

MINUTES OF THE
SANTA FE COUNTY
LODGERS' TAX ADVISORY BOARD

July 20, 2017
Santa Fe County Commission Chambers
Santa Fe, New Mexico

I. Call to Order

This regular meeting of the Santa Fe County Lodgers' Tax Advisory Board (LTAB) was called to order by Chair Meredith MacFarlane at approximately 9:00 a.m. on the date cited above in the Santa Fe County Legal Conference Room, Santa Fe, New Mexico.

II. Roll Call

The following members were present:

Members Present:

Meredith MacFarlane, Chair
Katherine Fox Ehler [arriving later]
Laura Hudman
Thomas A. Romero

Member(s) Absent:

(One vacancy)

County Staff Present:

Lisa Katonak, Executive Administrator
Alejandro Cintron Senior Accountant
Chris Hyer, Economic Development Manager [arriving later]

Others Present:

Debbie Doyle for Carl Boaz, Stenographer
Dave Hayduk, HK Advertising
Vera Hayduk, HK Advertising
Clarissa Lovato, HK Advertising

III. Approval of Agenda

Member Romero moved to approve the agenda as presented. Member Hudman seconded the motion and it passed by unanimous (3-0) voice vote. Member Ehlert was not present for the vote.

IV. Announcements

Chair MacFarlane announced an event to take place at Rancho Encantado and Member Hudman announced an event.

V. Approval of May 15, 2017 Regular Meeting Minutes

Member Hudman moved to approve the minutes of May 15, 2017 as presented. Member Romero seconded the motion and it passed by unanimous (3-0) voice vote. Member Ehlert was not present for the vote.

VI. Approval of May 30, 2017 Regular Meeting Minutes

Member Romero moved to approve the minutes of May 30, 2017 as presented. Member Hudman seconded the motion and it passed by unanimous (3-0) voice vote. Member Ehlert was not present for the vote.

Member Katherine Fox Ehlert arrived at this time.

VII. Finance Report – Santa Fe County Finance Division - Lodger's Tax Financial Report (Pro Forma)

Mr. Cintron presented the Finance Report for the month. He handed out a printed copy of his report which included a year over year comparison of Lodgers' Tax receipts, a pie chart of June receipts by source, and a month by month comparison of monthly total receipts for FY 2015, 2016 and 2017 for the entire fiscal year. He commented that the report shows the majority of entities are up overall for the year.

He commended everyone on the Board for their projection of \$30,000 because they actually did over \$40,000.

The Board members discussed the effect of not having Bishop's Lodge open during part of the time and the changes in the economy on travel to Santa Fe County.

Member Romero commented that the report does not include the expenses from

the fund and asked about the effect of them on what is available for the coming year. He reminded the Board that they held back \$10,000 from the available funds for grants to agencies for upcoming events. He asked if this carries forward for the coming year and what happens with the excess revenue and if the Board could get a report showing the expenses.

Ms. Katonak explained that Mr. Flores is out on annual leave and couldn't be present for this presentation. She responded that the revenue does carry forward. She added that the Board can include consideration of the funding in the next meeting's agenda.

Member Hudman asked about the budget preparation.

Mr. Cintron explained that they start with essentially a flat budget with a nominal increase and that has adjusted the numbers quite a bit. Being conservative helps avoid a shortfall. He offered to provide an overview quarterly for the Board and would include more detailed information for the next LTAB meeting.

VIII. Advertising Agency

A. Advertising Agency Report – HK Advertising by Dave Hayduk

Mr. Hayduk presented a report to the Board to update their efforts in marketing for Santa Fe County.

First, he shared the Rocky Mountain Lodgers' Report and commented on the results for June. ADR and Rev/par are up for the year. Occupancy is up also for the county properties. He pointed out the comparisons with the City and the State.

He reported on the marketing activities in April and May focused on the El Paso, Denver, Phoenix, Las Cruces and Albuquerque markets for the opening of the Santa Fe Opera season. There were over 13,000 site visits. The message was incentivized with special promotions in links from their site. He shared the photography they used.

In June blog, an Evening with Magic at the Opera was highlighted and for the July blog the wine region of New Mexico, and for the August blog, backpacking, hiking and outdoor activities.

Since last month, HK has changed out the home page. He shared the video with the Board. They are continuing their presence at the Sunport in Albuquerque, which he also displayed. He also reported on social media placement results.

Member Romero asked about exposure for the Rodeo and Edgewood activities. Mr. Hayduk said they are including them. Ms. Katonak mentioned some of the others that are on the calendar.

Mr. Hayduk described the Santa Fe County guide distributions being done in various locations, totaling over 20,000. He mentioned the copy content they share for publications and the video content that is available for digital use. He explained how they are utilizing the blog. He also shared accolades and awards in various publications for Santa Fe County.

Chair MacFarlane thanked him for the report.

IX. Administrative

A. Other Activities

Ms. Katonak mentioned the New Mexico True discussion the Board had a couple of months ago and talked about how the County efforts complement the state-wide efforts.

She reported on her efforts to fill the board member for the lodging industry vacancy. Candidates have provided their information and can be considered in August by the Commission so she suggested having their August meeting a little later in the month.

Mr. Flores had suggested having the strategic session with internal staff. So she has met with COLTPAC and with Economic Development. Mr. Flores would like to have the Economic Development Manager come and provide a short presentation on how his office is working together with Santa Fe County Lodgers' Tax.

Mr. Hyer said they have \$3,000 to do a feasibility study for a project called La Bajada Ranch. It would be a low-impact use and incorporate some agricultural uses in partnership with the Community College. Vineyards is a focus for this economic development undertaking.

The Board discussed various options for the project.

B. Next Meeting Date and Location

After some discussion, the Board set Friday, August 25, 2017 at 9:00 for the next meeting.

The meeting will be held either in Commission Chambers or the Legal Conference Room at the County offices.

There was a brief discussion regarding the Santa Fe City OTAB Board and Mr. Hyer reported briefly about their activities.

Mr. Hyer also talked about the proposed improvements at the Santa Fe Airport and the implications for economic development in Santa Fe. The Board briefly discussed it.

Member Romero made some announcements about an upcoming event, grants available, and a reception at El Museo for Sam Leyba.

Member Ehler announced the Santa Fe Community College's Introduction to Tourism, a very useful class and looking for more students. They offer dual credits for high school students.

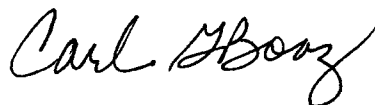
IX. Adjournment

Upon motion by Member Romero and second by Member Hudman, the LTAB meeting was adjourned at 10:15 a.m.

Approved by:


Meredith MacFarlane, Chair

Respectfully submitted by:



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

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I Hereby Certify That This Instrument Was Filed for
Record On The 14TH Day Of November, 2017 at 01:14:03 PM
And Was Duly Recorded as Instrument # 1841350
Of The Records Of Santa Fe County

Witness My Hand And Seal Of Office
Geraldine Salazar
Deputy  County Clerk, Santa Fe, NM

