



CITY CLERK'S OFFICE
Agenda DATE 3/25/15 TIME 2:36pm
PREPARED BY Cyndi Catanach
APPROVED BY [Signature]

SPECIAL OCCUPANCY TAX ADVISORY BOARD
MEETING
APRIL 1, 2015
1:00 P.M. – 5:00 P.M.
SANTA FE COMMUNITY CONVENTION CENTER
COMMUNITY BUILDING – TESUQUE BOARD ROOM

- 1:00 p.m. Special Meeting
- I. Procedures:
- a. Call to Order
- b. Approval of Agenda
- 1:00 p.m.
- II. OTAB Grant Application Reviews:
- 1:00 p.m. - Bike and Brew
- 1:30 p.m. - SF Independent Film Festival
- 2:00 p.m. - SF Film Festival
- 2:30 p.m. - Parallel Studios
- 3:00 p.m. - Music Video Race
- 3:30 p.m. - Global Running Culture
- 4:00 p.m. - Nat'l Latino Behavioral Health Assn
- 5:00 p.m.
- III. Adjournment

The next regularly scheduled meeting will be held on April 30, 2015 at the
Santa Fe Community Convention Center at 3:00 p.m.

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

SUMMARY INDEX
CITY OF SANTA FE
Occupancy Tax Advisory Board
April 1, 2015

<u>ITEM</u>	<u>ACTION TAKEN</u>	<u>PAGE(S)</u>
I. Procedures		
a. Call to Order	Quorum present	1
b. Approval of Agenda	Approved	1
II. OTAB Grant Application Reviews		
a. Bike and Brew	Presented	2-3
b. Santa Fe Independent Film Festival	Presented	3-4
c. Santa Fe Film Festival	Presented	4-6
d. Parallel Studios	Presented	6-7
e. Music Video Race	Presented	7-8
f. Global Running Culture	Presented	8-9
g. National Latino Behavioral Health Association	Presented	9-10
III. Discussion	Discussed and scored	10
IV. Adjournment	Adjourned at 4:45 p.m.	11

MINUTES OF THE
CITY OF SANTA FÉ
OCCUPANCY TAX ADVISORY BOARD

April 1, 2015
1:00 p.m.

I. PROCEDURES

A. CALL TO ORDER

A special meeting of the City of Occupancy Tax Advisory Board was called to order by Chair Paul Margetson on this date at approximately 1:00 p.m. in the Tesuque Room, Community Convention Center, Santa Fé, New Mexico.

ROLL CALL

Roll call indicated the presence of a quorum as follows:

Members Present:

Paul Margetson, Chair
Victoria Bruneni
Jon Hendry
Al Lucero
Elizabeth Pettus

Members Absent:

Staff Present:

Randy Randall, Executive Director
Cynthia Delgado, Marketing Director

Others Present:

B. APPROVAL OF AGENDA

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

II. OTAB GRANT REVIEWS

Mr. Randall went over the score sheet. According to the process adopted by the last board after the project was awarded for their first year, the second year and third year of funding were diminished by 50% each year. Bike and Brew has been funded previously.

a. Bike and Brew - 1:00

The presentation for Bike and Brew was made by Karl Ferguson. He said they were told the OTAB grant was a 3-year, \$30,000 commitment.

Mr. Margetson asked if the resolution stated that.

Mr. Randall said the OTAB adopted a policy that applicants would come back each year to apply and amount diminished by 50% each year. The resolution does not state that but it is in the policy. Some of the information is a bit sketchy. We have \$70,000 available and we have \$140,000 in requests.

Mr. Ferguson said he was not here to argue but that was what they were told.

Mr. Ferguson went through his proposal and described the event which coincides with Bike to Work Week and the Santa Fé Century bicycle ride. They were awarded \$30,000 last year and the event was successful. This year, a variance was approved to sell alcohol in the Railyard. They have space for 6,000 people and 2,000 at the pavilion. They added some rides and have a couple of big name mountain bike riders. This is a key year for them and have to grow the event. They have 1,000 tickets sold for the Century from 23 states; a lot from Colorado.

He said they market in Phoenix, Albuquerque and Las Cruces. The County LTAB gave them \$10,000 and they use the OTAB funds for marketing. It is not a matching grant.

Mr. Hendry said there were TV crews there last year.

Mr. Ferguson said it was shown on Outside TV and they have made some ads.

Mr. Margetson said it was wonderful that Outside Magazine is involved. He asked what the problem is if the event does not grow this year.

