

Chair Margetson said it was strange because many people who owned restaurants in town were saying business was down.

Member Lucero agreed.

Mr. Randall said the numbers might not validate that, unless it was due to the fact that the numbers were from May or June, and sometimes focus was on recent history rather than the whole 12-month period.

Member Lucero stated that there were a number of new restaurants in town, as well.

Chair Margetson asked what exactly was meant by real estate rental and leasing. He asked what was considered a rental versus a lease.

Mr. Randall explained that it referred to long-term rentals. Short term rentals went into accommodations.

Chair Margetson asked if long-term rentals paid GRT.

Mr. Randall said he believed they were supposed to.

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

##### **a. Sales Report (David Carr)**

Mr. Carr reported that the sales team had been down in May in number of leads and lead room nights as compared to the previous May. Mr. Carr stated he would have to send the executive summary to the board that afternoon. He explained that the Santa Fé Convention Center lead with sleeping rooms, and the confirmed bookings were flat to previous May, but they were up 3 times the number of room nights confirmed. When

compared to the same time the previous year, they were up to the number of leads by 30%, but were flat in the number of room nights, and were down 20% in the number of bookings requiring space only at the convention center. [A copy of the Sales Report is attached to these minutes as Exhibit 5]

Mr. Randall noted the amount of use by the "city" had been quite reduced. Formerly, any city staff could book a space at no cost for any group they are working with. He said they had cut that out and it was reflected those numbers. He said two 2 years prior there were something like 120 meetings, and that number had been significantly reduced.

Mr. Carr added that the pricing for AV had probably affected that number. He noted they were significantly up in definite bookings and bookings confirmed and Convention Center bookings in general. Through May they were doing very well. Due to numbers being flat or low for some prospecting, they were currently bumping up prospecting efforts. They were also continuing with DMAI, which would help them generate lists for prospecting and target specific city regions for more accurate data. They would be joining with CVENT and Helms-Briscoe, as well as other third party agencies that would assist their prospecting efforts. Costs would range from \$10,000 to \$45,000 per company. They were still vetting various companies.

Mr. Carr explained that some staff were in Las Vegas at CVENT conference. Mr. Carr and another staff member would be attending ASAE conference in conference, and would be accompanied by a few organizations, and would have a booth. They would be sending out invitations for the booth. A post-trip was planned for July 12-15, and had 9 planners confirmed. An update would be sent out the following week. Stephanie Scrimshaw, from La Fonda, would be joining the sales team to replace Erica Martínez. He noted they were finalizing a group promotion with a committee of hotel partners. He noted the participating hotels. A proposal would be sent out the following day, hopefully, to the directors of sales.

Member Griscom asked what the Mohawk Group was.

Mr. Carr said he believed it was the group out of North Carolina, but he was not completely certain.

Chair Margetson asked who they lost business to, and who their competition was city-wise.

Mr. Carr said it could be any group looking for more space than Santa Fé has. He gave an example of one group wanted to be under one roof but they were too big. He listed Savannah, Charleston and Austin, as well as Scottsdale, San Antonio and Denver as potential competition. He noted that groups of 250 or more participants had to be put into more than one hotel.

Chair Margetson asked if the Albuquerque travel was problematic as well.

Mr. Carr agreed it was a hurdle.

Chair Margetson asked if they had spoken with South West airlines, as they had cut back the number of flights to Albuquerque, which made it difficult to get to and get out of.

Member Lucero said he thought that was more a result of changes in the law. They used to be required to fly into Albuquerque, but they did not anymore.

Chair Margetson said he believed writing a letter might help, and expressed additional concern regarding the issue.

Mr. Carr said there were direct flights going into and out of Austin so they were trying to work out an incentive with hotels because on Sunday and Thursday it was in and out only. He said it related to their prospecting efforts, they were trying to start an incentive program, where guests could stay three nights and get one free. They were trying to get some of that business from Austin.

