



Agenda

OCCUPANCY TAX ADVISORY BOARD
November 26, 2019 – 10:00 A.M.
CITYHALL COUNCIL CHAMBERS

10:00 a.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Roll Call
- c. Approval of Agenda
- d. Approval of Minutes: September 24, 2019

10:15 a.m.

II. 2019 OTAB Funding Reports

- a. Santa Fe Network Final Report 2019
(Lee Zlotoff, lee@santafenetwork.tv)
- b. New Mexico Music Commission Final Report 2019
(David Schwartz, david@platinummusicawards.org)

III. Updates:

- a. Lodgers Tax & Northern New Mexico Air Alliance
(Randy Randall, TSF Executive Director, rrandall@santafenm.gov, 955-6209)
- b. Short Term Rentals and Access to housing in Santa Fe Report
(Randy Randall, TSF Executive Director, rrandall@santafenm.gov, 955-6209)

11:00 a.m.

IV. CVB Activity Reports:

- a. Sales Report
(David Carr, TSF Director of Sales, dacarr@santafenm.gov, 955-6206)
- b. Marketing Report
(Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov, 955-6212)
- c. TSF Executive Director Report
(Randy Randall, TSF Executive Director, rrandall@santafenm.gov, 955-6209)

11:30 a.m.

V. Other Matters by the Board

11:45 a.m.

VI. Comments from the Audience

12:00 p.m.

VII. Adjournment

The next scheduled meeting will be held on December 6, 2019
at 9:00am in the TSF Admin Conference Room.

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520,
five (5) working days prior to meeting date.

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: November 19, 2019
TIME: 11:51 AM

**SUMMARY OF ACTION
OCCUPANCY TAX ADVISORY BOARD
CITY HALL/COUNCIL CHAMBERS
TUESDAY, NOVEMBER 26, 2019, 10:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1
APPROVAL OF AGENDA	APPROVED	1
APPROVAL OF MINUTES	APPROVED	1-2
 <u>2019 OTAB FUNDING REPORTS</u>		
SANTA FE NETWORK FINAL REPORT 2019	INFORMATION/DISCUSSION	2
NEW MEXICO MUSIC COMMISSION FINAL REPORT 2019	INFORMATION/DISCUSSION	3
 <u>UPDATES</u>		
LODGERS TAX AND NORTHERN NEW MEXICO AIR ALLIANCE	INFORMATION/DISCUSSION	3
SHORT TERM RENTALS AND ACCESS TO HOUSING IN SANTA FE REPORT	NONE	3
 <u>CVB ACTIVITY REPORTS</u>		
SALES REPORT	INFORMATION/DISCUSSION	4
MARKETING REPORT	INFORMATION/DISCUSSION	4-5
TSF EXECUTIVE DIRECTOR REPORT	INFORMATION/DISCUSSION	5

OTHER MATTERS BY THE BOARD	INFORMATION/DISCUSSION	5
COMMENTS FROM THE AUDIENCE	NONE	6
ADJOURNMENT	ADJOURNED	6

**OCCUPANCY TAX ADVISORY BOARD
CITY HALL/COUNCIL CHAMBERS
TUESDAY, NOVEMBER 26, 2019, 10:00 AM**

I. PROCEDURES

A. CALL TO ORDER

The meeting of the Occupancy Tax Advisory Board was called to order by Chair Rik Blyth, at 10:00 am, on Tuesday, November 26, 2019, at City Hall in the City Council Chambers, Santa Fe, New Mexico.

B. ROLL CALL

MEMBERS PRESENT

Rik Blyth, Chair
Carlos Medina
Keith Kirk
Tohnia Miller
Alex Fitzgerald, Ex Officio

MEMBERS ABSENT

Bonnie Bennett, Excused

OTHERS PRESENT

Randy Randall, Tourism Santa Fe Executive Director
Jordan Guenther, Tourism Santa Fe Marketing Director
David Carr, Tourism Santa Fe Sales Director
Lee Zlotoff
David Schwartz
Melissa Byers for Elizabeth Martin, Stenographer

C. APPROVAL OF AGENDA

MOTION A motion was made by Mr. Medina, seconded by Mr. Kirk, to approve the agenda as presented.