Mr. Ferguson said Outside Magazine gave them a 3-year agreement for ads - \$90,000 a page.

Mr. Margetson asked who sponsors the awards.

Mr. Ferguson explained that they are rides, not races and they provide non-cash awards for Century.

Mr. Randall noted the beer fest is a \$13,000 expense.

Mr. Ferguson said the cost is for security and fencing. The vendors are charged a fee to be there.

Mr. Margetson noted they had 2,000 last year and asked if they could get 6,000 this year.

Mr. Ferguson believed they could.

Mr. Lucero asked how they were getting the vendors to give cash.

Mr. Ferguson said it was for helping with the marketing and being able to be there.

Mr. Lucero asked what kind of incentive they have to stay here.

Mr. Ferguson said it was whatever the hotel gives.

Mr. Randall was impressed with their partnerships and broad participation.

Mr. Margetson noted that Denver is one of our biggest areas.

Ms. Delgado pointed out that the event happens when there is big mud time in Colorado so the mountain bikers cannot ride there at that time.

Mr. Ferguson was thanked for his presentation and excused.

b. Santa Fe Independent Film Festival - 1:30

Ms. Liesette Paisner, Jacque Paisner and Julia Klimczuk presented the proposal. Ms. Paisner showed a 3 minute movie. She said this festival began as a small event. They are in the 3rd year of the 3 year program with OTAB. 2015 is their 7th year. It will happen on Oct 14-18 with screening of over 80 films. Films came from 28 countries last year. They had national press and were named in Movie maker Magazine as one of the top 50 festivals in the country.

Ms. Paisner said marketing was through independent entities. They had some local press as well as national press. Santa Fé was named #3 among small towns for movie makers to live in and they cited the festival.

Mr. Randall said they are requesting \$6,250 in this, their last year of funding. If they get OTAB funds, they cannot get Arts Commission funds and vice versa for the coming year.

Mr. Randall said he attended some events last year and was impressed. He was concerned about being able to continue after they cannot get OTAB funding.

Mr. Lucero asked what the difference was between independent and other films.

Mr. Paisner said they were made outside the studio system.

Mr. Lucero asked what brings people into Santa Fé for the event.

Mr. Paisner said people in the industry come. Our target is the affluent visitor who comes in and stays.

Mr. Lucero asked how many films they will have this year.

Ms. Paisner said they would have 80 films.

Mr. Paisner said they fly in the producers for standard hotel accommodations.

Mr. Randall enjoyed the up close personal feeling you get and the interaction.

Mr. Margetson asked if they go to Sundance. Ms. Paisner agreed.

Mr. Margetson asked if it makes sense to have two film fests.

Mr. Paisner didn't see a reason not to.

The Board thanked them for the presentation and excused them.

c. Santa Fe Film Festival - 2:00

Nani Rivera was the presenter. There was no written presentation. She said they were requesting \$10,000. She said she became the Executive Director last year. Last year was very successful. They are moving the event back to December which helps the local economy and is an easier time to get better films. This is the 15th annual festival and they are screening 100 films. There are new categories, including music videos and gaming. Fundraisers are coming up. They are partnering with HRA.

Mr. Lucero asked how they will present the music videos.

Ms. Rivera said it would be through shorts. It will depend on how many they get and are chosen. They will give awards.

Mr. Margetson asked about marketing, noting they have been losing money.

Ms. Rivera said since she has been with the festival they have made money and are paying off debts.

Mr. Margetson said the document says they lost money and Ms. Rivera clarified her statement.

Ms. Rivera wanted to spend the marketing funds on content that she needed to build to take around the country. She said she had a sponsor for press releases.

Mr. Randall asked how the request for \$15,000 would be spent

Ms. Rivera said it would be for content ads.

Ms. Bruneni explained OTAB's interest in outside marketing

Mr. Margetson asked about their funding history.

Ms. Rivera said her bookkeeper could pull that up.

Mr. Randall said they did not get funding last year.

Mr. Margetson asked when she got here.

Ms. Rivera said she came in 2013.

Mr. Hendry said the union has sponsored the festivals.

Mr. Margetson said the hotel is also a sponsor.

Ms. Rivera said she would spend the money on content and marketing outside of New Mexico.

Mr. Margetson asked about the number of attendees.

Mr. Randall said they had 10,000 and 400 hotel rooms.

Mr. Lucero liked the idea of music videos.

