



# Agenda

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## OCCUPANCY TAX ADVISORY BOARD

August 27, 2015 – 3:00 P.M.

CITYHALL

COUNCIL CHAMBERS

3:00 p.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Roll Call
- c. Approval of Agenda
- d. Approval of Minutes July 30, 2015

3:05 p.m.

II. Lodgers Tax:

- a. Update—Randy Randall

3:20 p.m.

III. CVB Activity Reports:

- a. Sales Report – David Carr
- b. Marketing Report – Cynthia Delgado
- c. Executive Director Report - Randy Randall

4:15 p.m.

IV. 2016 OTAB Grant Funding

- a. Amount
- b. Procedures
- c. Timing

4:30 p.m.

V. Other Matters by the Board

4:45 p.m.

VI. Adjournment

The next regularly scheduled meeting will be held on September 24, 2015  
City Council Chambers at 3:00 p.m.

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**CITY OF SANTA FE**  
**Occupancy Tax Advisory Board**

**August 27, 2015**

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II.	LODGERS TAX UPDATE		
	a. Lodgers' Tax Update	Report by Randy Randall	2-4
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**MINUTES OF THE**  
**CITY OF SANTA FÉ**  
**OCCUPANCY TAX ADVISORY BOARD**

August 27, 2015  
3:00 p.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 3:00 p.m. in City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fé, New Mexico.

**ROLL CALL**

Roll call indicated the presence of a quorum as follows:

**Members Present:**

Paul Margetson, Chair  
Victoria Bruneni  
David Griscom  
Al Lucero  
Elizabeth Pettus  
Jon Hendry (arrived later)

**Members Absent:**

**Staff Present:**

Randy Randall, Executive Director  
David Carr, Sales Director  
Blake Jackson, Marketing Coordinator

**Others Present:**

Charmaine Clair for Carl Boaz, Stenographer

**b. APPROVAL OF AGENDA**

**Mr. Lucero moved to approve the agenda. Ms. Pettus seconded the motion.**

*Mr. Hendry entered the meeting at this time.*

Mr. Randall said Mr. Hendry has requested Shoot Santa Fe be done Other Matters of the Board.

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

**c. APPROVAL OF MINUTES - July 30, 2015**

**Ms. Pettus moved to approve the minutes of July 30, 2015 as presented. Mr. Griscom seconded the motion, which passed by unanimous voice vote.**

**II. LODGERS TAX UPDATE**

**a. Update – Randy Randall**

Mr. Randall said the report reflects June revenues and the Lodgers Tax was up slightly from last year (less than one percent at \$5,000). Occupancy was up in some reports over a point. He is not seen the detail to determine if there was any late reporting. One encouraging thing is most of the increase came in short term rentals.

The Rocky Mountain Lodgers Report and the Star Report for July are in the packet. The Star shows the City is off by 3.4 % and is about the same in the Rocky Mountain report. The ADR on the Star report was only off by \$1.10 while on the Rocky Mountain report was off \$4.20. He needs to compare the participating properties in both reports. He thought there is more participation from Cerrillos Road properties in the Star report. In the Rocky Mountain report, downtown ADR was off by \$12 whereas the Cerrillos Road average was actually up by \$2.70.

Mr. Randall had not received the Lodgers Tax Report for July yet but anticipated it will be down as well.

Also the GRT report that runs two months late opposed one month for the Lodgers Tax report. In that report the year to date (through May) receipts total is up 20% for food and accommodations over last year and up \$562,000 over the base year (2007-2008).

Chair Margetson asked what the logic was to use that as the base year.

Mr. Randall said it is because that's when the economy tumbled. It is to measure recovery opposed to progress over prior year.

The only area that continues to see a decrease in Gross Receipts Tax is in construction. Retail is up 18% over the prior year and almost back to 2008 levels. Real estate and health care and accommodation and

food are all strong.

Chair Margetson pointed out that downtown figures are declining for the 12 months is because there are more rooms available.

Mr. Randall said it is down 8/10 of a point and rates are down as well. He thought it could be a combination of the Drury and the underexposed short term vacation rentals. There are more than 1,200 short term rentals; and if they average two bedrooms that would be 2,500 rooms available. Almost 50% of the number of hotel rooms available in Santa Fe. Another thing to look at is if the 2,500 short term rooms are near or in the historic district, there will be more short-term rental bedrooms available than there are hotels in the downtown area. That is amazing.

