



Agenda

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OCCUPANCY TAX ADVISORY BOARD

MAY 2, 2013

CITY COUNCIL CHAMBERS

200 LINCOLN AVENUE

8:30 a.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Approval of Agenda
- c. Approval of Minutes: March 28, 2013

8:35 a.m.

II. Request for Funding:

- a. Santa Fe Century Bike Ride – Karl Ferguson

III. Lodgers Tax Update –

- a. Lodger's Tax update - David Tapia

9:15 a.m.

IV. CVB Activity Reports:

- a. Jim Luttjohann – SFCVB Executive Director
- b. Christine Madden – SFCVB Sales
- c. Cynthia Delgado – SFCVB Marketing

V. Meeting Schedule:

The next regularly scheduled meeting will be held on May 30, 2013 at 8:30 a.m. in the City Hall Council Chambers.

10:00 a.m.

VI. Adjournment

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

**OCCUPANCY TAX ADVISORY BOARD
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May 2, 2013**

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**MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD
May 2, 2013**

I. PROCEDURES

A. CALL TO ORDER

A regular meeting of the Occupancy Tax Advisory Board was called to order on May 2, 2013, at approximately 8:30 a.m. by Miguel Castillo, Chair at the City Council Chambers, City Hall, Santa Fé, New Mexico.

Roll indicated the presence of a quorum for conducting official business as follows:

MEMBERS PRESENT:

Miguel Castillo, Chair
Mary Bonney
Jon Hendry
Paul Margetson [arriving later]

MEMBERS ABSENT:

Terrell White [excused]

STAFF PRESENT:

Jim Luttjohann, Executive Director, CVB
Christine Madden, CVB Sales Director
Cynthia Delgado, CVB Marketing Director

OTHERS PRESENT:

Karl Ferguson
Carl Boaz, Stenographer

NOTE: All items in the Committee packets for all agenda items are incorporated herewith by reference. The original Committee packet is on file at the City Clerk's Office.

B. APPROVAL OF AGENDA

Ms. Bonney moved to approve the agenda as presented. Mr. Hendry seconded the motion and it passed by unanimous voice vote.

C. APPROVAL OF MINUTES: March 28, 2013

Ms. Bonney moved to approve the minutes of March 28, 2013 as presented. Mr. Hendry seconded the motion and it passed by unanimous voice vote.

II. REQUEST FOR FUNDING

A. Santa Fé Century Bike Ride – Karl Ferguson

Chair Castillo understood their application to the State was nothing short of spectacular. He heard that it was going to be a model application.

Mr. Ferguson said he worked for the Hospital Foundation and was here on the Century Bike Ride that was always held on the third Sunday of May and was coming up quickly. OTAB had suggested going to LTAB and he did and received \$1,500 from them to help with GO marketing and Facebook ads. What he had asked from OTAB was for \$4,500 but now was revising that to ask OTAB for \$3,000 instead of \$4,500 because they started late. He handed out copies of what they were currently running. The places they were focusing on for marketing were Ft. Collins, Boulder, Denver, Colorado Springs and Austin. Ages 30-65 and households greater than \$75,000. Since April the hits on Facebook went up 35% in two weeks and the number of friends went up 30%. On their on-line targeted geo-ads, their click-to rate was actually 1.77 against a national average of 0.01 something, so they were having success.

He said they were trying to take the Century from 3,000 riders to 4-5,000 by attracting out of town riders.

Chair Castillo asked if they could handle 10,000 riders.

Mr. Ferguson didn't think they could handle 10,000 at the hospital but could handle 4-5000. It wasn't downtown so parking would be easier.

Mr. Margetson arrived at 8:41.

Mr. Ferguson said they added vendor stalls to the event. Santa Fé Brewing would serve beer and Cowgirl's would serve food to make it a festive weekend.

Ms. Bonney moved to approve the request for \$3,000. Mr. Hendry seconded the motion and it passed all voting in favor except Mr. Margetson who abstained.

III. LODGERS TAX UPDATE

A. LODGER'S TAX UPDATE – David Tapia

Mr. Tapia said March revenue from lodging in February showed an increase. It was up 7.5% from last year with an expectation of 7.7% by year end. It should reach \$8,000 which was the same as back in 2007

at our peak. The concern was that some of it might have been on late payments but if the City consistently gets those in it would meet the budget at \$8 million. He thought they would do better than that.