Mr. Hendry said the gaming is the new thing.

Mr. Lucero asked how they would do that at a festival.

Ms. Rivera said they would set up selected games at Warehouse 21 on computer stations.

Mr. Lucero asked if the revenue would provide for the expense.

Ms. Rivera agreed. She is hoping to get in-kind sponsorships. Constellation reached out to her and she would reach out to gaming companies.

Ms. Delgado asked who helps her put this on.

Ms. Rivera said they have a 9-member board and about 100 student volunteers.

Mr. Margetson thanked and excused her.

Mr. Randall said this is their 15th year but the first request to OTAB.

Mr. Margetson asked if he and Mr. Hendry could vote on events they already sponsor.

Mr. Randall thought so.

Ms. Bruneni said they have disclosed already.

Mr. Randall said they should show no favoritism.

d. Parallel Studios - 2:30

Frank Ragano and Mariannah Amster presented this request for Currents Santa Fé International New Media Festival. Ms. Amster said they expect 7,000 people this year. Their focus is on young people and new media is a new part of contemporary art. They fly artists in and being in the show is the prize.

Mr. Ragano showed a 5-minute video. He said they are requesting \$7,500.

Mr. Ragano said this is a free event. He showed pictures of the events being held at lots of places. Opening night is in the Railyard. He handed out the program from last year.

Ms. Amster said they are publishing maps to the various venues with sites along the way.

Mr. Randall said this was their 2nd year for funding and informed them that next year they would not be able to get funding from both the Arts Commission and OTAB.

Mr. Hendry said he went to the event in June. It was a great event but he questioned why they chose June for the event.

Mr. Randall added that it flows for 16 days. The event started at \$15,000.

Mr. Ragano said most of the people come from out of town. Ms. Amster most added that much of it was by word of mouth

Mr. Lucero said he never heard of this and asked what they were doing to let people know.

Ms. Amster said they used Pasatiempo.

Mr. Lucero asked how they could get their video exposed

Ms. Amster said they do social media.

Mr. Ragano said they also do radio and a website and he does presentations at the schools and shows videos.

Ms. Amster said they are getting software into the schools and would like to bring some into public schools.

Mr. Margetson asked if the school superintendent is aware of this.

Mr. Ragano said he was not familiar with the superintendent.

Mr. Margetson agreed to have him for lunch with the superintendent.

Mr. Margetson thanked and excused them.

e. Music Video Race - 3:00

Adam Shaening Pokrasso, Seth Fuller and Susy Alfaro presented their application.

Mr. Pokrasso said this competition takes place every year in San Francisco and Austin. Santa Fe is up next for this event. We have participated in San Francisco and received good exposure there. The bands and the music video companies come together to produce a music video for the band within a short time and then the video is judged.

Mr. Hendry asked who owns the video.

Mr. Pokrasso said the band does but there is a release involved. The band gets the video.

Mr. Hendry asked if Tourism Santa Fe would have access to the videos for promos.

Mr. Pokrasso said they could present that to their company and request that.

Mr. Fuller explained that music video people and bands sign up and submit a song and some get approval. The kickoff event puts the video people and the band together by a random drawing. They have 48 hours to develop a music video and submit it. It takes two weeks to review. Then they return for competition judging and awards event. They use the Lensic to screen the videos and do the awards. They will be judged by a panel.

Ms. Delgado asked if these dates are in cement.

Mr. Pokrasso said they could change.

Mr. Hendry explained that OTAB is trying to get events during weeks where tourism is down. Like the 1st week in November.

Ms. Alfaro said that would be perfect.

Ms. Bruneni asked if the vested interest was to spread this across the country.

Ms. Alfaro said this would be Santa Fe bands and music.

Ms. Bruneni said OTAB wants to increase tourism from outside.

Mr. Pokrasso clarified there will be bands coming from Santa Fe and from outside of Santa Fe.

Mr. Randall said they have asked for \$30,000.

Mr. Margetson asked if they had other money

Mr. Pokrasso said this is a nationally known organization. People come to their events. The screening event is a tourism event.

Mr. Randall thought there might be some other funds. He was not sure OTAB could give at the level of funding requested. They needed to know other support.

Ms. Pettus was trying to see how this would work to get people to Santa Fé. Marketing money is to get fans here for the second weekend.

Ms. Alfaro said they were talking about 80 people initially, also Youtube country wide customers. They had 250 people at screening.

Mr. Margetson asked if they thought they could find the \$35,000 from other sources.