Mr. Hendry said this is not just in Santa Fe, but nationwide. There is a case study in San Francisco. And at the same time as the minimum wage is kicking in, we need to make sure revenues are kept up to pay \$15 an hour.

Mr. Randall said San Francisco has an agreement with VRBO to collect taxes on their behalf. And Malibu signed an agreement in April with them. We are attempting to reach Air B & B and he has sent two email letters and one has been sent from the City Attorney. He thinks Council action or a subpoena will be needed to get their attention, but until they do that the problem is nationwide.

He searched on the Internet at Ashville, Napa, Charleston, Tucson and everyone had newspaper articles about short term rentals and their city councils are dealing with short-term rentals. Counselor Maestas has proposed a resolution that would be considered at the second City Council meeting in September to instruct staff to quantify extent of the short term rental business and to make recommendations to City Council on changes to the short-term rental ordinance or City management of them.

Chair Margetson asked if "periphery" included the County.

Mr. Randall said it does but not Cerrillos Road and not downtown. It includes the Residence Inn by the hospital, Buffalo Thunder, Bishops Lodge and Four Seasons. The major impact is Buffalo Thunder.

Ms. Pettus asked if it is possible to come up with more than a guestimate between food and lodging.

Mr. Randall said they use codes and he will find out if food and accommodations fall in the same code. If they are the same, there would not be a way of separation available.

Ms. Pettus asked if that is just food within high class properties or if it also includes restaurants of all kinds.

Mr. Randall said it is all food and all accommodations. It is one of the designated codes.

Ms. Pettus said OTAB is distinctly rooms-but we could do an algorithm.

Mr. Lucero said that if asked, they will break out the restaurants and would be good to see if restaurants and hotels are included in the GRT and reported as one Gross Receipts Tax category.

Ms. Pettus asked if we have any reason to believe it is half-and-half.

Mr. Hendry said the problem with the food component is that it could be a gas station or a Starbucks. A lot of places you can buy hot food like Smith's. The best breakout is from the credit card companies and they will sell you the data. The Air B & B is taking credit cards and they have that information at the credit card company.

Chair Margetson pointed out that nothing talks about gasoline. He asked Mr. Randall to inquire about the breakout between accommodations and food.

### **III. CVB ACTIVITY REPORTS**

#### **a. Sales Report – David Carr**

Mr. Carr pointed out that the sales numbers are for July, not June. He reviewed the figures for the July report with leads at 24 up 19 compared to 2014; room nights are 9,281, up 77; 15 leads just one out requesting space only without sleeping rooms and is down from 2014 that is attributed to now charging for space at the Convention Center.

There are 13, 439 anticipated attendees- up 5,600; confirmed bookings, 8 definite up 3 and 5102 room nights up 1820 and the largest was 3600 room nights for July 2017 –the meteorological society. 17 definite groups for space only up one; 5936 anticipated attendees, also up.

Currently at a 112 leads sent out -up four; last year sent out 129 and are pacing well to hit the goal of 160. Sent out over two leads per week.

He attended some good tradeshow over the last month: the American Bar Association and received one program interested for 2017.

On August 5, they attended the luxury meeting group in Denver and received one RFP and working with another 4 groups that are interested. One group is here in town right now touring, the Onion Society. The State Auditors are also in town looking at space and another three are anticipated. They attended the American Society of Association Executives and received a total of 6 RFPs with 22 strong leads. Sent out two advanced mailers with 2500 emails to potential attendees and he was contacted by one of those clients, the Chocolatier group looking at Santa Fe for next year or the following year.

Joellyn Baca left for Connect Marketplace today and will get the list of Olympics and other athletic groups to prospect.

Staff is reviewing the CRM software with three bids and currently looking at survey companies to provide input on how Santa Fe is treating clients and how the hotels are treating them. They identified one and are looking at another two products.

The sales position will close tomorrow and there are several potential candidates. They hope to make an offer within a few weeks.

Mr. Lucero asked what the luxury meeting summit is.

Mr. Carr said it is a company that sets up meetings for 4-6 minutes per appointment and go from city to city. At each meeting you are in front of 30-50 planners and in trying to maximize their reach this is the best way to get in front of those markets and provide the lists to the hotel partners. It is mostly groups with budget from mid to low hundreds to mid-200s and fits within the hotel target rates in Santa Fe. Calling it luxury is just to enhance their exposure.

Mr. Griscom asked how they choose the trade shows to attend.

