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CITY OF SANTA FÉ
Occupancy Tax Advisory Board

Funding Applications Presentations and Review

December 14, 2017

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MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD

December 14, 2017
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 Chair Paul Margetson on this date at approximately 8:30 a.m. in the Tesuque Board Room at the Community Convention Center, Santa Fe, New Mexico.

b. ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present:

Paul Margetson, Chair
Jon Hendry, Vice Chair
Al Lucero

Members Absent:

Elizabeth Pettus [excused]
Victoria Bruneni
Chris Hyer

Staff Present:

Cynthia Delgado, Marketing Director
Phyllis Ortíz, Administrator

c. APPROVAL OF AGENDA

MOTION: Member Hendry moved to approve the agenda as presented. Member Lucero seconded the motion and it passed by unanimous voice vote.

d. APPROVAL OF MINUTES: November 28, 2017

MOTION: Member Lucero moved to approve the minutes as presented. Member Hendry seconded the motion and it passed by unanimous voice vote.

II. Presentations:

a. Santa Fe Century – Mike McCalla

Mr. McCalla, Director of the Santa Fe Century Committee and Mr. Tony Alarid, President of Santa Fe Century, made the presentation.

Mr. McCalla said their request is \$12,500 this year to market and promote the Century event. Through their survey of riders, they learned print magazines had a small response and will focus this year more on digital and direct mail.

They have around 5000 addresses of the riders, and previous years' riders and are attempting to get mailings from Albuquerque and other regional events that complement their rider base.

The Century received a grant from the County for \$7,000 and \$6,500 from the State Tourism.

Member Lucero asked how many riders were from out of state.

Mr. McCalla said 40% were outside New Mexico, primarily in Colorado and Colorado outnumbered the New Mexico registration. Last year there were 2,270 riders and they would like more, so they plan to move the venues to the Community College, add a new route and a dirt ride to attract younger riders and make the event more family friendly.

Century will work with the college for the permit approval. The Community College has a lot of parking and room for more riders and would be a great spot for the route and is easier to get out of town with less trafficked roads. The hospital has also partnered with Century and the Community College is excited that students could be another population.

Mr. Randall asked, though the marketing plan shows how OTAB funds would be used, what would be done with the other \$10,000.

Mr. McCalla explained they will work with New Mexico True for digital and banner ads to get the format for advertisement that New Mexico True needs and they will do something similar with LTAB.

Mr. Randall asked if the event would be named New Mexico True because of the State funding.

Mr. McCalla explained that only those things funded by the State must be labeled New Mexico True.

Mr. Randall voiced concern that a small amount of State money is branded New Mexico True; the Board wants this to be a Santa Fe event.

Member Hendry asked if the Friday night event discussed last year ever went anywhere. He loves this event and supports it, but Santa Fe needs an event downtown that encourages people to spend an extra night in Santa Fe and the Century could easily pull that off. Moving to the Community College was good, but they were urged to have something downtown, even if they farm it out to another organization.

Mr. McCalla understood that Bike and Brew would change their dates to the fall and that would enable the Century to do that. They are trying to have more at the venue and their staff is stretched the weekend of the ride, but it could be farmed out. He might be able to incentivize BMW Santa Fe to possibly do something downtown.

Member Hendry found that the Century is a perfect event for Chainbreaker, a nonprofit group and an advocate for public transportation in Santa Fe. This could easily expand into a three-day event if there was an event on Sunday and it would be useful to have another 500 or so people stay another night.

Mr. Randall offered to introduce Mr. McCalla to Ryan Dodge, their Program and Events Manager, who could help support the Century and determine how they could do what Member Hendry suggested. He added that Member Hendry should be included when they get together. Member Hendry agreed to talk with Mr. McCalla on expanding the events.

Member Lucero asked if the riders loaded up on carbs before a big race.

Mr. McCalla reported they have registration at Cowgirl's Hall of Fame the night before and provide food and most of the riders come. Having something on Saturday could be the incentive to get riders from further away to come earlier. He has talked with Tim Fowler from Bike and Brew about helping with the Century's events if the Brew does not hold theirs at the same time.

Ms. Delgado suggested possibly cross populating their data base with Bike and Brew because an email blast would be effective for the event.

Mr. Randall acknowledged Century for their support and appreciated that. When the City pursued the idea of the Gran Fondo of New York, the Century was very supportive and both gentlemen came to the BTAC and Finance Committee meetings in support of it.

Member Lucero added, along the lines that Member Hendry suggested, Jimmy Day is quite a bike rider and has just opened an Italian restaurant. He would probably be open to a big event for the community to meet the bike riders and that could bring people who are not necessarily involved in the ride.

Mr. McCalla replied he talked with Mr. Day that morning.

Chair Margetson noted that Century did not take the whole grant last year.

Mr. McCalla explained they had a marketing person that helped them and did not spend all the money because they got a late start and did not know how much things would cost. They have a better idea this year and have about \$12,000 in reserve in the bank.

Ms. Delgado suggested considering a raffle on Facebook and social media to win a prize trip to Santa Fe.

Mr. Randall complimented them on the paperwork submitted.

Member Hendry urged them to push the Santa Fe Network for live coverage of the events. They could film the Santa Fe Century and give a three-minute blurb on different events. He offered to get content into a series of stations for them. They could also put electric signage at La Bajada.

Mr. Randall asked that Member Hendry assist Century with that concept.

b. Spanish Dance Society, a.k.a. Entreflamenco – Stephanie Ramirez

Stephanie Ramirez, president of the Spanish Dance Society, aka Entreflamenco said the Society was a 2017 Mayor's Art Award recipient; one of two nonprofit organizations in the country to do so.

Their request was for \$15,000 for advertising and, if awarded, would be the second time to receive their support. The Society's performances would be presented year-round with a spring season in April and May, and a summer and fall season, all held on weekends. The summer shows are held every day and they take a break in late October until early November and start again in early December.

This year, they served about 3,000 visitors from 43 states and 7 foreign countries. The holiday season opens tomorrow and was sold out last year and is on its way to being sold out (about 80 patrons) again this year. Shows are year-round and next year they hope to have a museum next door with the history of Flamenco in Santa Fe.