Closing for April looked like it would match last year so with \$400,000 this month for cash flow it is now at \$6.3 million now and the market within our infrastructure looks like we were doing well. He thought they would at minimum stay flat through the rest of the year.

Mr. Margetson asked if there was catch up from prior months.

Mr. Tapia said there was not much in late payments. It was just a surprisingly good month. They did have some carryover. They had a large overflow from March reported in April last year.

IV. CVB ACTIVITY REPORTS:

A. SFCVB EXECUTIVE DIRECTOR REPORT – Jim Luttjohann

Mr. Luttjohann noted his written report was in the packed and he would hit the highlights.

We had visits and meetings with both Brazilian and Swiss trade and tourism delegations. Our policy is to take them as proactive on international when we focus on New Mexico being responsible as those opportunities come up so each of them were hosted and greeted by the Mayor and offered an itinerary.

He recently made a creative tourism presentation to the monthly tourism group that was mostly of artists who put on creative tourism for visitors. His talk was well received.

Last month he and Cyndi presented to the Hospitality Networking meeting with a six-month update on all the work done at CVB.

His life has been consumed with budget. They came through with an estimated increase for our budget. Some changes in contracts scopes were made and they were looking at support for HVAC maintenance, lighting and paper product to find ways to save up to \$37,000.

The dialogue with Taiwanese has led to co-hosting with state tourism a film crew later in May.

The Operations Manager, Levi Yates gave his notice. He and his wife accepted into a graduate program in Florida. He has been part of the incredible change at SFCCC. He would leave on June 15 and HR is working quickly to get a posting up.

He reported that they had received applications for OTAB grants that totaled \$100,000 in requests with a budget of only \$70,000 but did have some reserves so they might be able to fund all of them. The applications came in just last week. They would convene a review panel for it.

He noted some of the upcoming activities. At the back was the current PPT that with Mr. Brackley they would present to Council for tourism week. The following day was Santa Fé Tourism Day.

Mr. Hendry noted it had been well attended last year.

Mr. Luttjohann announced that Phoenix flights were beginning in May.

Mr. Hendry said they made plans around those flights. Some were working in tents because there were so many. There were five pictures and over a thousand people.

Chair Castillo asked if they paid Lodgers' Tax.

Mr. Luttjohann said if they stay more than 30 days they were exempt.

B. SFCVB SALES REPORT – Christine Madden

Ms. Madden said they already bested last year's at \$31,000 and with what would close she established \$35,000. Bookings were continuing to come in and they would be able to stay in front of their audience out there.

There were only three at recent FAM but all were well qualified. Christian Brothers came three times in the past and only rejected Santa Fé because of transportation from the airport.

A woman from Council of Great City Schools said their annual meeting was too big for Santa Fé but were doing monthly meetings and Ms. Madden made good headway with her.

Destination Showcase would be in Chicago next week. Three hotels were joining CVB. They had a new promotion out there and she had already booked one meeting because of the promotion. She was anxious to see how they could keep Santa Fé in people's minds.

Overall she felt good with her accomplishments so far.

Mr. Margetson asked about the Denver Catholic Diocese.

Ms. Madden said it was postponed until fall. They would have a strong MPI group in Dallas with a presentation at lunch.

Mr. Margetson asked why she put off Denver until fall.

Ms. Madden said it was because of FAM and other trips already committed to. She asked if he was interested. Mr. Margetson said he was.

Ms. Madden agreed to see if it could be moved up.

Mr. Margetson asked where they were on 501(c)3 organizations using the Convention Center without charge.

Mr. Luttjohann said the Finance Committee asked for a printed handout but they wanted to schedule a whole session on that.

Mr. Margetson really wanted to see that happen.

Mr. Hendry said they needed to make a statement at Council. They needed to repurpose the Center instead of just serving local needs. He question why they would have a convention center to serve only local needs.

Mr. Luttjohann offered to meet with them on schedules and follow up with an email.

C. SFCVB MARKETING REPORT – Cynthia Delgado

Ms. Delgado shared the package with an invitation to come celebrate Santa Fé tourism. She partnered with Santa Fé New Mexican for a full page ad and this weekend a four page wrap. She'd like to see everyone on Wednesday at Council wearing their brightest red. And on May 8 there would be a ribbon cutting on Expo going through 7:00 p.m. Over 70 businesses were coming with information regarding their activities, contests, awards, and partner with SW Conventions. It was an opportunity to come see what a visitor would see in Santa Fé.