Mr. Carr said he looks at ones they have ROI on. In the past several years they pulled completely out of tradeshow. The challenge of pulling out and not participating in the large industry shows is that Santa Fe fell out of visibility. Instead of doing individual sales calls with individual appointments, they get in front of more people for the same amount of money.

Mr. Randall added that the shows are where the buyers go and the people there are looking to get new ideas of where to take their meetings. Rather than a cold call, these people will buy someplace that makes sense.

We also take recommendations from industry partners. Mr. Carr will put together a tentative trade show and we meet with the hotels and we take input from them. If there is a consensus among partners they should go to a meeting they adjust the schedule.

Mr. Lucero asked what the attitude is that people have toward Santa Fe.

Mr. Carr said there are two sides, people either love it or they think it is too hot similar to Tucson or Phoenix. The majority hear how wonderful it is and the individuals that stop by the booth and have interest, they invite to come to Santa Fe for a FAM trip. Typically individuals with interest in coming have a program in mind they think will fit in Santa Fe and there is a higher chance of closing business through the FAM trips.

Mr. Lucero asked if on their trips they have wine and dine budget to entertain people.

Mr. Carr said usually, if it is a valid client, the Staff will entertain but the hotel partners will also pick up the bill.

Mr. Randall said they have permission from the City to do that. They request a monthly authorization to use city funds to purchase alcohol and food and are granted that.

Mr. Griscom asked how this is aligned with economic development efforts in general and specifically, with target industries. He asked if the trade tours and FAM tours overlap.

Mr. Carr said they look at what's best for the hotels. There is no overlap when planning.

Chair Margetson asked if RFPs go to all the hotels. Mr. Carr agreed and Mr. Randall said it would be shared unless a planner specifically states otherwise. Any rate stipulation would go to everyone. Almost all of them go out.

Mr. Carr said they send emails and extra-net with all of the information again and that is where hotel partners indicate if they are interested. They have a proposal that hotel partners have listed on the Santa Fe.org website and leave the information for the hotels participating in and provide their bids. Anyone can open up the extranet to see what was sent and bid and he has encouraged all hotels to respond even on ones they don't want to bid.

Chair Margetson asked that he be added to the list and on his personal. He said he was rather depressed about July and what was going on city-wide. There were only 283 rooms booked through CVB as opposed to the 1200 for August-September. He asked if anything is happening next July.

Mr. Carr reported a couple of proposals out now. A lead was sent without a lot of response and sounds like a busy July. He has requested ideas on how they want to promote the City and they can create a database to send email blasts. He can show incentives for those who book within x amount of time. He needs participation from each hotel and then tailor the information.

Chair Margetson asked if there is any month in next 18 months that Santa Fe is in trouble. He suggested a report with graphs.

Mr. Carr had one report that goes back to 2013 that he is updating. Prior to last August/September the information going into the system was poorly managed and the information is garbage. He has been identifying areas and wants to make sure when providing reports that the graphs are accurate.

Mr. Randall said one problem is while booking into the future; they don't have a sense if there is a soft month. They will meet on that on September 2 he wants to discuss how we can (without sharing information) do a better job of foreseeing problems and what mechanism can be set up to respond to problems. There is no mechanism right now to stimulate business quickly.

He said they have a newsletter called "Stay an Extra Day" that goes out the third week of every month. He will rename the newsletter to something that makes more sense. It goes out to about 60,000 people who subscribe to it. The purpose is to put some specials in front of people for the next month, but it doesn't accomplish what they want. It is named incorrectly and they arbitrarily pick a few specials out of the specials listed on the website. They need help from the Lodgers on developing a better tool to deal with a problem like July when they start to recognize the problem in May or June.

Mr. Carr said typically he has seen the booking window for groups is about a year out. The only time he hears about needs from the hotels is when individuals speak up. Many times in meetings the hotels don't want to say they're not doing well and then afterwards we hear they did horribly. At the next DOS meeting he will need buy-in from the hotels and to have them help with the creative aspect. He is willing to put together the information and Blake Jackson is great at making it look nice.



Mr. Randall explained that they want to make the sales meetings an interaction/discussion meeting rather than just a presentation. These need to be working sessions on how they can improve and do better and they will do six sales meetings instead of four.