Mr. Pokrasso thought so.

Ms. Delgado liked the concept.

Mr. Margetson thanked and excused them.

f. Global Running Culture - 3:30

Joseph Karnes, founder, presented the request. There was no printed presentation. He noted an article in the sports section of the New Mexican. He said their request is for \$30,000. He became aware that Santa Fé is a good place for a destination race and this is a half marathon (13.1 miles). He pointed out that this event has runners from around the world with 20% Native Americans and others from Mexico and Kenya. They had 1,400 participants. Women accounted for 58% last year. Runners who travel to destination races are great for the local economy (about. \$1,000 per runner). They stay 2.8 nights and it gives people a reason to come to Santa Fé. The key is have a race with a good reputation. They get nationwide publicity and advertising covers races in other states. They have Runner's World Magazine ads and the Magazine contacted him and did a story about this event. Key to turning the race into major event.

Mr. Margetson asked if altitude was a problem.

Mr. Karnes said the altitude is getting known.

Mr. Randall explained there was some confusion in the way this handled in past. Mr. Karnes did not know he needed to apply every year.

Mr. Karnes said the run is scheduled for September 20.

Mr. Randall indicated that is a soft weekend in Santa Fé and this might be considered their second year of funding this year.

Mr. Karnes agreed. They picked the date based on low occupancy stats.

Mr. Karnes said they have free programs in Northern New Mexico throughout the year including indoor soccer camps and running camps. They are in the process of building a school in Kenya and in Mexico. They connect wellness and culture and have musical groups. At the finish there are Pojoaque dancers. They have age groups, a 5 K run, a kids' run, and a one mile walk.

Mr. Margetson asked if they worked with Wings. Mr. Karnes agreed.

Ms. Delgado noted the event is growing and wondered as OTAB funding went away how they would support it.

Mr. Karnes said as the number of runners go up the revenue increases. He noted that the Sports Authority will have a pavilion this year as the title sponsor this year. They gave shirts and publicity. The organization is a volunteer organization and spread thin but build a team for the event and do a video project. They also have hotel partnerships

Mr. Margetson thanked and excused him.

g. National Latino Behavioral Health Association - 4:00

Mr. Frederick Sandoval was the presenter and had no printed presentation. The request is for \$19,575. He provided highlights of the benefit event to raise scholarship funds for kids. It is a branded event as Jerry López, musician. They were just awarded the New Mexico Music Commission platinum achievement award.

He said the event is held during Hispanic Heritage Month with a concert. They want to expound the promotion and marketing across the state. They involve interns from Highlands University. Social media is a strategy in their request. They want to use video clips, target age groups, optimize use of the Railrunner and have Lensic ticket purchases. 54% come from Santa Fe County and the balance is outside of the county - from Bernalillo, Taos, Rio Arriba and Sandoval counties.

Now they want to expand their efforts and reach out to areas where universities are located. They have September 25th as the date. They have done this twice for Jerry López and this is the 3rd year. They are excited to be at the Lensic this year. The Lensic invited them to come back for the concert.

Mr. Randall pointed out that it sold out last year and asked what the margin of OTAB putting in more money this year could help. There is no ability to increase number of seats unless they have more shows. The timing is unfortunate since that is the busiest night of the fall. OTAB's investment does not have any potential return.

Mr. Margetson suggested they talk to the Arts Commission

Mr. Sandoval said they would like to have more people and might need to change venues.

Mr. Margetson congratulated them on their success. He thanked the presenter and excused him.

III. DISCUSSION

Mr. Randall asked the members to score the applications and indicate a dollar amount to recommend and turn it in.

After the Board members discussed their reviews, it agreed by consensus to fund in the following manner:

- | | |
|--|--|
| a. Bike and Brew | \$15,000 |
| b. Santa Fe Independent Film Festival | \$6,250 |
| c. Santa Fe Film Festival | \$5,000 |
| d. Parallel Studios | \$7,500 |
| e. Music Video Race | \$5,000 (contingent on the organization showing they can raise the balance of the budget). |
| f. Global Running Culture | \$15,000 |
| g. National Latino Behavioral Health Association | -0- |

Mr. Randall stated that the total funding approved is \$54,750. He will contact each of the applicants.


IV. ADJOURNMENT

The meeting was adjourned at 4:45 p. m.

Approved by:

Paul Margetson, Chair

Submitted by:



Carl Boaz for Carl G. Boaz, Inc.