Funding of \$4000 from OTAB, requested two years ago, was invested in the venue. They now have food, Flamenco and beer and wine and want to invest in advertising. They have cut back in costuming and construction and no longer use designers from Spain. Some of their artists will relocate from Spain because of the year-round work and some of the local artists have become professionals.

Two years ago, they received \$4,560 from OTAB also received \$7000 from the Arts Commission and New Mexico Arts, which covered salaries and a small portion of advertising.

Member Lucero asked about the name *Entreflamenco* and how Jim Long had been involved.

Ms. Ramirez explained the name means *in between Flamenco*, but the romantic idea is a conversation between the Flamenco artists. Mr. Long cofounded the organization with the artistic director and created the fall season. They still have a friendly relationship with Mr. Long.

Member Lucero asked how they got funding for the remodel of their facility.

Ms. Ramirez said they got an allotment from their landlord.

Ms. Delgado asked how their ambassador trips incorporate getting people to visit Santa Fe.

Ms. Ramirez said they tour in Raleigh, Denver, Florida, Memphis, Green Valley, Arizona, New York, Austin, Houston, San Antonio and Dallas, Texas among others. Every tour includes parallel arts and education activities and they announce that Santa Fe is their base and they invite people to visit. They also have

Q&A's after the show and promote Santa Fe, as well as in their program books.

Mr. Randall suggested changing their name to Entreflamenco Santa Fe. He added that this was not the type of event OTAB should fund because their focus is events that bring in a lot of people. A danger would be opening their funding up to what the Arts Commission should be supporting.

Their organization is great and important to have in Santa Fe and he would support funding in some way. He said he would be encouraging the Board to change their rules to exclude this type of event in the future, so they could continue to fund events.

Ms. Delgado explained that events funded by the Board are to get people to Santa Fe, but she would love saying this is a sample of what people would see when they visit.

Chair Margetson asked what in their program is out of state.

Ms. Ramirez clarified out of state should really be out of *range* of the 60-miles throughout the state.

Member Lucero congratulated Ms. Romero on a great presentation.

Ms. Ramirez continued that free classes are given to children as part of their spring break programming. She recalled a comment when she presented to the Board two years ago that they should create some type of marketing for Santa Fe and they are touring.

Mr. Randall confirmed what they do is wonderful, but they were an ongoing program like the Santa Fe Opera or chamber music. OTAB tries to fund startups and events that bring in visitors opposed to an annual program. This is more like what the Arts Commission supports. He encouraged them to ask for their support for this organization.

Ms. Delgado agreed the funding is to get people to come to Santa Fe for an event.

Ms. Ramirez offered to rename their organization El Flamenco Santa Fe if the City wanted to brand them as the official company of the City because they are promoting Santa Fe. They do market Santa Fe while they are touring.

Member Hendry pointed out this was less than 1% of the total promotion money between the Arts Commission and the Lodgers Tax Fund, but there was just no event.

c. Santa Fe Film Week – Bonnie Schwartz

Member Hendry said Melissa put together part of the presentation around the training component and is the production supervisor for a movie written and directed by Julie Vargas, a Santa Fe attorney.

He explained that Film Week was specifically to do mid-week offseason events and the first week of February (6-11) would combine a number of components ending with the annual film event. In between

they have the Santa Fe Film Festival and the First New Mexico Television Hall of Fame.

Next Friday they will announce the six inductees: Thomas Edison, John Nichols; the 50-year New Mexico Film Office former film Commissioner Max Evans; 30 Years of Milagro, Robert Redford, John Nichols and Dave Grisham; 10 Years of Breaking Bad; Five Years of Bless Me Ultima and Imogene Hughes, first lady of New Mexico film.

The Santa Fe Film Festival is in its 17th year and has moved to these dates and the Tune Up, their training program, will have over 20 classes to attract people regionally. The classes have never been offered outside of New York or LA before. Media partners are KRQE, Fox and CBS in Albuquerque and Ballentine's PR, Hutton Broadcasting and the Santa Fean Newspaper.

Mr. Randall recognized that the event would be great for highlighting the importance and prominence of film in New Mexico, but asked if it would pull people in from out of state and how much lodging it would add.

Member Hendry replied there are 40 movies in the Santa Fe Film Festival that would bring people in for three nights. Melissa has arranged excellent rates and they expect to fill the hotel blocks they have as well holding banquets and two big dinners. A series of bars in town will be named after the movies and the advertising should bring people and filmmakers from across the country. Tune Up alone should bring in about 200 from out of state between the instructors and students.

Mr. Randall asked Member Hendry if he would do an economic impact review of the event. They want to negotiate with Chris Cordova for a preferred price to buy five or six economic impact reviews. He thought any new event funded by OTAB that receives more than a couple of thousand dollars should be required to do an economic impact review.

Member Hendry offered to not only do the review but put up the \$1000. This is a prototype that they have discussed, if successful, they will have a Music Week, Theater Week etc. and a full time executive director will be needed.

Mr. Randall said they have a commitment from Francis Ford Coppola Winery to sponsor the wines during Film Week and the inductions to the Hall of Fame and the Winery loves the idea and wants to participate. They are producing wines with great movie labels and their branding is Directors Cut. They hope either Sophia or Francis Ford Coppola will come to Santa Fe.

Member Hendry reported he has commitments from Robert Redford, John Nichols and Dave Grisham and that alone should fill the banquet. There will also be a private dinner with the Coppola's on Saturday night after the awards ceremony and they targeted 30 film festivals outside New Mexico and offered to swap sponsorships at the \$2,500 level.

Film Week would not just impact Santa Fe for one week, but bringing 40 filmmakers to Santa Fe would impact the rest of the year. In addition, Variety agreed to do an article on the Hall of Fame.

Chair Margetson commented on the great event and February timing and noted the concern of how many people are coming from out of town.

The marketing budget is about \$110,000 and the request is for \$30,000 from the Board.

Member Lucero pointed out the \$33,000 marketing appeared high with \$10,000 for television and radio, etc. but not much for digital and social media. He wanted some funding, if granted, to go toward more effective marketing efforts.

Member Hendry clarified that although they said television, they will be on all the digital platforms of Fox and CBS affiliates, CW and Channel 50 and Ballentine's is mainly social media, and there is the Hollywood Reporter. They are currently advertising and their main push to filmmakers has already gotten them an invitation to a party at Sundance.

