

MINUTES OF THE
SANTA FE COUNTY
LODGERS TAX ADVISORY BOARD

August 25, 2017
Santa Fe County Legal Conference Room
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.

II. Roll Call

The following members were present:

Members Present:

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

Member(s) Absent:

County Staff Present:

Tony Flores, Deputy County Manager
Lisa Katonak, Executive Administrator
Alejandro Cintron, Accountant Senior
Kristine Mihelcic, Communications Coordinator
Chris Hyer, Economic Development Manager

Others Present:

Dave Hayduk, HK Advertising
Vera Hayduk, HK Advertising
Carl Boaz, Stenographer

III. Approval of Agenda

on how their program funds leverage Lodgers' Tax funds.

VII. Presentation by Economic Development Manager, Chris Hyer

Mr. Hyer reported that the County had a booth at the Outside Bike and Brew which took place May 18-20, 2017. There were an estimated 8,000 people present, up from 5,500 last year. However, the attendance might be a little inflated because of two events at the Railyard. Out of town spending was about \$500,000 which was significantly up from the previous year. GRT revenue was about \$70,000 so LTAB realized \$16,000. Total spending was \$1.181 million, so it was a successful event.

Darley Newman is coming next week to shoot the PBS Travel show. She has a couple of formats; appeals to upscale travelers among whom over 50% spend \$6,000 per year on vacations. The shows have a 3-year life span on various media. They track mostly in the US but also some international.

Economic Development collaborated with Lodgers' Tax for this project. The project is supported by funds from the Forest Service with the 50th anniversary of the National Trails Act with focus on the Continental Divide Trail.

Her second episode will be specific to Santa Fe County with arts, culture and cuisine. Shooting is starting this Sunday. Ms. Newman will film at the southern part in Cerrillos with the Mineshaft Tavern. On Monday, the crew will be filming at Ten Thousand Waves, mountain biking, and the Santa Fe National Forest. On Tuesday, they will be at Georgia O'Keeffe Museum, Santa Fe Farmer's Market, San Miguel Mission Chapel, and Palace of the Governors. Wednesday, they will be in Chimayo. Thursday will be at Sunrise Springs, Santa Fe Opera and Rancho Encantado; Friday at Meow Wolf and Saturday is white water rafting.

Mr. Hyer said that in attending the City's OTAB meeting, lodgers' report numbers for downtown properties occupancy lagged. Randy Randall was skeptical of the low numbers and said they couldn't be accurate.

Chair MacFarlane noted the festival weekends were down this year at the Plaza.

Member Ehlert thought Air BnB is impacting it.

Mr. Hyer said OTAB also addressed Fly Santa Fe with 85% occupancy. American Airlines is adding a couple more flights in October.

Member Romero said the change in schedule may account for more passengers and provides better connections with other cities.

County budget which allows her to make changes as well with Mr. Hayduk's shop to keep things fresh. The County is not paying the contractor to do all the work.

Member Ehlert said it shows how much attention she gives it to be fresh.

Ms. Mihelcic thanked Mr. Hayduk for the nice video intro to it. She showed a print copy from the County web page and described it briefly. For the Fair Day, they have some t-shirts to hand out. The Team will be promoting the open space and trails and sharing what people can do and where to eat Wendy does posts on the website. On events, solar eclipse, etc. So there is lots of co- sharing. They have boosted social media.

She put some New Mexico True ads in the summer guide, using her funding They have a contract with the Journal - a business package used for mobile, etc. They have used them to promote the New Mexico True ads and the New Mexico True website. They have Opera ads in collaboration with HK, so they are on point with opera season. They also contracted through Santa Fe Today.

Ms. Mihelcic commented that it is exciting to be able to work collaboratively with Ms. Katonak and Mr. Hyer for the drive markets and that has been very helpful.

Member Ehlert asked if the County participates in the wine and chile festival. She knew the high caliber of tourists who come with wine.

Ms. Katonak said the County promoted it on social media but not a specific ad. The Zozobra partnership has been great a collaboration with Kiwanis. Ray Sandoval loved the ad for Zozobra and asked if they could use some of it for their promotion.

Member Romero asked how it works for a city event in the city.

Mr. Flores said it is a good achievement for the County. The Fiesta Council and Zozobra have tried for funding at OTAB but can't go beyond three years because of the rules. It is a good opportunity for the County to support those events with funding, New Mexico True marketing the branding ideology. He explained that the County is able to leverage the marketing through Ms. Mihelcic's budget for combined marketing.

Member Romero announced that on October 12-14, they are co-hosting with Northern New Mexico Community College a historian's conference, focusing on the Manhattan Project and influence on surrounding communities. He thought it will be a great conference - lots of presenters, looking at economic and social effects from that Manhattan project. He is trying to get hotels to help. Santa Fe County does cover the areas and lots of Santa Fe County residents did participate in the project. So it should be of interest. It is on their website.

A. Next Meeting Date and Location

Ms. Katonak recommended Friday, September 22, for the next meeting. The Board members all agreed.

Ms. Katonak said Mr. Stuart Kirk with Fly Santa Fe, couldn't be here and provided her with a handout and committed to attend the next meeting. She shared copies with the members. In wrapping up the grant program, there will be some close out reports at the September meeting for Santa Fe Opera and the Children's Museum.

XI. Adjournment

Member Romero moved to adjourn the meeting. Member Ehlert seconded the motion and it passed by unanimous voice vote and adjourned at 10:20 a.m.

Approved by:

Meredith MacFarlane, Chair

Respectfully submitted by:

COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

LODGERS TAX MINUTES
PAGES: 4

I Hereby Certify That This Instrument Was Filed for
Record On The 14TH Day Of November, 2017 at 01:28:10 PM
And Was Duly Recorded as Instrument # 1841357
Of The Records Of Santa Fe County



Witness My Hand And Seal Of Office
Geraldine Salazar

Deputy County Clerk, Santa Fe, NM