VOTE The motion passed unanimously by voice vote.

D. APPROVAL OF MINUTES

SEPTEMBER 24, 2019

MOTION A motion was made by Mr. Kirk, seconded by Ms. Miller, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote.

II. 2019 OTAB FUNDING REPORTS

A. SANTA FE NETWORK FINAL REPORT 2019
Lee Zlotoff

Mr. Zlotoff said he is one of the founders of *Hey! Santa Fe* and the Santa Fe Network. He appreciates the grant given to them by OTAB. He reviewed the handouts he distributed at the meeting.

The handouts are herewith attached to these minutes as Exhibit "1" and "2".

Mr. Kirk asked if the episodes were still viewable.

Mr. Zlotoff said yes, on the Santa Fe Network website.

Mr. Guenther said they also live on the Tourism page and on the blog.

Mr. Kirk asked if they were available on Youtube.

Mr. Zlotoff said yes they are.

Mr. Randall said this Board did not get to see this proposal. Lee and his group have done a really great job. From the standpoint of them fulfilling their obligations, the purpose of providing the \$30,000 was to do exactly this, come up with a product that could show what could be done. He takes exception to the idea that if this is to continue, it is up to the City. *Hey Santa Fe* has to have an effort to build so it can become self-sustainable. The City would be a resource, not the resource.

Mr. Zlotoff said what was said to the City was that in time we can do this based on essentially ad revenue. That is the main reason to do it this way. We will have to have two or three seasons to show success and everyone will then know what it looks like and the value of it. He is not in this to make money. He did it to help tell a new story about Santa Fe. He lives in Santa Fe full time and is active in the entertainment industry.

Chair Blyth thanked Mr. Zlotoff for his presentation.

B. NEW MEXICO MUSIC COMMISSION FINAL REPORT 2019
David Schwartz

Mr. Schwartz said he was with the New Mexico Music Commission Foundation. He appreciates the grant given to them for assistance with marketing the event outside of the Santa Fe area.

Mr. Schwartz reviewed his report which was in the packet.

Chair Blyth said his report was very good and asked if he had applied previously.

Mr. Randall said they had applied once before and were turned down. They moved their event to be part of Music Week.

Mr. Medina said he looks forward to working with them next year.

III. UPDATES

A. LODGERS TAX AND NORTHERN NEW MEXICO AIR ALLIANCE
Randy Randall

Mr. Randall referred to page 11 in the packet material. Lodgers Tax for the month of September was up by \$35,000. Year to date it is up by 6.35%. The stats for October look strong with the Rocky Mountain Lodgers showing 14. We are seeing that kind of increase City wide. Based on both reports it reflects the best October the City has had in the last ten years.

Chair Blyth asked if Expedia owns Home Away.

Mr. Randall said short term rentals has become a big business.

Mr. Randall said as far as the New Mexico Air Alliance, the Airport feels they cannot handle any more business. They are going to do a few interim things. They are moving ahead with the improvements to the parking lot. They are working with the Santa Fe Lodgers Association to remedy the problem at the Airport. The Alliance is also initiating a \$100,000 marketing campaign between now and the end of June. It is focused on getting people to use the Airport.

B. SHORT TERM RENTALS AND ACCESS TO HOUSING IN SANTA FE
REPORT
Randy Randall

There was no new information to report.

IV. CVB ACTIVITY REPORTS

A. SALES REPORT

David Carr

Mr. Carr gave his report which was in the meeting packet.

Mr. Kirk said he started participating in the FAMs in May and October and has not received one piece of business from them. They have received press time. One lead for the group was sent to our San Antonio hotel. It is not a good return on investment.