Mr. Hendry thought it is time to do another exit survey. OTAB has always said to look at the months and try to build the attractions in. They have to look at what the slow periods are. A river of lights from the farmers market to downtown; the river of lights in Albuquerque puts a ton of people in here and that could be seven nights a week. They need to identify the consistent slow periods and slot in what they need to do. Albuquerque can put in an ice rink in the middle in summer for \$60,000 and we can't put an ice rink in the Rail Yard.

He would like to see when they are slow so if they can't fill in the sales, to look at the calendar and sales and promote specials and having a rolling calendar provides a vantage point.

Chair Margetson said he is finding that with Sunday, Monday, Tues, Wed as the slow times – they are at the beginning of the week. He said from the late 80s-90s they have dropped because the beginning of the week has dissipated.

Mr. Hendry said don't forget business travel. This administration has killed business travel. Who will travel to businesses when some of the government offices are 20-30% understaffed? The business travelers that used to come are not coming.

Mr. Randall commended Mr. Carr for doing a tremendous job in sales. Blake Jackson, the marketing coordinator is also doing a tremendous job. Ms. Delgado had to attend the NDI board meeting and three hours ago, Mr. Jackson was asked to give the marketing report.

#### **b. Marketing Report – Cynthia Delgado (by Blake Jackson)**

Mr. Jackson said public relations have had the accolades roll in: Travel and Leisure recognized Santa Fe in the top 10 in three different categories, including #4 World's Best City spurring a segment on the Today Show. Santa Fe continues to receive USA Today nominations and performed well with Santa Fe Farmers Market, named #6 farmers' market in the US and the New Mexico Green Chile cheeseburger trail #1. Most recently they were nominated in three different categories in culture, outdoor enthusiast and shopaholics.

The PR team is working on another FAM trip September 10-14 with six writers. The monthly metrics on page 5 shows 107,000 visits, down about 16% from the previous year. July 2014 had more digital advertising in market and the good side is the balance rate showing people are spending more time on the website. Newsletters perform well and Santa Fe ranks high above industry averages and across all industries with 30% in sales and marketing reports and 20% on consumer blasts.

The social media team is doing good work and the on-ground team is driving numbers and making a concentrated effort, because the digital advertisement has been lighter. They are making a concerted effort in Facebook and Twitter and their blogging is doing well. The blog is considered the back door to their

website and how people are finding websites more often, particularly when searching.

The media placement is only digital in search engine marketing to catch key words when people are searching-*traveling to the southwest, traveling to Santa Fe*. Preliminary results from the Facebook advertising, one of the first times they have done Facebook, and performance is very good. Key numbers are \$3.4 million in value, up over 700% from July 2014.

Mr. Jackson cited events Ms. Delgado has attended and added that Santa Fe is well represented in the articles.

Mr. Lucero asked if Tourism has a clipping service; a source that supplies them with every mention of Santa Fe throughout the world.

Mr. Jackson replied that they use PR Contract Associates to collect articles and Google provides a service that sends mentions of Santa Fe and New Mexico.

Ms. Pettus said there were two Andrew Harper pieces that she didn't see any discussion about.

Mr. Randall said they catch about 95%, but if something slips through their net, they could rebroadcast it. "If we don't have something to do with the editorial, we do not take credit and don't count as earned media value."

Mr. Lucero asked if there is a method for people who are still sitting on leads, to let them know that Santa Fe was #2 of the best cities, etc. for sales leads or those considering coming.

Mr. Randall said they could build a list of those who are considering Santa Fe and do updates and that is a great idea to include.

Mr. Carr said they do follow up and if something big was in the press, he mentions it.

Mr. Lucero said people should know about the green chili cheeseburger being named the number one trail.

Ms. Bruneni agreed.

Mr. Carr pointed out that the database is in the thousands to send the accolades out once a quarter should be done by the hotels also. He could focus their efforts to push and preach the positive accolades.

Mr. Jackson said both the photo shoots are just about complete and video shoots are still working. This will feed into our media plan and website and they are just now seeing the final product from that.

Chair Margetson pointed out that the ad campaign expires in December and asked about the media plan.

Mr. Randall said they will not hold anything up for the media plan and will use some advertising that might not be the final product. They will put ads through a testing process and spend about \$20,000 to have the ads tested in Denver, Dallas and Los Angeles. A firm out of Albuquerque is doing the work.

Chair Margetson said he had not read in Krasnow's Column what happened to the competition on the Green Chile Cheeseburger. Mr. Randall replied that Santa Fe won. The Green Chile Cheeseburger Trail came in number one. The Bourbon Trail was fourth or fifth.

