

**MINUTES OF THE**  
**SANTA FE COUNTY**  
**LODGERS TAX ADVISORY BOARD**

**December 8, 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 8:30 a.m. on the date cited above in the County Administration Building, Legal Conference Room, Santa Fe, New Mexico.

**II. Roll Call**

The following members were present:

**Members Present:**

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

**Member(s) Absent:**

**County Staff Present:**

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

**Others Present:**

Carl Boaz, Stenographer

**III. Approval of Agenda**

**MOTION: Member Hudman moved to approve the revised agenda as amended with corrected numbering. Member Miller seconded the motion and it passed by**

**unanimous voice vote. Member Ehlert and Member Romero were not present for the vote.**

#### **IV. Announcements**

Member Hudman announced the Santa Fe Opera is presenting *Shoes of the Niño* at the Basilica tomorrow and next Friday. It is a free holiday concert at the Basilica.

Chair MacFarlane announced the Gingerbread House (with a replica of the resort) special premier showing at 5:30 p.m., today and a movie filmed at Four Seasons last August, *Just Getting Started* starring Rene Russo, Tommy Lee Jones and Morgan Freeman that opens this weekend at theaters.

#### **V. Approval of October 20, 2017 Regular Meeting Minutes**

**Member Hudman moved to approve the October 20, 2017 meeting minutes as presented. Member Miller seconded the motion and it passed by unanimous voice vote. Member Ehlert and Member Romero were not present for the vote.**

#### **VI. Financial Report**

Mr. Cintron distributed reports for the past two months but focused on his December report. He reported that in November, the collections were \$50,137.50, which was above the previous two years by about \$10,000. On page 2 the forecasted for FY 2018 was estimated as flat from the previous year at \$354,210. Currently, to date, the actual collections totaled \$250,335. It is trending above plan which is based on a six-year statistical average.

Year to year shows 18% (\$28,600) above the same period last year. We expect the trend for winter time to scale down and several lodgers will not be making contributions as most RV properties are closed for winter. He listed the contributions by size in a pie chart.

There were no questions from the Board. Chair MacFarlane thanked Mr. Cintron for the financial report.

#### **VII. Presentations**

- 1. Presentation by the Santa Fe Opera by Michael Gary, Director of Institutional Giving for support of the 2018 Santa Fe Opera Season. June**

**29 - August 25, 2018**

Member Romero arrived at 8:56 a.m. and Member Ehlert arrived at 8:58 a.m.

Mr. Michael Gary made the presentation. He described the operas to be presented in 2018.

He pointed out that the Santa Fe Opera is the sixth largest employer in Santa Fe County and recognized worldwide with attendees from 30 countries. The impact on the economy is estimated at \$202 million with \$67 million for hotels and restaurants.

The request from LTAB is \$6,000 for marketing to offset printing, mailing and placement of season ticket brochures. They will strongly emphasize the support of Santa Fe County tourism with a two-page spread inside cover promoting tourism and five pages for hotel partners and local restaurants and other amenities. It will be distributed in rooms and by concierge and city and state information centers.

Chair MacFarlane was intrigued to read about the funding last year and targeting Phoenix.

Member Romero asked why there was not more attendance from Phoenix.

Mr. Gary said they thought it was because their repertoire changes each year. They may be more attracted when people are familiar with the music. It is hard to correlate. But the Opera may have had fewer from Phoenix without those placements.

Chair MacFarlane asked about the season's attendance.

Mr. Gary said the attendance was stable. About 45% of the audience is new each year.

Mr. Flores was inquiring on the investment to determine if the Santa Fe Airport attracts people from Phoenix. It is an important topic for the County and may request that information from the grantees to know whether the investment is paying off.

Mr. Gary said they are including that in their survey. A national trend is that subscriptions are going down and young people are unwilling to lock themselves into all those dates. It might be a little different here because so many people travel here. But people are now buying about six weeks before the performance. They want the freedom to pick and choose and the opera does have an exchange policy for subscribers.