Mr. Randall indicated he thought Member Hendry is looking at advertising that gives the event a punch that advertising otherwise would not give. He stressed the evaluation of economic impact would be critical and he could reallocate part of the money for La Bajada Hill to possibly have another \$20,000 to OTAB.

d. Santa Fe Emerging Media Calendar – Chris Jonas

Chris Jonas Film and Media Commission and Executive Director of Little Globe; Meredith Ingram, CEO and partner of 66 & Co, a marketing communications firm in Santa Fe; Frank Ragano, Executive Director of Currents New Media in their ninth year as an international new media arts festival; and Deborah Potter chair of the Film and Digital Media Commission and the timekeeper introduced themselves.

Mr. Jonas explained they represent the Emerging Media Alliance, a project of the Santa Fe Film and Digital Media Commission. He read the Alliance mission statement to collectively support and foster the growth of the Santa Fe media arts economy to establish the city as a global center for emerging media. Emerging media includes many different people, artistic applications including new-media installation, video art, virtual/reality, animations and interactive and computer based art. It is also industry applications including visualization, data, online game design, websites, interactive and immersive interfaces.

The Alliance membership consists of current new-media, Meow Wolf, Site Santa Fe, the TOMA foundation and Art-House, Littlelobe, New Mexico School for the Arts, Santa Fe Institute's Interplanetary Festival, Santa Fe University of Art and Design New-Media faculty, the IAIA Dome and participation from the current Labs.

Their impact is global. Their request is for support to build a new marketing identity to complement Santa Fe's pre-existing brand; Santa Fe as a great place to visit - Heads and Beds - as well as a great place to live and work. The campaign is to retain young creatives for a younger new media demographic within the markets.

Alliance hopes to create a 14-16-month online calendar to leverage the existing events in Santa Fe through the Emerging Media Alliance with profiles on locals working in emerging media prior to June and aggregated to media that continues to leverage this as a new marketing strategy for Santa Fe.

Mr. Ragano said the current new media has been putting on media art, including installations, video and signal channel video multi-media performance for nine years. Their vision is a city-wide event Festival that goes on for 3 weeks and there are galleries involved and Meow Wolf has been a partner each year.

This year will be special because they were approached by David Krakauer of Santa Fe Institute. He wants to engage the public locally, nationally and internationally about an Interplanetary Festival that will coincide with Currents opening weekend. The Festival will be visionary technology with a focus on getting off the planet to use technology to help heal the planet. They have talked with people at Tesla and Ubolt and other big names that will come to Santa Fe to discuss the event which will be at the Railyard, Farmers Market and Site Santa Fe and the space will be filled with media art installations.

In addition, the first ever Nation of Makers Conference will take place on the same weekend and 750 are expected to attend the conference and a Motion Conference in the History Museum, which is an international conference of motion graphic designers and advertising. Currents expects between 15-20,000 people to attend, which is up from last year's 8000 people and there is a total of about 4000 hotel stays.

The provided report indicates their expectations for hotels, etc. for the June event, which they call the Emerging Media Month and the event will draw visibility and bring awareness to Santa Fe as a new national center.

Ms. Ingram noted it worthwhile that they believe there is a movement in Santa Fe. They want to coalesce the marketing and make it bigger than it would be if independent. They do not just want to create another tourism campaign, but to establish Santa Fe as an expert in this field and build a program that brings that to life. A two-phased approach has been discussed with the first phase a website that would aggregate everyone. The website includes a calendar that centralizes everything and depending on budget, would be interactive.

Phase 2 would focus on development and leadership and to impact the arts and the implications of that and the intersection of art and technology, and how that is impacted by art; the role artists will play in future in technology and innovation and exploring the neuroscience of art in education and its importance. Another would be how the boundaries are shifting between traditional art and virtual art and the implications of that on culture and society.

They want to establish the Alliance in topical areas and what they are doing to promote member specific events and push that out to national media relations such as pitching to the New York Times or writing pieces for placement and social media. A blog would also be important and participation in SXSW with digital marketing as well as a newsletter and building an email list.

A primary goal would be building Santa Fe's international and national visibility reputation in this area, specifically for jobs and to support the recruitment efforts of Alliance members. Secondly to retain their own business space so youth stay in Santa Fe and more tourists are attracted in a broader demographic.

Targeting would be through digital media to those who have an interest in the area, which also impacts the advertising industry as well as strategic geographic targeting for the drive market. Dallas and Denver would be important.

The budget allocation is for messaging and the development of a website, management, communication plan development, social media channels development, content strategy and development, national press and outreach and digital marketing campaigns, including ad content development, split test optimization analytic reporting, etc.

Mr. Randall noted that most of what they discussed was economic development related, opposed to what OTAB wants to do with their money. The event in June is in the ballpark, but 90% of what was presented was outside their realm. Making Santa Fe an emerging media center would be great, and he would support the idea in any way possible, but OTAB could not fund annual movements.

He explained from his perspective any funding from OTAB would have to specifically target June and they would need specific numbers, but they would not be able to support the concept.

Mr. Randall suggested they meet with Matt Brown in the City's Economic Development Department because this is what he should be doing.

Mr. Ragano understood and was expecting that. The June event is for visibility to bring people to Santa Fe and get the word out nationally/internationally and is a key point for that exposure.

Mr. Randall replied he sees this as a new and emerging forum. The Alliance should carve out money within the Arts Commission because they have \$700,000 to fund things and new concepts that tourism dollars could not.

Member Hendry mentioned there were other funding sources. He had several conversations with Santa Fe Network and this is a perfect use of money being left on the table with Comcast.

Member Lucero asked what was meant by emerging media and an example.

Mr. Ragano explained that Currents sends out an international call for submission and this year received about 500 from all over the world. Their program is driven by the new ways that artists use technology. Currents focus is on the arts and how technology artists are using art. They have been showing virtual reality for five years and now it is emerging more in augmented reality and a combination of the two.

Chair Margetson asked for confirmation of the numbers for the June event and if a weekend impact study had been conducted.

Mr. Ragano explained they have done surveys at Currents and written surveys, but have not done them independently. Mr. Randall suggested they incorporate that if funded.