Mr. Randall asked if he would be in favor of individuals.

Mr. Kirk said he thinks so.

Mr. Randall said we would have to put a little money on top of that. It can't just be a hotel, they would have to cite at least three. One of those hotels would have to say they would be willing to provide the accommodations.

Chair Blyth said he echoed what Mr. Kirk said. Do they really get good media coverage.

Mr. Randall said they do well. They also will sponsor individual trips.

Mr. Carr said we do have a FAM trip confirmed for this month.

Mr. Randall said a conglomerate is going out and trying to solicit people.

Mr. Carr said he received a lead from a woman out of Phoenix who is a client.

Mr. Kirk asked about the Collette numbers. Are their numbers included in the City's numbers.

Mr. Carr said it does not include any of his numbers.

B. MARKETING REPORT

Jordan Guenther

Mr. Guenther gave his report which was in the packet.

Mr. Kirk said he loved the idea of Santa Fe Winter. Are we looking at doing a "Season Of Lights". San Antonio does well where people just go for the lights.

Mr. Guenther said there are some components where we can promote partners.

There will be key events like Canyon Road.

Mr. Kirk asked Mr. Randall if they would need City Council approval to do something like that.

Mr. Randall said he put on his notes to speak with the City Manager about this. Next year we will have LED lights, jointly funded with the Parks and Recreation Department. They are better for the trees. If LED is done, we can have different colors for different holidays.

Chair Blyth asked if there was a date set.

Mr. Randall said it is supposed to be Three Kings Day. The City has stepped back on removing luminarias on Three Kings Day.

C. TSF EXECUTIVE DIRECTOR REPORT
Randy Randall

Mr. Randall said we did an RFP yesterday. Currently we are working with a New Media Week. A Design Week and a Story Telling Week. We are increasing the budget for the New Years Eve fireworks. We have received support from the community on that. It will be done by Kiwanis. The cover of the Visitors Guide will be different this year. The holiday party, Hospitality Association party, will be on December 10th, at the Drury Plaza from 5:30 pm to 8:30 pm.

Mr. Randall continues, we are having issues at the Convention Center with the ceiling tiles in the smaller meeting rooms and some financial issues. We don't get financial support and need to ensure that it remains solvent and in Santa Fe. Indian Market has put Santa Fe on the map.

Chair Blyth and Mr. Kirk will work with Randy and a small group on the issues.

Mr. Medina and Chair Blyth will help with the interviews for Judith's position.

Mr. Randall said he is hopeful that now that the County has moved their building closer to the City he will be able to work more closely with the County.

V. OTHER MATTERS BY THE BOARD

Mr. Kirk said Charlie Gray is officially going to retire from the Lodger's Association at the end of December. His last official event will be the Christmas party. Jeff is going to be taking over as the Executive Director. Also he is in support of the City Council and the work Randy is going on short term rentals.

VI. COMMENTS FROM THE AUDIENCE

None

VII. ADJOURNMENT

There being no further business before the Board the meeting adjourned at 11:30 am.



Rik Blyth, Chair



Elizabeth Martin, Stenographer

HEY! SANTA FE

Overview

Hey! Santa Fe was a pilot project of a three-month video series seeking to market Santa Fe and northern New Mexico as an ideal location for visiting, living and business development by highlighting the extraordinary calendar of events as well as the cultural and recreational opportunities of the city. The series consisted of 12, 4-minute videos—released each Saturday beginning June 1, 2019 through August 24, and one live web-cast from the Hotel Santa Fe.

Each scripted episode of Hey! Santa Fe was presented by three hosts of diverse backgrounds (Winona Winters, Native American, Carlos Medina, Spanish, and Graci Clark, Anglo) ranging in age from their mid 20s to late 30s. Both individually and in combinations of two or three, the hosts reported on the special events in the Santa Fe area for the upcoming month and week (International Folk Art Market, Indian Market, Zozobra, etc.) providing the dates and locations of the events with cutaways to existing (B-roll) clips of those events. The hosts told of those events from various tourist locations and attractions such as local restaurants, hotels, art galleries, as well as historical and natural locations highlighting the extraordinary beauty of the landscape.