**2. Presentation by the El Rancho de las Golondrinas, Daniel Goodman, Executive Director, for support of the "Speaking of Traditions," Winter**

## **Lecture Series and Summer Festivals, January 2018 - October 2018**

Mr. Daniel Goodman presented for El Rancho de las Golondrinas. They are asking for \$16,500 this year. They have a continued increase in New Mexico visitors and have 25 years of survey data. They will have nine festivals in 2018. They also have received money from the Santa Fe Arts Commission. He described their free lecture series at St. Francis Auditorium and showed a video from their website.

Member Ehlert asked if they do any advertising in southeast New Mexico.

Mr. Goodman said no but that is something they are considering expanding upon.

Member Romero asked about northern New Mexico.

Mr. Goodman agreed the whole corridor down to Elephant Butte was important in their marketing efforts. They are working with the North Central Regional Transit District (NCRTD) for safe transportation shuttles that link with Rail Runner station times.

He said their total marketing budget is \$80,000.

### **3. Presentation by the Center for Contemporary Arts (CCA), Aidan White, Membership & Development Coordinator and Shastyn Blomquist, CCA Assistant Curator, for support of the Exhibit: Ricardo Mazal: The Last 12 Years, May 25, 2018 - September 10, 2018.**

CCA membership up 43%; attendance up 39% in the last six months. They are restructuring, and the new market effort is successful. They would like to do another Art in America full-page ad with LTAB funding. Their regional focus is in Sunset Magazine and Texas Monthly. They collaborate with other organizations such as Santa Fe Performing Arts for a national ad campaign and broader appeal. They are starting to capture hard analytics.

Member Ehlert explained the importance of attracting out of town visitors.

### **4. Presentation by the Global Running Culture, Inc., Joseph Karnes, Director, for support of the Santa Fe Thunder Half-Marathon held on September 16, 2018.**

Mr. Karnes presented their application. He described their statistics and their out-of-state emphasis which now draws about 45% of their attendees. Mr. Karnes showed two videos they have produced and the media placements for them. Mr. Karnes also commented on their support of schools in Mexico and Kenya.

In response to Member Romero, Mr. Karnes affirmed their partnership with Buffalo Thunder, who provided \$5,000 and two billboards.

Chair MacFarlane asked if it is 100% volunteer. Mr. Karnes agreed.

At 10:25 a.m, Member Miller excused himself from the meeting.

**6. Presentation by the Friends of New Mexico Film, Bonnie Schwartz, Sponsorship Coordinator for support of the Santa Fe Film Week, February 6 - 12, 2018.**

Ms. Schwartz could not be present later, so she presented here. She explained that they scheduled the film week in February because it is a low tourist season during the legislative session.

Member Ehlert noted the expenses for advertising appeared to be only local.

Ms. Schwartz said a PR firm in Los Angeles is giving them \$30,000 in-kind PR services throughout the country.

Member Ehlert referred to page 9 regarding Balentines. Ms. Schwartz didn't know how much Balentines was charging them.

In response to Chair MacFarlane, Ms. Schwartz explained this is an existing event that is being moved to February. They added a weekend to it last year when it was in December. It will be an annual event.

In response to Member Hudman, Ms. Schwartz said they have ten paid staff, but some are just working on education. Each component has a volunteer structure.

In response to Ms. Katonak, Ms. Schwartz didn't know if there was a formal relationship with the New Mexico Film Office, but she would find out. She thought they were "working with all of them."

In response to Ms. Katonak, Ms. Schwartz said they applied to OTAB for \$30,000 funding. They projected about 300 attendees.

**5. Presentation by the International Folk Art, Jeff Snell, Chief Executive**

**Officer and Gabe Gomez, Director of Marketing and Communications for support of International Folk Art Market.**

Mr. Gomez presented for the International Folk Art event and mentioned their new headquarters near ACC on Cerrillos Road. He showed a video of the parade, booths on the Plaza and Museum Hill for their 15<sup>th</sup> anniversary in July 13-15, 2018 with projected 23,000 attendance and 50 new artists. Thirty artists will be eligible for financial aid. Many of these artists have never left their villages in their life. They will feature Dr. Muhammad Yunus, honorary chair, from Bangladesh and founder of micro lending primarily for women.