Member Lucero mentioned he worked with the Santa Fé Chile and Wine Fiesta. They were working on an experimental wine/film festival during the first three days of the wine and chile week. Violet Crown Theater was a participant. Member Lucero and the owner had put together the project, and the owner was out of Austin and would try to do a package to bring people in for those three nights. He said he would provide contact information to Mr. Carr.

#### **b. Marketing Report (Cynthia Delgado)**

Ms. Delgado noted the executive summary was on the front. May was a full month of projects. She spoke about the Santa Fé Margarita trail, their work on a value card, and noted 32 Google Trekker links had been delivered. They worked on welcome banners, accomplished several press activities. She said there was also a big push for Meow Wolf and Low Riders at two museums. She noted they had also added Ms. Rima Krisst as their Native American liaison. [A copy of the Marketing Report is attached to these minutes as Exhibit 6]

Ms. Delgado gave a brief overview of some key indicators. The website had an increase of 13.9%, and they were in full swing with digital product in the market to push people to the web site. They increased new people visiting the website by 2.7%. They had a significant consumer email program, which continued with a 20% open rate which was quite good. Social media was looked at month over month. Facebook had 2% increase. There was also an increase on Twitter, YouTube and Instagram. Not much had been put onto their Pinterest page, but it did continue to grow. Their blog was updated weekly. She noted that Santa Fé County would be doing a monthly blog for county events and outdoor activities. She noted that Ms. Krisst would be doing a bi-monthly blog to share the Native perspective and experience.

Ms. Delgado noted that for May, they had ads in the NY Times for a couple local events. They were still working on search engine marketing, the details of which were in the report. They were reaching out to the travel agent market. They had spoken with several hotels which still received business from travel agencies, which were becoming more digital-focused.

In June and July they would leverage Austin with a print-digital "out of home" campaign, which would include bus wraps, which highlighted ease of transport, events in Santa Fé, as well as the beautiful climate. Ms. Delgado noted that PR had a very strong month with 2.5 in earned media, which was five times what was earned in April. She noted several magazines that had mentioned Santa Fé. They had completed a Press FAM themed "Native Roots" in partnership with Santa Fé County, which had six travel publications and travel writers, and was centered on the Native American experience.

Ms. Delgado said they had completed New York Press desk-sides, which they tried to do annually. They had 11 publications and travel writers in three days. She noted their work with Food Network. They had also hosted Brand USA, a Mega FAM with 18 travel agents.

Ms. Delgado read through the miscellaneous updates. They had partnered with Keep Santa Fé Beautiful to develop 10 welcome banners. The Margarita Trail continued to grow, with a number of passports sold through visitor centers and through restaurants. She hoped that week that their first passport owners would have completed all 31 stops.

Ms. Delgado spoke about public relations. She discussed press releases regarding the trail, and noted they had done about 3.1 in earned media.

Chair Margetson asked over what period of time the 3.1 million in earned media had occurred.

Ms. Delgado said the event started on "Margarita Day" in February, which was the pre-release.

Member Lucero asked what was on page 5.

Ms. Delgado said page 5 was a graphic of the bus wrap.

Ms. Delgado noted there had been a request at the previous meeting to see the marketing report. She said they had a copy in their packet, and said the numbers were in the back.

Chair Margetson asked for a related financial report.

Ms. Delgado said it was not in the plan. She noted the largest part was the media buy. She said she would add a summary of finances.

Member Pettus asked if many people were signing up for the Santa Fé Value cards.

Mr. Randall said they currently had 30 participants, but noted that they needed more restaurants.

Ms. Delgado said she felt they were underwhelming.

Member Lucero suggested they speak in front of the Restaurant Board, which he believed was the following Tuesday.

## **II. FUNDING FINAL PRESENTATIONS**

### **a. Bike & Brew (Chris Goblet)**

At this time, the Board asked Mr. Goblet to give his presentation.