There was also a subtle but ongoing story among the three hosts reflecting their personal life experiences in the Santa Fe area so that, over the course of the series, the viewer came to know each of them as 'friends' instead of merely attractive spokespersons. The events, locations, and personal stories were intercut to present, in a personable and authentic way, a highly impactful visually and emotionally engaging reflection of the nearly boundless attractions available to visitors of the area—or those considering visiting the area. That is, every scene and shot of the videos tried to convey Santa Fe's unique culture, landscape and lifestyle.

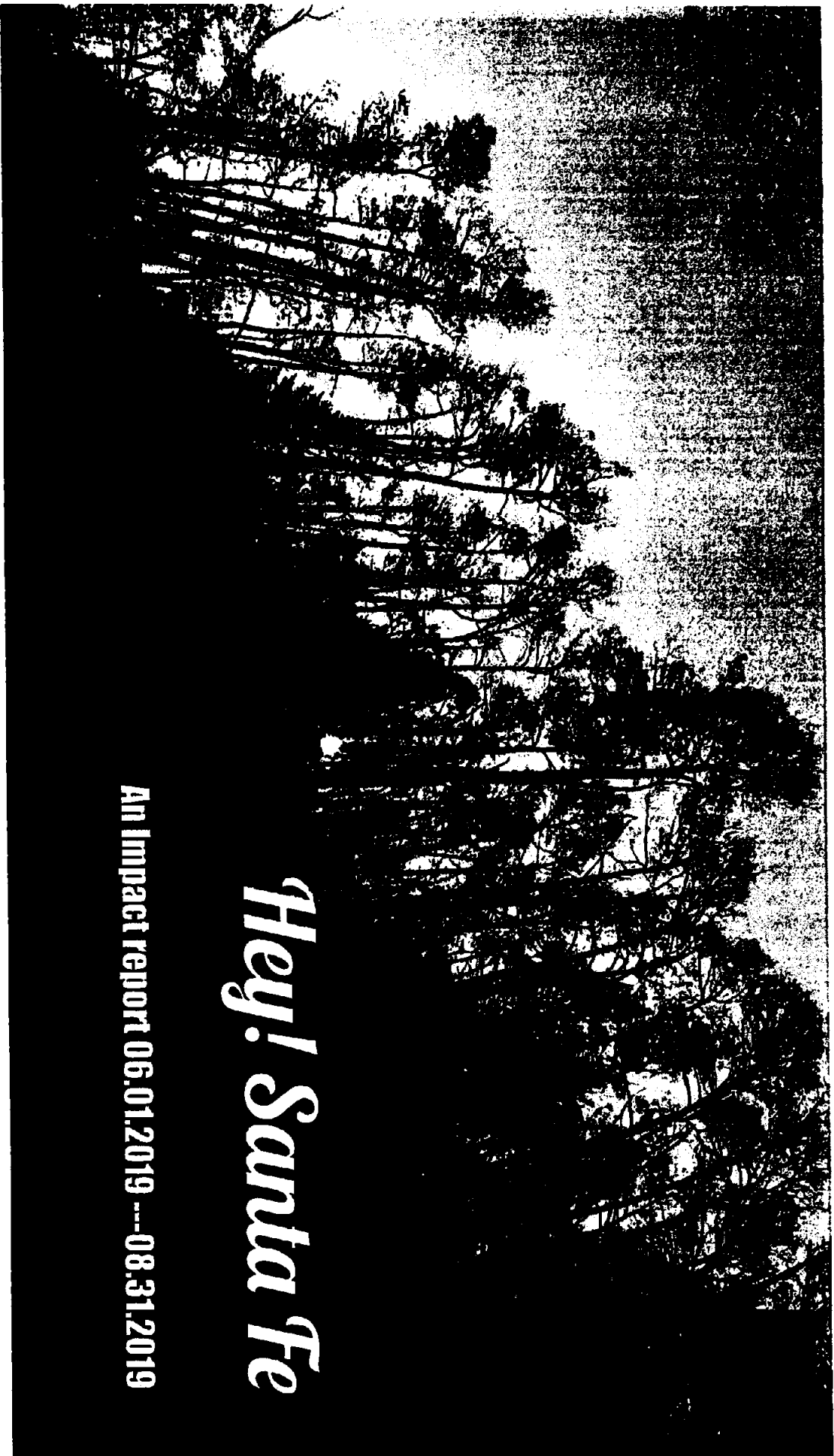
Funding

The funding for the project was primarily from an OTAB grant for \$30,000. An additional \$11,000 for marketing purposes was raised from the following locations and events for additional time in the videos: Drury Hotel, Inn of the Five Graces, St. John's College, the International Folk Art Market, Indian Market, and the Santa Fe Studio Tour.

The total spent for production and marketing of the series was approximately \$43,000.

All the local talent and crew who worked on the project were paid. The writing, directing, producing, accounting and other services were performed by Lee Zlotoff who received no compensation.

Exhibit "1"



Hey! Santa Fe

An Impact report 06.01.2019 ---08.31.2019

What we looked to achieve

Demographic

- Increase younger demographics engagement
- Increase local New Mexico engagement
- Increase drive market engagement

Social following

- Increase FB engagement and following
- Build and increase IG engagement and following
- Increase followers participation in the forms of comment, likes and shares

Support local talent

- Help coach local talent and provide them with an unique opportunity in film
- Showcase New Mexico diverse communities and under-represented talents