Mr. Griscom asked about Mr. Jackson's strategy and how the City plans to use the content if Google agrees to purchase it and how the county can assist

Mr. Jackson said they are still in the planning phase at the mercy of Google. This is all embeddable content and is open for the public to use. There will be PR and a social media element in rolling that out and at this stage is still being planned.

Mr. Randall recommended the agenda be changed to quickly talk about grant funding and about Mr. Hendry's request from Shoot Santa Fe and then he would do his report.

The Committee consensus was to amend the agenda.

### ***Shoot Santa Fe***

Mr. Hendry said he approached the City to reshoot the footage. The Mayor and Economic Development wanted Kate Noble to be the host. It is a video piece and American Film Market is coming out in November and Sundance in January. They reach out to the industry markets and his union is putting in considerable money. His request is for a \$5,000 grant.

Chair Margetson asked if this falls within the parameters for approval.

**Ms. Pettus moved to approve a grant of \$5,000 for Shoot Santa Fe. Mr. Lucero seconded the motion.**

Mr. Lucero asked who will do the shooting and if it is out for bid.

Mr. Randall said if the city does this is the project they do not have to have a bid.

**The motion passed by majority voice vote. Mr. Hendry abstained from voting.**

Mr. Hendry suggested the posters of all the movies that have been shot in Santa Fe in windows around town. He will send set crews over and they will make it look great and people can stop and get their pictures taken on a movie set. He said the city code says you cannot leave a shop window empty for more than 30 days.

## **IV. 2016 OTAB GRANT FUNDING**

Mr. Randall reported there is \$70,000 available and this grant will come from that pool. So the pool will have \$65,000 available. A memo describes what he has in mind- to confirm that the four points at the top

of the memo are in fact the process they will continue to follow. If changes are recommended to the policy we need to come to an agreement that they will broadcast the availability for the grants to be submitted and fall and probably early in December having the review process. They will then advise organizations they have it. He thought if they obligate funds they might be able to protect them.

There is a question, after going through the grant process, if an organization could get more funding after three years. He told them they couldn't be in the first cycle but if there was money left over he would ask the Board about it. He needs a written process and OTAB needs to make rules and the organization will have an easier job following the policy.

Ms. Pettus asked if the philosophy is to fund start-ups.

Mr. Randall thought it was to encourage start-up and/or expansion of events in shoulder and off seasons.

Mr. Hendry said to give \$70,000 is a small part and the goal is more to help them and try to fill the shoulder seasons and they also wanted them to do that. He thought they gave money so they didn't have to handle the dozens of requests.

Chair Margetson asked how he is brokering this.

Mr. Randall said they will send the announcement through the Internet and an ad in the newspaper with a press release. He suggested that within the next week they would put out a press release, put the new grant application on the website and do a late November review.

The Fiesta Council and both rodeos receive funds through resolutions and the City Council instructed staff to give \$50,000 to Fiesta Council and \$10,000 in cash and in-kind to the rodeos.

Mr. Lucero said those are the only three designated. Anyone else has to apply within the \$75,000 budget.

Chair Margetson asked if anyone was carrying over.

Mr. Randall said Currents has \$3,000. The Independent Film Fest and Marathon will be completed when they get their checks, and everyone else could be eligible but they have to reapply.

Mr. Hendry said the Arts Council has the big money and they don't have the same criteria. There should be a primer on how the organization works. They just have separate criteria in the way it is set up. The Arts Council approves stuff from the County with City tax revenues.

Chair Margetson said it would be good to know what carryover there will be from the other organizations.

Mr. Randall asked if it is all right to do it in the fall, because historically it was done in the spring. It would be much better to do it in the fall.

Mr. Hendry suggested having a workshop. He would be happy to take this time to do it in a workshop with Ms. Delgado.

Mr. Randall said the proposal would be to approve the funding of various organizations under this program to complete the grant process for the calendar year 2016. His idea is they will do this in the fall and unless there is a problem, they will continue.

**Mr. Lucero moved to accept the proposal for fall grants as presented to the Board. Mr. Hendry seconded the motion.**

Mr. Lucero asked to please attach it to the minutes.

**Mr. Lucero amended his motion to add "to fall within the shoulder season." Mr. Hendry accepted it as friendly and the motion passed by unanimous voice vote.**

*Chair Margetson had to leave the meeting at this time. Mr. Hendry took over as chair.*

**c. Executive Director Report – Randy Randall**

Mr. Randall discussed July results and pointed out the need for a way to be responsive and create a mechanism for lodging facilities when there are problems. Lodging is the main barometer they can look at in advance.