Ms. Delgado noted their marketing concept was well thought out, but would be a huge amount of work. She asked who would do the work.

Ms. Ingram explained it would be a combination of their firm with a communications team that would be developed from the Alliance members.

Mr. Randall asked to gain understanding of how the \$30,000 would be used and if it was only to build a website. Also, the annual event, the 18 months and the two references to June was confusing and they should return with a written breakdown of how the \$30,000 would be spent.

Member Hendry said this clearly would not fit the OTAB funding criteria.

Mr. Randall noted he would recommend narrowing their funding in January and state that they will not fund meetings and conventions and develop those definitions.

e. El Museo – Patricia Montez-Burkes

Mr. Tom Romero, President of the Board of El Museo among others, has been involved in El Museo for over 20 years. He introduced Maria Martinez, Executive Director of El Museo for 15 years and Patty Montez-Burkes, an original founder who returned to the organization to put this proposal together.

The proposal is not a new concept in what El Museo does. Their history goes back to formation in 1995, and is based on the resolution passed by City Council in 1994 and the Santa Fe County Commission. The purpose was to support the preservation of the Hispanic culture and they have done that as well as opened it to the community. El Museo is at the core of the Railyard and was a founding nonprofit institution.

Mr. Romero said the proposal uses the word *espíritu* which means man the soul and *Corazon* and the institute of empowerment having to do with educational programs and ongoing programs for families. What El Museo has done that others have not is to express the spirit of what it is to be a part of the community and have an ethnic connection.

El Museo hosts Currents and objects of art and this would be an expansion in the form of specific events, but they struggled as to whether it was Heads and Beds marketing or something that adds to the story of Santa Fe.

Patty Monte-Burkes said she came back to Santa Fe from Florida and looked at where she is connected in Santa Fe and she first went to El Museo. She thought much of the community and local Hispanics are fragmented and dreamed about creating programming through El Museo to establish a yearning of her generation to hear stories their grandparents told. She came up with an initiative to see if there could be a hub of connection of heritage in traditional food, music, medicines, etc.

She loved hearing the stories about how her mother and father first met at a festival for October harvest and wanted to start programming based on that. She asked that the Board open their minds to the wealth of information within the Hispanic community that should be captured. She wants to fine tune and hone festivals for the fall winter spring and possibly some are seasons.

Chair Margetson asked for information on specific events and whether they have been defined.

Ms. Montez-Burkes explained there would be events to bring people and their neighbors from the north, but they are not yet defined, but regarding the public value would garner a lot of interest. She believed that there were many of their generation who left Santa Fe, but their heart and soul is still in Santa Fe. Ms. Montez-Burkes believes through their initial development and the networking they create that it would lead to an inaugural fall event for 2018. There would be a lot of collaboration and networking and collaboration with Tourism Santa Fe and other cultural associations to find people who want to participate.

Chair Margetson asked if they have applied to the Arts Commission for funding and was told they had in the past, but stopped asking because the criteria became more tied to Heads and Beds.

Ms. Delgado thought this similar to Los Golandrinas spring and fall festivals and their winter series of lectures and panel discussions. She asked how this would be different.

Ms. Montez-Burkes explained because of the location and being within the City of Santa Fe for the event, she feels they could attract people of their generation or younger to participate. She noted that her son had videotaped her parents because he realized the need to capture their stories. His generation is very interested in recognizing their ancestry and way of life and that is the difference.

Member Lucero asked if the event would appeal only to Spanish descendants because they mentioned keeping the culture going, etc. he asked how it could attract those who are not interested in the culture, but could become interested once they learn more about it.

Ms. Montez-Burkes replied that a segment of the population is looking at substance as key to surviving in the future by looking at the past.

Mr. Romero explained the importance of El Museo being at the Railyard where people are moving to and where El Museo has continued to present pieces of their cultural presence without being exclusionary. People want to experience more than just having a drink. They want to feel and touch the culture. And this is not new, it is an expansion of what El Museo has tried to do all along, but they have lacked the funding and resources to do.

Ms. Maria Martinez said she is the person people speak to for hours and they come from as far away as Sweden and both coasts. They have asked her yes her if the knowledge is written down. This is something that does not conflict with the Farmers Market and could manifest and satellite into other participations in the area and bring in more people.

Ms. Montez-Burkes stated they are looking forward to marketing this and the outreach primarily would be as an authentic hands-on experience.

Ms. Delgado noted that funding is always an issue but the work of OTAB in support of organizations throughout the City is free. She encouraged them to participate and pointed out their wonderful events are not on the calendar.

Chair Margetson indicated he would like to see a harvest festival. The project could have legs if they could be more specific on the events they want to do.

f. Next Generation Water Summit – Glenn Schiffbauer

Gretchen Whitty, Kim Shanahan, Executive Officer of the Santa Fe Home Builders Association and Glenn Schiffbauer, Executive Director of the Santa Fe Green Chamber of Commerce introduced themselves.

The request is for \$30,000.

Mr. Shanahan thanked OTAB and specifically Mr. Randall for what he has done in the last few years. The event is the second annual and they want to establish a unique niche in the reputation of Santa Fe, specifically for those into water and sustainability.

Their conference called the Next Generation Water Summit has a story to tell about water that resonates in the Southwest. Santa Fe has the lowest gallons per capita and they are talking about attracting a specific audience to Santa Fe that wonders how Santa Fe does that. Last year they had people from 7 states with about 125 attendees and they expect to double that if funding is received and hold the conference for the next three years and double their attendees for each year.

Las Vegas Nevada holds a conference that is similar to theirs that easily attracts over 1000 people every year and they plan to increase their conference to that scale and move out of the convention center to the area hotels. They will also explore national press and did that last year through blogs, etc. without having to use marketing dollars.

Mr. Schiffbauer talked about the demographics of other conferences and that they have a specific group that is unique to their conference that is not just water or building groups, but 30 - 40 industry professional groups from the seven surrounding states comprised of builders, designers, residential and land-use developers. The groups are a mix of community and policy people in government that meet with developers on ways to conserve water. They plan to grow citywide and are partnering with the SFCC for some of the events post Summit, in addition to many other things that could be done there.