Member Hudman noted 58% attendance from New Mexico and the largest from out of state are from Texas.

Mr. Gomez said they are consistently the largest number of attendees. Fridays are the big out of town day. Sunday is family day with lots of Albuquerque traffic that day.

Member Romero noticed on page 9 that almost 86% are Anglo attendees; only 7% Hispanic attendees. He asked why they are not drawing more young Hispanic attendees.

Mr. Gomez said one of their board member's is investigating the reason so they may improve their marketing.

Chair MacFarlane said that is relevant, since the average age of attendees is 60.

Mr. Gomez agreed, but they do pair artists with schools and they become pen pals.

Member Romero said the demographics are not very good. Mr. Gomez agreed, and they are working on improving that as part of their marketing operations.

**7. Presentation by the Independent Film Festival, Jacques Paisner, Executive Director and Liesette Paisner Bailey, Festival Director for support of the Santa Fe Independent Film Festival, October 17-21, 2018.**

Ms. Bailey showed a promo video which was shot and produced at the Santa Fe Independent Film Festival, and quickly read her notes. She listed some films in the event last year. This is their 10<sup>th</sup> season for bringing the best of independent films to Santa Fe.

Member Romero noted they listed Warehouse 21 as a partner and they are going through change. Ms. Bailey agreed and thought they would still list them although the partnership with them will be diminished.

Chair MacFarlane asked how many attend.

Ms. Bailey said they expect 11,000 ticket sales. The unique numbers last year were 9,304 people. They generated lodging revenue of \$24,318 and estimated \$397,000 for shopping revenue. They had a surprising number of out of town attendees and more from Albuquerque. Their government support went down \$27,000, and they cut back on national advertising as a consequence.

Chair MacFarlane noted their 2018 marketing budget appeared to be \$86,000.

Ms. Bailey said it included other publicity and they get matching or nonprofit rates from the Denver Post. Facebook Advertising was very successful and has helped them.

Ms. Katonak pointed out that the application doesn't list government entities where they are seeking funding in 2018.

Ms. Bailey said it is the same ones from 2017. Their only proposal so far is to New Mexico Arts. And they haven't created sponsorship materials for 2018 yet but should have had it ready. They also received a grant from the Frost Foundation after they submitted their application. Mr. Paisner expected more corporate support for their tenth annual event.

Member Romero noticed in comparing advertising, that they had \$86,000 for advertising on one page and only \$35,000 on the other page.

Ms. Bailey explained that the \$86,000 amount includes printing and production expenses. Then she said, "Oh, you are right, I overestimated in there. Some of it is broken out with \$2,500 for the web site." She apologized and thought she put printing in twice. She offered to revise the budget. It has \$5,000 for travel.

Member Romero asked if the budget is actually \$36,000. Ms. Bailey agreed.

**8. Presentation by the Santa Fe Children's Museum, Beth Hamilton, Development & Marketing Coordinator for support of the Stargazer Planetarium at the Santa Fe Children's Museum, January 1 - Dec 31, 2018.**

Ms. Hamilton presented and thanked the Board for last year's funding. It helped the Museum get the word out that they are still open. She described their plans for the new portable planetarium and introduced Veronica Silva as planetarium coordinator. It will have a bilingual outreach.

Their marketing costs include rack cards and a clearer understanding of how people can get to the museum. The emphasis of the rack cards is on "Stargazer." It will be a year-long attraction and they need help to get that done. They have 12 great board members.

Ms. Hamilton described their work with a lot of renovation and build out of the stage. They are collecting zip code information to input to the computer for analysis. They are seeing more out-of-town visitors and hope to attract more families to go to museum.

She mentioned an anonymous grant received last summer, and listed other sponsors being sought. They are doing a concierge night as the LTAB suggested, and a family night for volunteers.