Mr. Goblet started by thanking the Board for allowing him to speak, and by saying it felt like only a few weeks ago that they had set up at Ft. Marcy Park. He noted the weather was perfect. He made sure the Board had a copy of the final report in front of them. [A copy of the Bike and Brew Report is attached to these minutes as Exhibit 7]

Mr. Goblet said he thought they did not have a copy of the complete economic impact study. He explained that the current year's study was for the Bike and Brew only, whereas the one from 2014 included both Century and Bike and Brew. It had a survey and provided space for open ended comments, which was where the planning committee would focus their time. There were good Lodgers Tax numbers. The total attendance, through counting attendees, was 5,517 people who had passed through the doors. He explained that was only the attendees at the main event in Ft. Marcy Park, and did not include the 16 beer dinners that had been produced around town, as well as a few other ancillary events that had taken place around town.

Mr. Goblet said the big new event was the Big Mountain Enduro, which was a professional mountain bike race, which took place in the Glorieta camps. He said there were 325 registered athletes, with total numbers from 800-1000 people including staff, race participants and their families, and the vendors they brought. He said Big Mountain Enduro really helped Bike and Brew's presence that year. It was a good showcase for cycling products, and he said they were scheduled to speak with Big Mountain Enduro about repeats in 2017 and 2018. Given the success and response from their cyclists about the trails, and Santa Fé as a destination, he believed they would recruit them to participate again. He said they hoped to get them more into town next time stating that while Glorieta was a great facility for biking, it was 30 miles away, which could create a disconnect in terms of lodging.

Chair Margetson asked if camping was still available at Glorieta.

Mr. Goblet agreed, and said a good number of the bikers had camped there. He said if they could work with the US Forest Service, they might put cyclists in Hyde Park or along Cerrillos Road, if they could use some of the great trails closer to Santa Fé. He said it had been really spectacular to see the new venue and that he enjoyed working with Parks and Rec at Ft. Marcy Park. He said it had been a great first year there and showed promise to expand as a venue and noted it was close to downtown hotels. He said they had got only thumbs up from Parks, Fire and Police, and there had been no big incidents.

Chair Margetson said there was a rumor that Mr. Goblet was leaving Bike and Brew.

Mr. Goblet said he was interested to see where the project could go if it had some more focused organizers. He said he had taken two full-time jobs with the New Mexico Wine Growers Association and as the campaign leader for the NM True Festival. He said it would be difficult to give the Bike and Brew the attention it deserved. He also noted that he had seen Dean Strober put on the NM Wine Festival, and made him realize how much more organization an event like the Bike and Brew needed. There would be a meeting later in the day that would discuss how to move forward and give the event more of the attention it deserved.

Chair Margetson congratulated Mr. Goblet for his success. He said he understood Mr. Goblet had been kind of a one-man show. He said it sounded like he will continue to participate, but with more support.

Mr. Goblet said they had an ad hoc committee that had put it together, but said it was very much community-based. He said for it to be a true long-lasting event, it needed a core group of people, and a paid event director. He said they had a few ideas of organizations that would be able to continue the work, and said he would not let the project die.

Member Lucero asked if Outside Magazine was the title sponsor, if they owned Bike and Brew or if they were just the sponsor.

Mr. Goblet said Outside Magazine, in 2014, had sat down with Ms. Delgado, Mr. Birk, and himself and the Tourism department, and the Magazine offered 3 years of branding using their name as well as an advertising package, and they would receive around \$40,000 to get the event up and running. That contract had expired but the magazine would be at the meeting that day. They had expressed an interest in keeping a role in the event, but not a cash role. He said that financing would be a key component moving forward. He said a title sponsor had to be cash support.

Member Lucero asked if they had been given lots of space in the magazine.

Mr. Goblet said the basic contract outlined two to three full-page ads as well as a digital marketing package. He said the package was fluid, and they received different types of advertising depending on the year. That year they had received significant digital help with the website and email advertisements. He said they had put

a price tag on it of about \$500,000. He said he thought the reputation of Outside Magazine lent credibility to the event.