Facebook Growth

Before

Followers: 888

Projected Goal: 1700+

After

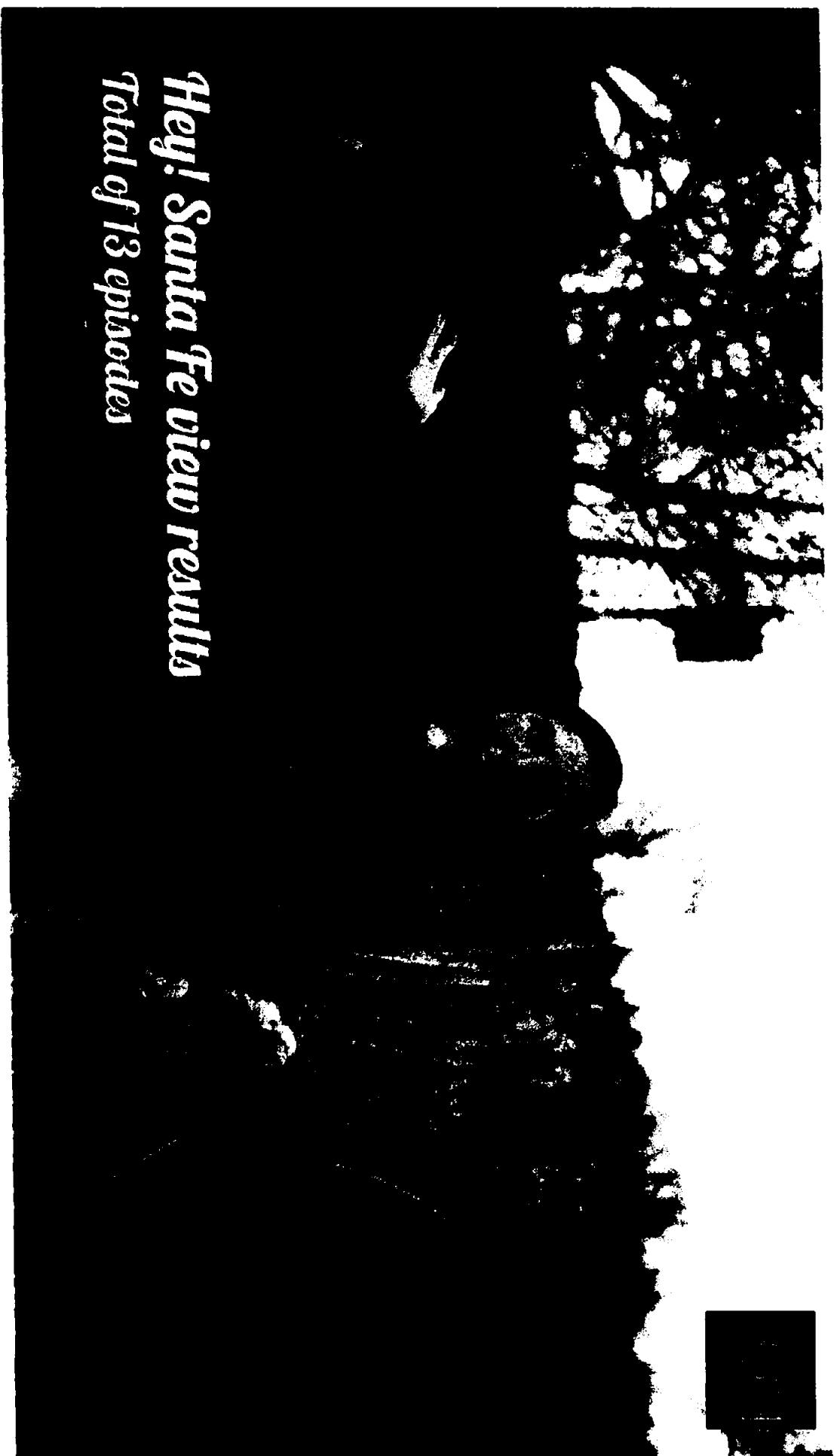
Followers: 2219

Increase: 250%

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*Hey! Santa Fe view results
Total of 13 episodes*



Total video views: **120.3k +**

Total likes:

1662+

Highest viewed episode: **21k +**

Total shares:

860+

Total Marketing Ad spend:

\$1055.32

Total comments:

169+



Organic posts reach: **191.6k +**

Paid posts reach: **170.7+**

Total Posts Reach: **362.3k+**

that's
almost the

entire
population
of Colorado
Springs!

Mary Esther Winters Excellent now I want to move back to Santa Fe so much to do so much fun a lot of family activities you can do especially with young children the arts are beautiful lots of galleries and yes wonderful places to eat oh and by the way that was my beautiful granddaughter Whorona Nora hope Winters that was part of this filming

Love · Reply · Message · 15w

👍 2

Nola Miller Way to go Winona! So very proud of how you represented Taos Pueblo! Break a Leg!

Like · Reply · Message · 14w

👍 1

Suzanne Estrada Carlos is a fantastic entertainer!

I love these videos!

Love · Reply · Message · 9w

👍 1

Duman Junior That was a cool video makes me wanna go check Check out Santa Fe New Mexico from Pablo Colorado

Love · Reply · Message · 15w

👍 3

Dirt Road Jewelry I LOVE these videos. Can't wait to see them all. Loved the Santa Fe Studio Tour segment. Great job!!!!

Love · Reply · Message · 14w

👍 2



Gabriel Martinez I wish Pueblo Colorado would take notes lol

Like · Reply · Message · 15w

👍 1

Angela Pierce Should keep this going!

Like · Reply · Message · 3w

👍 2

Gregory James Casteln I figured this would be ongoing! There's still the rest of the events throughout the year. I was excited to see each episode and those guys grew on me.

Love · Reply · Message · 3w

👍 1

Tony Romero Good stuff for our community

Love · Reply · Message · 11w

👍 2

Angela Pierce Should keep this going!