**9. Presentation by the Grand Prix de Santa Fe, Brian Gonzales and Phyllis Gonzales, for support of the Santa Fe Summer Series at HIPICO Santa Fe, July 18 - August 12, 2018**

Mr. Gonzales showed a video on HIPICO and described some of their history. They are planning for other events at their facility. 60% of attendees are from out of state, so the economic impact comes from outside of New Mexico. Exhibitors bring \$5-7 million to Santa Fe and about 80% of the revenue is spent here in Santa Fe. They request LTAB funds to support their marketing.

He said they use some of the revenue to go to San Miguel, Mexico a Santa Fe sister city. They are going down to meet with their mayor and our mayor as a challenge cup. Riders will come in 2018 to compete and they will go to Mexico in 2019 to compete and have a challenge cup to the winner.

In response to Member Hudman, Mr. Gonzales said the projected count for that event was unknown, but they would have 10 trainers. Ms. Gonzales said they would bring other people with them and thought it would probably be 300 total.

Member Ehlert said they were at the Courtyard last year and asked about this year.

Ms. Gonzales said that was the staff. Mr. Gonzales said there were about 120 people during that time.

Member Ehlert asked how many of guests stay here.

Ms. Gonzales said they have an RV park for up to 50 RV's and are trying to do a better job of tracking. Mr. Gonzales added that some stay in houses in the county. They are now talking about paying lodgers tax for the RV park.



Member Hudman asked what the staff do.

Mr. Gonzales said they handle many things. They are great people and very professional.

Member Hudman asked what the requested \$30,000 would be used for.

Ms. Gonzales said they will advertise in horse publications and use \$17,000 to produce the brochure, using a local editor and publisher.

Member Romero asked participation from locals.

Ms. Gonzales said the event is free to the general public. It is weather-dependent on weekends. About 2,000 people per day come and watch. The VIP tent holds 500 people. Mr. Gonzales pointed out that there is very little family entertainment that is free. They also give out coupons for free soft drink or food.

Member Romero asked if the year-round programming is self-sustaining.

Mr. Gonzales said no. They need to add additional events to it. They do weddings, etc. for the community and other equestrian events. They might have a soccer tournament. They also may partner with Meow Wolf with a "pumpkin glow" at night.

### **Discussion of Presentations**

The presentations were completed at 12:08 p.m. and the Board discussed the presentations.

For the discussion of the Santa Fe Opera presentation and their funding request, Member Hudman recused herself and left the room.

**The Board, by unanimous (3-0) voice vote, to allocate \$6,000 to the Santa Fe Opera. Member Miller was not present for the vote and Member Hudman was not in the room, having recused herself.**

After the vote, Member Hudman returned to the meeting.

**After further discussion, The Board, by unanimous (4-0) voice vote, made the following allocations. Member Miller was not present for the vote:**

\$6,000 to Center for Contemporary Arts (CCA);

\$5,000 to the Santa Fe Independent Film Festival;  
\$4,200 to Global Running Culture, Inc.;  
\$7,800 to the Santa Fe Children's Museum;  
\$12,000 for El Rancho de las Golondrinas;  
And reserved \$10,000 for future allocations.

## VII. ADMINISTRATIVE

### A. Next Meeting Date and Location TBD.

#### Adjournment

Member Ehlert moved to adjourn the meeting. Member Hudman seconded the motion and it passed by unanimous voice vote.

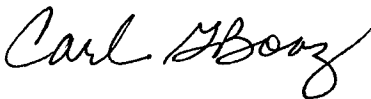
The meeting was adjourned at 1:10 p.m.

Approved by:



Meredith MacFarlane, Chair

Respectfully submitted by:

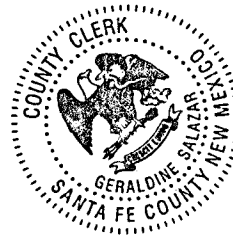


COUNTY OF SANTA FE       )  
STATE OF NEW MEXICO    ) ss

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I Hereby Certify That This Instrument Was Filed for  
Record On The 10TH Day Of April, 2018 at 08:29:08 AM  
And Was Duly Recorded as Instrument # 1854563  
Of The Records Of Santa Fe County

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



DRAFT

SUBJECT TO APPROVAL

SFC CLERK RECORDED 8/18/2018