Chair Margetson asked how much funding had been approved previous years. Mr. Goblet provided him with numbers for each year.

**Member Lucero moved to approve \$7,500. Member Pettus seconded the motion and it passed by unanimous voice vote.**

Mr. Randall noted that the board was really approving the payment.

Mr. Goblet said they already had some financing commitments lined up for year 4. He said they would report back to the committee on the results of that day's meeting and subsequent meetings regarding the progress of Bike and Brew.

Mr. Randall and Chair Margetson thanked Mr. Goblet for three years of hard work. He did a great job.

### **c. Executive Director Report (Randy Randall)**

Mr. Randall recognized Tony Flores and Lisa from the County. Mr. Flores was the Deputy County Manager, and Lisa oversaw the LTAB board at the county, among other things. He also introduced Bruce.

Mr. Randall noted that the AirBnB voluntary contribution had been approved and would be started August 1. He said there would be incomplete support the first year, but that it would eventually kick in. He said there were many bookings already placed that would not pay the tax, so the obligation to pay the tax still rested with the owners. He said they would see a growing value they moved into the following year. Taos had entered into a similar contract with AirBnB, which would be effective August 1 as well and would use the agreement they had negotiated. There was a meeting with AirBnB and the state regarding collecting Gross Receipts on a statewide basis and he was pleased that the Secretary of Tax and Revenue had attended that meeting.

Chair Margetson verified that in order to become a short-term rental, they needed a fire department inspection.

Mr. Randall explained that a fire department inspection was required for new applications. For renewals, an affidavit was signed agreeing that nothing had changed and that routine inspections would occur.

Chair Margetson asked if no health inspection was required. Mr. Randall agreed, and Chair Margetson asked if Mary Ann also inspected the homes.

Mr. Randall agreed, and said it included a health and safety component. In response to a question from Chair Margetson, Mr. Randall stated that responsibility for staffing fell under Land Use. There was an opportunity for a Manager, which would hopefully be posted soon, with the intention to fully in effect soon.

Member Bruneni verified that AirBnB would only collect Occupancy tax, not GRT.

Mr. Randall agreed, explaining that AirBnB would be working with the City, but GRT was collected by the state.

Member Pettus asked if they had any idea how far in advance the State Legislature made their reservations, which she assumed was a large portion of the reservations booked in advance.

Mr. Randall said it was actually a small portion. He said he suspected the Legislature probably did not use AirBnB as much as other resources for finding their short term rentals, as they had long-term relationships with other resources. He noted there would be no short term tax collections with the 60-day session. Mr. Randall noted that after the compliance period, there would be penalties for owners who didn't collect and remit lodgers tax.

In response to a question from Chair Margetson, Mr. Randall explained the city attorney had taken the position that the ordinance referred to rooms to mean any type of room. If there was more than a bedroom and a bathroom, they would be required to collect and remit lodger's tax. He also noted that exemptions had to be applied for, and were no longer assumed.

Mr. Randall said regarding compliance, that there was an RFP out for software to determine who is in compliance and who is not. There was also an opportunity for a manager for that area. He said the Santa Fé Film Office would become a formal entity, jointly managed by City and County, effective July 1. It had been under contract with Eric Witt to set up the facility. A press release would be out shortly for the permanent executive director. He advised the film group that was working with the Chamber of Commerce that Mr. Witt would continue as the permanent director of the Santa Fé film office. He had extensive experience from film production and he set up the State office. He also stated that Tony Flores would be the person to oversee the film Office and Mr. Randall had been appointed by City to work with him. He stated they hoped there would be mutually beneficial opportunities for the City and County to work together to bring greater results to the area.

Chair Margetson asked if the 2-room ordinance they had discussed previously that applied to the County as well.

Mr. Randall said the County followed the State rule. Their enforcement and interpretation would be their own, however. He said he didn't know that the County had defined a clear meaning of "room," as it was not part of the enabling legislation.