Mr. Hendry made some suggestions to include and Ms. Delgado agreed to put them on her list.

Ms. Delgado got commitment that Jacobsen would be here, city employees, the Mayor, the Councilors and Representative Egoff.

Ms. Delgado referred to her marketing report and shared some highlights. She sent out an RFP on the travel planner and got two responses: Bella and a firm in Santa Barbara.

The Eldorado Sales and Marketing Director will serve on the RFP review group, Ms. Bonney from OTAB and Valerie Fairchild for the Downtown Merchants. They will meet once on the two proposals and decide if they would be interviewed -

The next RFP was for the web site in August

She reported CVB had its third destination meeting which was well attended. She provided the Board with the minutes. It was focused on social media. Their next one would be on May 21 at SFCCC. They brought good energy.

For social media updates, they were continuing to increase the number of folks. CVB has a blog with a weekly posting of 1,500-2,000 words on specific businesses and efforts. She would ask Mr. Hendry for a film blog.

Mr. Hendry invited the City Manager and City Attorney to visit the amazing space ship being built for

Cosmos which has been sold in 40 countries. It would be shown all over the world.

Ms. Delgado provided the advertising list for March and April and put the clip book on the bench for them to review.

She was emphasizing people had to join to have coverage on the web site.

The FAM on May 10-13 was hosted by city and county. Seven writers were coming.

She would do a summary in Business Partners that looked at various indices with key written points to guide people through it. They would send it to the community. The numbers shown were based on 12 months. Rocky Mountain occupancy data was at the back.

Mr. Margetson asked if they were just repeating what was done last year.

Ms. Delgado said they had not updated the Visitor's Guide for four years.

Mr. Margetson thought it was very good but didn't know why we would go outside the city.

Ms. Delgado explained that they went through an RFP and the locals do get an advantage. Contracts were coming up for new ones in 2014. The next one was advertising manager. All contracts were annual contracts that get renewed. Historically it has been four years.

Mr. Margetson thought CVB should stagger them then.

Ms. Delgado agreed. She was trying to do that. They had very little money and it would take all the money for new branding. So she really wanted them all four years.

Mr. Margetson agreed but they shouldn't all come up at the same year.

Mr. Hendry hoped in the strategy plan they looked at other models. He did not favor the contracted advertising firm.

He said they needed to get LTAB money put with OTAB money. They should help Canyon Road merchants too. This was the most effective way to spend the money. He thought the money would go further if we hired a person rather than contract with an agency. He felt they should leverage this money with local businesses.

Ms. Delgado said they were working through that. They were partnering.

Mr. Hendry said they should have all options on the table.

Chair Castillo excused himself from the meeting at 9:22.

Mr. Margetson asked if the SFCCC gallery was going away.

Ms. Delgado said the numbers were on page 10. They looked at all the tourist information centers. The downtown center didn't open until May 10 and would be open until the third week of October. She don't get regular reports but got an annual number.

Mr. Luttjohann said the current recommendation to Council was to maintain gallery operations and reporting staffing. Arts Commission staff would move to the gallery.

Mr. Hendry commented that eight years ago at the airport there had only one daily flight. They did a satisfaction study as people were leaving and offered two tickets to come back to Santa Fé. They didn't release the satisfaction survey but 92% loved the place but not too much in the rest of the state. It was a cheap survey to do. The airport funded it because they had questions about it. They could probably pay for it again. It was good to know what people liked and what they didn't like. But Santa Fé was almost off the charts. They liked the airport, etc. he suggested they could use SFCC students with I-pads at the airport and give them tickets to come back.

Ms. Delgado agreed they needed updated survey data. She would love to get survey data out of Albuquerque too.

Mr. Luttjohann reported the airport tower was still open but funding was not stable yet.

V. MEETING SCHEDULE: May 30, 2013 at 8:30 a.m.

VI. ADJOURNMENT

The meeting was adjourned at 9:31 a.m.

Approved by:

Miguel Castillo Chair

Submitted by:

Carl Boaz
Carl Boaz, Stenographer

May By 4.3.14