Like · Reply · Message · 3w

👍 2

Frank O'Mahony Really enjoyed this series - ique viral!

Like · Reply · Message · 3w

Rosa Gallegos How romantic

Like · Reply · Message · 4w

👍 2



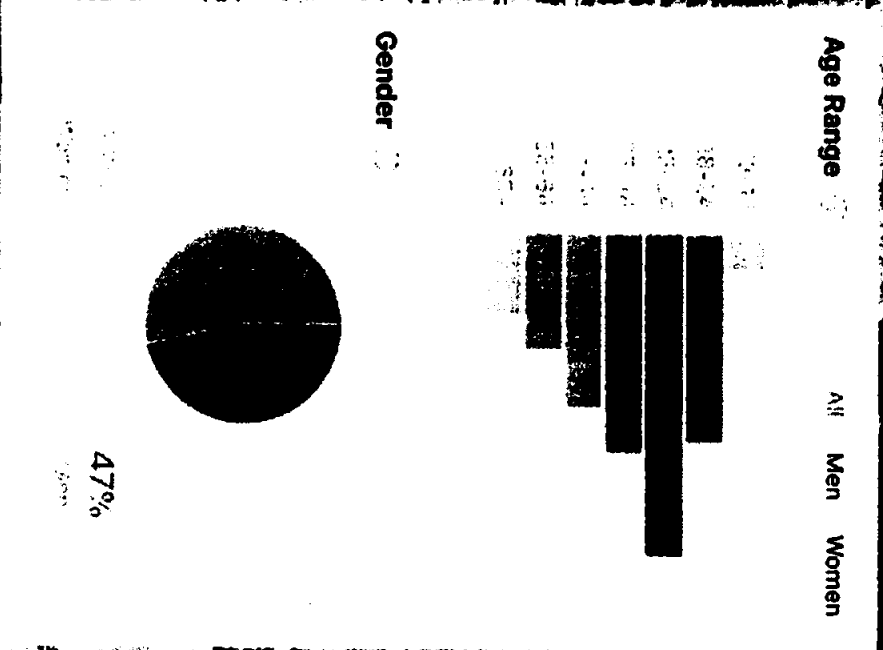
Instagram growth

Before

FOLLOWERS: 122

After

FOLLOWERS: 1220+



Instagram helps us to
reach out to even
younger demographic
who are interested in art
and photography

Up to 8482 impressions
per post and up to 791
engagements per post

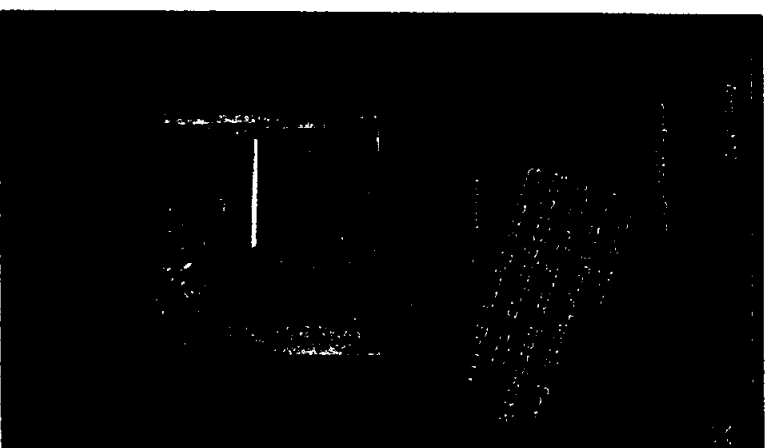
Making Waves in our Santa Fe communities



penixon I wanna be a part of this team!



12w 2 likes Reply



Check out what
@santafenetwork is up
to

Thanks!

Some top Instagram posts

612

13

755

10

402

10

570

14

209

6

588

10

Thank you