Mr. Randall said he planned to initiate discussions with Mr. Flores on how he could assist them.

Mr. Randall also noted that Ms. Rima Krisst had filled the Native American liaison role, and was doing very well. He had attended Ohkay Owingeh Feast Day with her on Friday. They ate with former Governor Joe Garcia, as well as in the current Governor's home and had already received feedback from Ohkay Owingeh on their pleasure to see City involvement in their activities, and that the City was reaching out to them. He said he there was a lunch scheduled in August for all tribal leaders to meet with Mayor Gonzales and they hoped for good turnout. He said that in the meantime, Ms. Krisst would travel to and speak with every pueblo and native government to determine who the liaison would be.

Mr. Randall stated that the airport, Northern NM Air Alliance was moving along. Kent Meyers would be back the second week in July to meet with lodgers and community leaders. They should know by the end of July whether they would receive the half a million dollar grant they had requested from the Federal Government. He said that if they did receive the grant, it would improve the energy behind the effort to match those funds.

Mr. Randall spoke about Destimetrics, the company they had used for their visitor profile, which would come out in July, to describe the 2015 profile. It would be compared to the previous visitor profile, from 2010. Because of the tremendous response Ms. Delgado was able to garner from the hotel community on what was just shy of 8,000 surveys completed, they would have annual profiles, as well. If there was a significant change from 2010, comparisons could be done, which would make it very valuable.

Mr. Randall said they were going forward with the survey analysis through Destimetrics for forecasting and profiling. They would also have a small task force to work on policies and procedures moving forward. We were inviting Paul Margetson to be a member of that task force, as well as Tom McCann, who was chairman of the Santa Fé Hospitality organization, Max Battel and Ryan Goodman and a fifth position that they still had to fill in. The committee would help set up policy as they moved out into the industry. There would be no cost for the first year for hotels to participate. This would encourage participants to see the benefits, and want to pay to continue, which would allow them to expand the program. There were some add-ons that would require additional funds.

Mr. Randall said they would be moving forward with full-page ads in the Dallas Cowboy and Denver Bronco annual Yearbooks that were sold at games. He said the regular price for a full page ad was \$29,500 per program, but they were able to get remnant ad space for both programs for \$16,000. They had an option to include some tickets for opening games that would have tried to promote on radio shows, but it ended up being too complicated. He noted that those were the two cities with direct flights to Santa Fé, which would be mentioned in the ad. The ad would also mention the Margarita Trail.

Mr. Randall discussed the Austin \$100,000 promotion in a two-month period and said they had gained an editorial in Austin Magazine because of the promotion. The Margarita Trail was moving along. They were averaging 350 people per day in the visitor center on the Plaza and 550 people per day among all three visitor centers. He said they were seeing very strong use of the centers, and noted it was just shy of about 20% international visitors in the centers. He said they were definitely serving a need.

After a question from Chair Margetson, Mr. Randall explained that they did not count minor questions like asking about restroom locations, for example. He noted that the 330 figure was for people who came in requesting in-depth visitor assistance, so really the actual number of people in the doors was likely twice that figure. He noted that recommendations for places to eat, other site-specific questions, and then other things that visitors should do were the most common questions. He noted they were trying to put together menu books for each visitor center, which would allow visitors to see the actual restaurant menu. They had received some responses, but they were having trouble getting copies of menus from some of the bigger restaurants.

Member Lucero noted that the Santa Fé Reporter would print a dining guide, a pull-out from their annual dining guide. He noted that extra copies were earmarked for Visitor's Centers. He recommended that everyone present could ask for menus when they were dining.

Mr. Randall noted that they would need four sets, one for the Railyard, one for the Convention Center and two for the Plaza.

Member Lucero said they would discuss it the following Tuesday.

Member Bruneni said the Visitor Center at La Bajada had been closed due to safety concerns. She said Cerrillos Road had got quite a few referrals from that Visitor Center, and it was a good way to entice visitors to stay in Santa Fé.