Tourism Santa Fe has done an amazing job to bring the cultural, art and food visitors in as well as outdoor events such as cycling, but they are looking at a sustainably minded market. They know this would be a new market and new money and is about a growing brand and the last Mayor's administration was good about establishing brand in sustainability.

Statistically they know eco-conscious consumers travel more frequently than the average consumer and in 2009- 2010 when the economy was at its greatest, 76% of eco-conscious tourists took twice as many vacations with 22% taking as many as 5-8 vacations.

The Summit is considering collaboration with the CIR (Council on International Relations) and moved their event so that together they have a seven-day event of sustainability and water. They also want to do another conference with the 30 - 40 delegates they usually get, to extend their stay in Santa Fe.

Mr. Shanahan noted that their confidence about doubling their attendees was because of Ms. Whitty who came on board as a key supporter of what they are doing and has brought in attendees and sponsors.

Ms. Whitty indicated she flies to Dallas, Phoenix and Denver and does not like to go to Albuquerque and they pitch Fly Santa Fe as well as the Margarita Trail. She has been doing recon and went to the Las Vegas event in October that was attended by about 1500 people. There were a lot of Las Vegas events and she thought the event would be so much better in Santa Fe.

The Water Summit plans to do the Margarita Trail with a treasure hunt around water using art galleries on Canyon Road that have water features and the acequias and the water tower at the Railyard. The treasure hunt will get attendees out and into restaurants and galleries and museums. Last year there were several families who came with their spouses and did things during the day.

They plan to piggyback with the CIR conference, but also have a fantastic relationship with the Alliance Water for Fish and Sea and next year will push the conference around the globe. They used Huffington Post last year and will again this year and are considering the New York Times. The marketing plan is two-pronged and for Heads and Beds they want to make this an annual summit that people attend because they know they will have fun and see Santa Fe and spend money eating, shopping and engaging in outdoor activities and they will attend because their companies will pay their fees.

This project is to bring people to Santa Fe to enjoy the City and learn about the important topic of water. They want to brand Santa Fe as the place to come and that could lead to other areas in economic development in jobs and other ways that have nothing to do with the conference.

Mr. Shanahan added that there were about 130 people last year and approximately 60-70 were from out of town.

Member Lucero noted their budget did not include money for space. He asked how they would hold it in Santa Fe.

Mr. Shanahan explained Christine Travis with the Water Division is putting forth a resolution, but he did not know the details.

Mr. Schiffbauer said they are confident they could double the attendees every year and Ms. Whitty felt 250 for 2018 is believable.

Member Lucero asked of the 250 people, how many of their wives and kids would also come. Ms. Whitty thought there would be at least 200 people from outside Santa Fe and with families and others there could conservatively be 30, but that will depend. The conference this year will start on Sunday and she talked with three people who plan to come in on Friday with their families and stay until Sunday.

Member Lucero asked how they would ensure hotels are promoted instead of B&Bs, because the demographic and mindset of those attending tend to be thrifty and stay in B&Bs, rental houses or Air BnB, etc.

Ms. Whitty replied the events are being planned in hotels and they will absolutely be working to get people into the hotels.

Mr. Shanahan said they have a lot of people who come to Santa Fe for other conferences and they seemed to prefer a hotel.

Mr. Randall pointed out this would be a conference and that is not an event; the Santa Fe Century Bike Ride is an event. This is a conference and there are hundreds of conferences in Santa Fe every year and OTAB could not afford to fund everyone.

His other concern is he would like to see the financial statement from last year's summit because if OTAB funded their project for \$30,000 and the Summit \$10,000 in Commission to Ms. Whitty, they are spending \$334 per new attendee. That is expensive and there would not be much of an ROI in this type of conference.

Mr. Randall noted that he would urge OTAB to consider defining a conference versus an event in their application, so the public was aware that the Board does not have the resources to fund conferences.

Mr. Schiffbauer explained this conference is different and is unique to Santa Fe; there is nothing unique about oil and gas. The intent of the Water Summit is to become an event, and they are they are clearly branding something unique to Santa Fe.

Mr. Randall understood and explained that the Board is talking about tourism and wanted to fund events that bring larger numbers of people this conference. He agreed that branding Santa Fe is great but thought Economic Development should support the Summit. Economic development is important, and he supports their request for space, but Tourism Santa Fe would not be happy if they were provided free space and funding because that would be double dipping with Tourism Santa Fe.

Member Hendry pointed out that one of the City's big drivers has been buying the water company and they should be who the Summit looks to for funding and their board of directors are attached to the City Council.

Mr. Randall offered to investigate that and thought they should be able to sponsor the Summit.

Ms. Whitty explained the problem is that the water company only wanted to fund local advertising.

Member Hendry thought it behooved the water company to not only look at their base and residential customers but also the businesses that pay occupancy tax. The Water Summit would benefit their other customer base; the hotel rooms, showers, swimming pools, etc.

Ms. Whitty agreed and said they have had that wrestling match with the water company. Christina Chavez tried but was told the marketing money must go specifically for Santa Fe residents and their program.

Member Hendry suggested she talk to the City Manager. He would ask that the Board send a letter to the City Manager asking why marketing was only for residential customers.

Ms. Delgado offered to talk with Ms. Whitty about grassroots marketing because this could be grassroots.

g. Filmed in Santa Fe App – Jennifer Nevarez

Jennifer Nevarez said she works for New Mexico Tech Works, a nonprofit based in Santa Fe. She introduced Marissa Cañones from Stagecoach Foundation another local nonprofit. The request was for \$30,000 for the First Annual New Mexico App Awards and Showcase.

Ms. Nevarez passed out cards and provided her background. She is a teacher that started a nonprofit in Santa Fe and has been doing learning projects. She brings about 150 college students in and out of town for educational tourism and has worked with colleges all over the United States as well as many other nonprofits in town such as the Food Bank and Habitat for Humanity, etc.

The Board was provided with examples of apps for sale in the iPhone app store and she pointed out the number of apps for sale in the Google Play Store. New Mexico has hundreds of apps that are made locally for this market and her showcase would bring all of those businesses into Santa Fe to showcase their apps.