The "guest history" report has been initiated to collect zip codes from hotels and 11 out of 49 agreed to participate. Heritage agreed and that will make it 14. The report will give history information of the top 10 cities and states people came from. Each hotel will then get a confidential list of where their guests came from.

Ms. Bruneni offered to be a ringer for the report.

Mr. Randall said there isn't good participation from Cerrillos and if only two hotels are reporting and they can break out by sections it will only be meaningful if can build participation. He would be happy to meet with the managers.

There is sensitivity within the properties that are branded and Marriott's' are protective of their data, but there is no value to the zip codes. The short term rental is a huge issue but they are working on it. One recommendation is for Tourism to have an active role rather than passive. He wants to create a function of management for Tourism, because the problem is that this isn't being managed.

Mr. Randall wanted to involve OTAB members to review the recommendations and they will have an event at 2: 00 on September 25 in the Community Gallery and then a reception.

Mr. Hendry offered to have Water Guy drop off water and offered that for any big event or group. It is a source from Santa Fe and union bottled and delivered.

Mr. Randall said any organization is allowed to list free on the city website provided they are within the County, and also if it is a unique tourist service they would likely enjoy like Bandler, Ojo Caliente,

Cumbres and Toltec Railroad, etc. They do get requests from entities outside the County. He asked if the Board would recommend open up that listing service and links for a fee or if it should be exclusive to Santa Fe.

Mr. Griscom said tourists coming to Santa Fe usually use Santa Fe as their home base and then they go to Taos for hot air balloon ride and other places if it is a day drive.

Ms. Bruneni suggested that the more links and listings, the more the database is weakened and they will have too much. Any link leading out is not necessarily a good thing. She thought it should be limited to one or two unique landmarks and not be open to everyone.

Mr. Hendry said we have to be careful and if we swap links they have to put a similarly placed link to bring it back to Santa Fe. Otherwise is an anti-donation violation.

Mr. Randall agreed that the question came from Los Alamos and they have a Los Alamos site. He asked if Tourism should link sites with Los Alamos. Then the question is the Bradbury Museum.

Mr. Lucero suggested to use criteria if this is a tourism draw –a reason for someone to come to Santa Fe. Attractions shouldn't pay if it benefits the City.

Ms. Pettus talked about places in Tuscany where they said it is a day trip and people got upset.

Mr. Randall was hearing attractions within a day drive round trip at no cost, but for competitive businesses that are not attractions they could not be linked even if they pay.

Mr. Lucero suggested to call it *Tourism* attractions.

Mr. Hendry talked about the link with Los Alamos being linked as a designated national park and 15-20 million on their visitors' center.

Mr. Randall said the Santa Fe Airport is putting together a consortium to have an ongoing consultant; but nothing has happened yet.

The Native American liaison contract is posted. He has not heard if proposals have been submitted but he should know by next week.

Mr. Randall reported he is moving ahead with a contract with David Green and Associates to become a qualified lead generator for sales. He has trained people and they return qualified leads. His compensation is \$7,500 year for this service with a 6% commission from room business when consummated. Expectations are that he should provide \$1 million worth of leads that go definite.

He is getting proposals from Long Woods to do research on what the City's visitor profile is and advertising effectiveness. Long Woods also does research for the State. He will have to go before City Council within 90 days to continue the ideas if he doesn't have the study done yet he can tell them they are doing the national.

Lastly, the chairs have the proposed covers for next year. He asked the board to tell him which they like for second and third.

## **V. OTHER MATTERS BY THE BOARD**

Mr. Hendry announced the Magnificent Seven is starting on Monday. A TV series called *Greys* is shooting Santa Fe for Santa Fe- never happened before. The film will star Nick Nolte and Susan Sarandon with shooting around downtown Santa Fe.

Mr. Griscom said the County has a new advertising agency for the first time in 8-10 years. There may be an opportunity to explore joint initiatives and he would encourage that and would like to facilitate making those meetings happen.

The Next OTAB Meeting: September 24, 2015

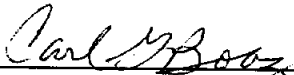
## **VI ADJOURNMENT**

The meeting adjourned at 4:53 p.m.

Approved by:

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

Submitted by:

  
\_\_\_\_\_  
Carl Boaz for Carl G. Boaz, Inc.