Mr. Randall said he would check on it.

Member Lucero suggested perhaps the OTAB should send a letter to the Secretary of Tourism to share their concerns.

Mr. Randall suggested it should also go to the Secretary of Transportation, as one group owned the facility and the other maintained it.

Member Lucero suggested it should go to the Tourism Commission members as well.

Member Pettus asked if there had been a press release about visitor center on the plaza.

Mr. Randall agreed there had been one.

Member Pettus said there was an opinion piece in the newspaper that day that seemed as though they had not read the press release.

Mr. Randall said an editorial had been in the paper the previous Friday that mentioned the fact that Durango had a visitor center right downtown. He wrote an email to the editor about it which gave the locations.

Chair Margetson said he believed they needed to do something about restrooms on the Plaza.

Mr. Randall said the first issue was finding a location that they could own or lease and convert into public restrooms. There was also the issue of cost of ongoing maintenance which was significant. There were restrooms at two of the three visitor's centers they operated, the one that did not have restrooms was the one on the Plaza. There was a list of where restroom facilities on the Plaza available for visitors. He said it had not solved the problem but has satisfied the outcry from visitors. He said they would continue to do what they could.

Member Lucero asked Mr. Randall to please confirm the La Bajada closure, so they could draft a letter.

Mr. Randall said Phyllis would work on that a letterhead that contained all of the Board members' names.

Mr. Randall continued on, reporting that the Mountain Shuttle would be going again in July and August. For the winter, they had about 5000 riders, as compared with 6000 at Taos. He said they were pleased with the outcome. He had been told the county would support it again the following year.

Member Griscom clarified that the County was supporting it for the year after the pilot program. He noted that they took three weeks off and then picked up on September 25 and would run until the end of the ski season

Mr. Randall said he thought they could count on it during the winter time, but summer would be iffy. The issue of bikes had been resolved, as they had racks for six bikes on the shuttle.

Mr. Randall noted the Community Kitchen was still on the burner. The Chamber was sponsoring a hospitality training program for which they had to pay \$25 per trainee, and they had committed \$5,000 to bring the program in. He noted there was a way-finding kiosks RFP going out. They would be located in areas with high tourist traffic. It would provide information on local events, directions, and WiFi near the kiosk itself. They would be provided at no cost to the City, preferably, with advertising opportunities that would pay the vendor for the kiosk.

They had retained Robert Martin from Lensic to put together a draft of a potential plan for an end-of-season encore-type event. The plan would include a budget. It may happen in 2018.

Mr. Randall had proposed to the Parking Division a visitor parking permit which a visitor could purchase from a hotel or visitor's center to give them permission to park in any City parking garage or at any parking meter. He said they would have to see if it went anywhere. He gave an example of paying \$16 for a two-day permit in Savannah. He thought it would make Santa Fé more parking-friendly.

Mr. Randall and the board discussed the viability of the program, and how it might encourage more visitors because it would reduce the number of parking tickets visitors received.

#### V. UPDATE ON GRANT APPLICATIONS

Mr. Randall said they would have a handout on the history of grants and define the rules for applying for them before the next meeting.

#### VI. OTHER MATTERS FROM THE BOARD

Member Lucero and the board congratulated Ms. Delgado on her marketing report, saying it was the equal of any corporation marketing report. Comments are short and this bound marketing report is outstanding.

Ms. Delgado thanked the board, stating it was a team effort, and thanked her team members.

Mr. Randall said both Ms. Delgado and Mr. Carr were doing outstanding reports.

There were no other matters from the Board.

#### VII. ADJOURNMENT

Member Lucero moved to adjourn the meeting. Member Pettus seconded the motion, and it passed by unanimous voice vote.

The meeting was adjourned at 11:26 a.m.

Approved by:

\_\_\_\_\_  
Paul Margetson, Chair

Submitted by:

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Carl Boaz for Carl G. Boaz, Inc.