Ms. Nevarez said there were many kinds of apps and they could be united to showcase those businesses and educate the community. She could invite the global market, Facebook, Google Connections, My Connections, Entertainment, etc. She could advertise for businesses and incentivize them to come to Santa Fe and enjoy weekend activities and attend the seminars that went in an award ceremony. The awards would have categories such as Best Banking App, Best Real Estate, Funniest, Most Entertaining, Best Tourism, etc.

The first annual event would be hosted in tandem with the National Congressional App Challenge that asks high school youth to build and submit apps. Congressman Lujan has had trouble getting apps because of the short time period students have to learn how to make the app and submit them by November. They plan to start a continuum that promotes app making skills ahead of time to help the students develop things that could play out on the national stage as well as garner them recognition at this event.

This event includes both high school and college students and as a draw they could have Meow Wolf as a celebration event including behind-the-scenes and featured guests from film and the tech industries.

Ms. Cañones said with their connections it would be a good way to highlight the community and bring in economic growth and educate the community by showing them and app that is possible for their business.

The first day would showcase the event and be followed by education similar to a convention.

They could eventually hold educational workshops that cater to a team or businesses and have experts fly in from the top Google or Facebook accounts. Santa Fe could be a hub for an event that gives back to the community as well as helps the City grow and would be win-win.

The two concepts are first to have a kickoff party with Meow Wolf partnering with Stagecoach followed by a convention and workshops. They hope to have the event in the convention center.

Chair Margetson pointed out their request is for \$30,000 but he sees they have only spent \$10,000 on

promotion.

Ms. Nevarez was pointed to the project budget.

Member Hendry noted advertising/community outreach beyond 50 miles is \$25,000.

Ms. Nevarez said advertising would be done in all of the airports and through their connections and website development and to all New Mexico businesses. That would generate more money for sponsorships with a tier process to collect money from businesses. And they would ask Google and Facebook to sponsor the events and businesses could rent a boost to showcase their app.

Locally they joined the Natural Technical Higher Initiative that was started by the prior White House administration and were mandated to build a task force to get the word out. They used that network to launch their code with over 200 schools, students and community members statewide that participated. LANL gave them 50 volunteers, so they have a web of community volunteers that also have budgets.

They have also been working with City schools and have done interviews on the radio through their PR department. They will use their network web for a series of things year-round that includes tech workshops, teacher professional development and an hour of code which is computer science education.

Mr. Randall voiced his concern about marketing locally. The narrative on pages 3-5 suggested 50 room nights and they would spend \$600 for room nights and recruiting and the hotels would make only \$125 out of that.

He thought it was a terrific idea for tourism and they would love to put the Margarita app in the showcase and have the request build a Santa Fe app, but this is the wrong place to ask for funding. This project does not do anything for tourism because the 50 room nights in November would be \$150 at best, and that generates \$7500 worth of lodging business; 7% or \$500 for the Lodgers' Tax for the investment of \$30,000.

Mr. Randall thought this was great for economic development to consider and the investment of \$30,000 for OTAB would be huge but to Google would be nothing.

Member Lucero asked why there would only be only 50 room nights.

Ms. Nevarez replied it is because she does not like to do anything unless they over deliver, and her thinking was two under promise but over deliver.

Mr. Randall indicated the Board looks at how to spend their money from a tourism standpoint and wants to generate an event that creates 1000 room nights. This project would be more of a conference that could grow into a major event, but it would mainly be attended by locals. He thought they would not derive the impact needed by the Board.

Mr. Randall added that he loved the idea and would like to find a way to help them.

Ms. Nevarez stated that Las Cruces has a robust technology industry and is developing apps at the college

and part of her outreach would be to pull them into Santa Fe. People would come to see others receive a reward and companies would come to share their app. She thought it would help if there was room to reach outside of 50 miles.

Mr. Randall thought OTAB could help without giving them funding. The Economic Development Director in Las Cruces is the current chair of the Hospitality Association and he would talk to him about supporting their project because they need more help than the money.

Ms. Nevarez added that another piece is the excellence of Stagecoach's materials and some funding to ensure that campaign is the best of the best is critical.

Mr. Randall explained the Board planned to do a better job of defining what an event is for applicants versus a conference, but their idea is great.

Ms. Delgado said Tourism Santa Fe joined 72 cities nationwide and New Mexico.com is mapping who is doing what regarding the technical classes and workshops. They have also mobilized a conference in November and brought in Internet Society, 150 indigenous community members from the Western Hemisphere that talked about Internet and broadband access. The event was held in the Hotel Santa Fe and they received funding from Google.

She spoke at a Google sponsored tech event in Washington DC with the goal to pull some of the companies into the region for events and Fam trips for establishing businesses, etc.

Member Hendry said he has 1500 members in the City/County and it was great for them to talk about tourism and selling rooms, but this is about jobs for Santa Fe. He said there isn't anything in this project that addresses that.

Ms. Nevarez explained that is what they do; they highlight businesses and their work and promote their businesses and are training high school kids in those skills.

h. SITE Santa Fe – Ann Wrinkle

Introductions were made of Irene Hoffman, Director and Chief Curator of Site Santa Fe and Ann Reingold

Ms. Hoffman said they requested \$30,000 for a project that will expand visibility of their signature exhibition of SITE Santa Fe. Their new building is open, and attendance is beyond their early expectations and they are grateful for the opportunity to bolster their reach to other cities and visitors in the art and culture world both nationally and internationally.

Ms. Hoffman indicated she has been at SITE Santa Fe for 7 years and they have more creativity than money. They began by bringing a branding firm in to consider how to reposition their signature exhibition, which is the biennial started in 1995 and the thing that SITE Santa Fe is most known for outside of Santa Fe. The biennial is the exhibition they have had up the longest and brings the most national/international visitors to Santa Fe.

In the early years of her tenure they repositioned the biennial to focus on contemporary art from the Americas to reconnect with their audience, and a diverse community and to distinguish their biennial by focusing in the world of contemporary. They connected to their place in the world and with Site Santa Fe's history and New Mexico's history and that did a lot to raise their profile outside of Santa Fe.

The branding firm helped position them and then they hired a PR firm to get extraordinary coverage of their exhibitions both in the United States and abroad. They had articles in Spanish and Portuguese and that led to a different profile of out of town visitors. Also, they held a lot of the events in art fairs where the art world is and in embassies. They collaborated with the Mexican Embassy and other museums such as one in México City to stage events for people to learn about SITE Santa Fe and invite them to visit the opening of Site Lines.

That has opened a larger network and they have been at this for five years and that has raised their profile resulting in more visitors from Mexico City, Bogota, São Paulo and the United States, Canada, the Caribbean, many of which are first-time visitors.

They now have new awareness in cities throughout the Americas. Their proposal suggests additional things that could be done with funding that would bolster their efforts. Two events are included -one connects with collectors and other curators and museum directors, which is important because they bring their groups and travel a lot with patrons.

The first one is ARCO, taking place in February and the largest art fair in the world. ARCO is in Milan Italy and Madrid Spain and brings hundreds of thousands of visitors with 32 countries often represented in the galleries. She has been invited for the last five years because of the work Site Santa Fe is doing. She gives lectures when she visits about SITE Santa Fe's work and meets with other patrons and has done several exhibitions that highlight SITE Santa Fe's work.

Ms. Hoffman reported seeing many important collectors from the United States gathered there. She has been invited to attend ARCO again and will gather with a few curators for the next Site Lines Biennial taking place next summer. The Spanish take their culture very seriously and this event is inaugurated by the king and queen of Spain and she was able to show them SITE Santa Fe through her exhibition in Spain.

SITE Santa Fe wants to stage each event with some of their curators where they are in a market with a full potential of visitors to attend the exhibition in the summer into the fall of 2019.

Ms. Hoffman said Los Angeles is another market where they see many of their visitors that come to Santa Fe. Their new data collection at the front desk has indicated that many visitors are coming from Los Angeles and a curator for the next biennial is a prominent curator at the LA County Museum of Art and they want to plant another awareness event about SITE Santa Fe and build interest.

Those two events are part of the proposal, but the main part is to build a digital awareness campaign. They have done small digitals in the past, but the digital piece covers many different prominent placements.

Ms. Reingold said they came to the Board in 2001 for funding to buy placement in the print version of the

New York Times and that was successful. This time they want to expand on the digital platforms and have determined the menu of the two mainstream dailies, the LA Times and the New York Times along with two cutting-edge art world voices, Art News and *Hyperallergic.com*.

With these two digital platforms they could target who they want to visit Santa Fe and demographics by age and newsletters. This initiative is based for younger readers and visitors and high-income visitors and has large value-added social media and dedicated email blasts.

Hyperallergic is about five years old and has thoughtful, written critique and they like it as a content provider. The age range is 18 to 54 years. With support from OTAB they are looking forward to creating an expanded, but strategic digital media campaign that dovetails with their audiences.

Chair Margetson thanked them for their presentation.

Ms. Reingold showed a mockup of a sample advertising as a possible banner ad in the LA Times and things they had done in the past with print such as the Save the Day card.

Ms. Delgado asked how much of the \$30,000 would go to digital and how much to print. She was told \$20,000 would go to digital and \$2,000 would be for print.

Mr. Randall thought there was an issue with the travel. He asked if Ms. Hoffman would take \$3,000 out of the \$6,000 of the ARCO trip. The category does not fit because it is a five-month event, but he thought they deserved funding. It was terrific they received \$33,000 from the Arts Commission and presumably would receive the same this year.

Ms. Hoffman said she would take \$3,000 out of the \$6,000, but most of the travel associated with the ARCO trip would be covered by the art fair. SITE Santa Fe spends most of their money on arts programs and education and their marketing budget is thin and everything they have done has never cost over \$30,000.

Mr. Randall noted they spent \$360,000 on fund raising and \$30,000 on advertising/marketing.

Ms. Reingold explained their efforts have long been on getting editorials which is important for an art museum, because private foundations and institutions look at that.

Mr. Randall provided feedback on the brochure that promoted two hotels and explained that OTAB funds must promote all hotels and could not be discriminatory. He suggested they include somewhere that there were many hotels.

i. Council on International Relations – Sandy Campbell

Introductions were made by Jesse Guillen, on the board of CIR and the legislative liaison for the City, Chuck Case, CIR Board President, Sandy Campbell, Executive Director, CIR, Selene Bridgeford Adams, and Jesse Morris, Education Consultant, CIR

Mr. Guillen described the duties of the CIR members who were present. The CIR has been around for 52 years and they believe their sweet spot lies in connecting the global with the local and educating people to be responsible global citizens.

Their role is to import the world of ideas and case studies to serve as a mirror to learn about who they and ultimately change who they are and improve the ways they live in the state and in New Mexico and this global City of Santa Fe, where they wear, eat and trade with the world.

Their OTAB proposal offers economic benefits to the City 1) by hosting a sustainability event and attracting people from the region, the country and beyond with heads in beds and eating out in restaurants and their wallets in museums and cultural attractions and markets.

Sustainable food and housing are long-established traditions that New Mexicans have established for thousands of years and people want to come to New Mexico to learn about them. CIR wants to showcase them and have them enjoy the sights, the food and the great hotels in Santa Fe.

The economic benefit outlined is obvious and they are happy to discuss that. They stage 53 public events, including a big two-day event in the summer with funding in Albuquerque and Santa Fe. They welcomed over 300 international visitors to Santa Fe in 2017 and have three full time staff that are supportive and an enthusiastic board and a legion of volunteers.

Their proposed sustainability event would serve the City's bottom line and the estimated economic impact globally is \$235,000 in year one.

The second event is why they are here. As an organization they have achieved significant growth over the past year but there is a lot more to realize. They are considering the possibilities of rebranding to become World Santa Fe or Global Santa Fe and merging with other nonprofits to become bigger and stronger and more talented and able to seize the opportunities that arise to connect global with local.

They want dynamic programming streams in women's global leadership, global indigeneity and in the global arts and to consistently reach the third younger demographics and become a true leading edge intellectual cultural organization that could be many different things to many different people with world-class speakers, big music and food events, and programs that bring the world to the City and south side residents as well.

They need to understand global trends and ideas to be responsible global citizens, national citizens and local citizens so their children can be competitive in an ever-growing global workforce and become more responsible as consumers with global roots.

OTAB funding could support a recurring event on sustainability, on food and housing, in year one where they connect global with local people and ideas. This event allows them to bring in more people and the more they can build up an event like this, the more people they could attract each year.

Organizationally they will do some important things as well; expand their programming in scope and

innovative ways and validate and strengthen their ambitions to better serve people in Santa Fe and Northern New Mexico by regularly drawing more international visitors. That will help to recognize and boost Santa Fe as a global city and by adding to their organization's bottom line, they will also boost the City's bottom line. Being on the local map will make them more competitive in regional and national grant competitions, significantly needed and a more attractive partner to local and regional businesses as well as more appealing as a membership in the organization. Also important is that they would become a stronger and better partner to the US Department of State and other organizations in Washington DC who want to put their international visitors in Santa Fe.

They are limited organizationally in their capacity to meet the demands from Washington to bring people globally to Santa Fe and as Santa Fe gets bigger and stronger it will allow that. They estimated their national visitor program brings in about \$6,000 to the local economy every year in hotels, transportation, restaurants, etc. and they could do more. Winning an OTAB grant is central to their ongoing evolution and organizational strength and is a way to involve the City in this growth.

His final point is that the partnership model proposed is central and not only do they propose the seed and shelter events, but they are linking it to the already funded Global Citizen Summit. The Summit will be in partnership with St. John's College and the Water Summit proposed by the Santa Fe Green Chamber of Commerce. They will link their work where they are building bridges between indigenous students in Central America and poor countries with the indigenous students in New Mexico and the indigenous institutions like the Taos Pueblo, the Indian School and IAIA.

If OTAB funds this sustainability event it will raise many different, but instrumentally linked boats in the global City of Santa Fe and their organization's bright future would be shaped by this grant to continue progress upward and onward.

Chair Margetson asked how significant the numbers are that they hope to attract.

Mr. Guillen replied the hope is to attract 200 people, possibly more entirely from out of town. There would be a mix of 35 - 45 international visitors from the State Department and 20-30 indigenous students they would bring to Santa Fe and expand their market regionally.

Chair Margetson thanked CIR for their work and said they were a tremendous organization.

Ms. Delgado asked if they have their own funding to bring indigenous students to Santa Fe or do they fund raise.

Mr. Guillen replied it was both. Four countries are involved, Costa Rica, Nicaragua, El Salvador, and Honduras. They came to New Mexico as part of the International Youth Visitors Program in August and New Mexicans made a huge impact. The U.S. Embassy in Costa Rica put together a virtual conference to connect students there with students in the United States.

He has submitted a formal proposal to the U.S. Embassy in Costa Rica and are considering doing the same thing in Honduras and they have submitted a couple of grants to help build those bridges.

Chair Margetson asked to address the allocation on item # 6 for \$29,000 plus regarding advertisements in national magazines, regional newspapers, campus ads, etc. He asked what was within OTAB's scope.

Mr. Guillen explained this was for campus newspapers and online papers out of town advertise the marketing design would be done inhouse by their organization.

Mr. Randall said he wasn't sure the \$9,600 in-house would qualify. They could allow up to 10% administrative and overhead. OTAB cannot pay them for preparing the marketing, but could pay fees to place it in a digital, etc. and it does have to be external, a cost to their organization opposed to internal expenditures.

He thought this a great event and the international program important. He was concerned about the impact to tourism because they would get less than \$10,000 in Lodgers' Tax return for \$30,000 of funding.

He explained OTAB wants to support events with the potential to fill the rooms and this project is more like a conference. The Board plans to clarify in the future that they do not want to fund conferences. They have to look at the value to tourism and if the event gives the City huge exposure nationally. Otherwise they look for high attendance that would use a lot of hotel rooms and has a lot of ROI return.

Mr. Guillen thought if this is only about Lodger's Tax they should find events that bring in thousands of people who stay in hotels. He believed the growth potential for a focus on global Santa Fe issues that resonate in the State and beyond has a lot of potential to bring in more and more people. Currently this is a four-year commitment, but looking at it in a longer view with the value being other than the Lodger's Tax, this would have more value.

Mr. Randall agreed, but noted this was one way and not the only way OTAB evaluates. They need to look at this just for the event and the reference shows 35-40 people. It is a great event, but they had the same problem when the Waters Summit request for funding.

Chair Margetson said their presentation was great and the international exposure is great for Santa Fe, but there are limited funds.

Mr. Randall noted that most of what they presented is economic development and although tourism is part of that, economic development is a bigger scope. He hoped as the City gets strengthens their economic development that it would be the vehicle to fund some of the requests OTAB is receiving.

Chair Margetson asked if the State Department decided who came to Santa Fe.

Mr. Case replied it was a complicated process. The State Department approves, but the real decision is made by the locally-based organizations and the Washington DC-based national program agencies; the nonprofits acting on behalf of the state. The organizations propose reasons why people should visit their state; whether water, environment, energy, education, government, etc. Often when the organizations get more recognized by the State agencies, etc. they get a call from them and the state pays for the travel.

Mr. Case noted that Santa Fe is the center of the arts and cultural and indigenous activities, etc. and is

attractive to a lot of people and the City has unique things they could offer.

Mr. Guillen added a point of consideration is that although changes are happening at the State Department, they know of no change to IDLP program and there has been huge bipartisan support for 75 years. There are currently 40 sitting Heads of State that have been through the program and over 500 over the course of the 75 years that have been through the program. The program has been a huge benefit to the United States in terms of foreign policy.

He added they are considering changing their name to Global Santa Fe or World Santa Fe.

Mr. Randall provided feedback on their use of funding. OTAB has found print ads an expensive way to advertise that reaches very few people. An earlier group stated they are moving to 100% digital because they found print was not effective.

Member Lucero complimented them on their presentation.

III. Discussion

The presenters left the meeting room and OTAB members and Tourism Staff discussed the presentations.

Mr. Randall asked that the Board members indicate on each score sheet whether they had a conflict and to put a recommendation for funding, even if they put a zero and return them. Staff would tally the scores and recommendations made later.

IV. Adjournment

Chair Margetson adjourned the meeting at approximately 12:30 p.m.

Approved by:

Paul Margetson, Chair

Submitted by:

Carl Boaz for Carl G. Boaz, Inc.