

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

April 2, 2018  
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 3:07 p.m. on the date cited above in the Legal Conference Room, Santa Fe County Administration Building, Santa Fe, New Mexico.

**II. Roll Call**

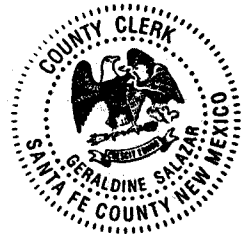
The following members were present:

**Members Present:**

Meredith MacFarlane, Chair  
Katherine Fox Ehler [arriving later]  
Tomás A. Romero  
Daniel Goodman

**Member(s) Absent:**

Ryan Miller



**County Staff Present:**

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

**Others Present:**

Dave Hayduk, HK Advertising  
Vera Hayduk, HK Advertising  
Wendy, HK Advertising  
Clarissa Lovato, HK Advertising  
Carl Boaz, Stenographer

COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) ss

LODGERS TAX MINUTES  
PAGES: 8

I Hereby Certify That This Instrument Was Filed for  
Record On The 7TH Day Of June, 2018 at 10:31:26 AM  
And Was Duly Recorded as Instrument # 1859609  
Of The Records Of Santa Fe County

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

### **III. Approval of Agenda**

Chair MacFarlane requested amending the agenda to have the election after the Financial Report. Item #8 will be in the Commission Chambers for the video.

**MOTION:** Member Romero moved to approve the revised agenda as amended. Member Goodman seconded the motion and it passed by unanimous voice vote. Member Fox Ehlert was not present for the vote.

### **IV. Announcements**

Member Fox Ehlert arrived at 3:10 p.m.

## **II. Financial Report**

### **A. Santa Fe Finance Division – Lodgers' Tax Financial Report (Pro Forma)**

Mr. Cintron provided a printed report for the Board members. He reported year to date revenues of \$336,125 compared to \$276,337 in the last fiscal year to date. He also reviewed revenue by month compared with the previous fiscal year.

Member Romero suggested the increase was mostly due to Sunrise Springs.

Mr. Cintron agreed. They are back on line with about \$1,800 to \$2,400 per month. Four Seasons provides about \$204,000 per year.

Member Romero said that is because Chair MacFarlane is doing such a great job.

Mr. Cintron reported that the County is \$26,000 above budget for the entire fiscal year as of February is trending quite well. The budget to date is about \$354,000 and we are at \$322,000, so we need only \$22,000 to exceed the budget before June 30th. He figured it would be no problem meeting the proposed budget this year.

Member Romero assumed his report doesn't include March actuals yet.

Mr. Cintron agreed. This is only April 2, so the March revenues are not included.

Member Romero observed that if March revenues were equal to February's, the budget would be met.

Mr. Cintron agreed. He went through the various lodging properties of the county and their payments which were shown in a pie chart.

## **V. Approval of December 8, 2017 Regular Meeting Minutes**

Member Goodman moved to approve the December 8, 2017 regular meeting minutes as presented. Member Fox Ehlert seconded the motion and it passed on a unanimous voice vote.

## **II. B. Discussion of Lodgers' Tax Grant Program, Notice of Funding Availability (NOFA)**

Ms. Katonak reminded the Board that, based on the last grant funding cycle, \$10,000 was put aside for later in the Fiscal Year. The Board said they would determine whether to have another cycle before the end of the fiscal year or carry it into the new fiscal year for allocations shortly after it begins.

She has received a few emails and phone calls asking about a spring Notice of Funding Availability (NOFA). Some events are closer to the summer and others close to the fall. She couldn't think of any that would need a spring NOFA.

Chair MacFarlane asked if we have a ball park figure for July.

Ms. Katonak and Mr. Flores discussed a potential of \$70,000.

Chair MacFarlane's inclination is to wait.

Member Romero agreed. We could think about and have talked in past about bumping up what we are able to invest. We've always had to cut back in the past. He suggested looking at the patterns of use. He was not sure anyone knows about the NOFA. Maybe we could spread the word.

Member Goodman asked who usually applies in the spring.

Ms. Katonak said Outside Bike and Brew had in the past, but they moved their event from May to September.

Member Fox Ehlert asked if there were any new people in the emails.

Ms. Katonak agreed. There are new entities and new events - at least new to Lodgers' Tax Advisory Board. By introducing Notice of Funding Availability and not having an on-going application process, it streamlines our processes and financial accounting. There may be some opportunities with new non-profits

within the City, a photography festival and new events. Regarding springtime with limited funding, the Board might garner more applicants with the larger funding.

Chair MacFarlane agreed. All agreed to carry it over to the new fiscal year.

**MOTION: Member Romero moved to carry over the funds to allocate in the new fiscal year. Member Ehlert seconded the motion and it passed by unanimous voice vote.**

## **VI. Election of Officers**

Member Fox Ehlert asked if it is for a one-year term.

Ms. Katonak agreed. We elect officers every year at this time.

### **A. Election of LTAB Chair**

**MOTION: Member Romero moved to elect Member MacFarlane to continue as Chair one more year. Member Goodman and Member Fox Ehlert seconded the motion and it passed by unanimous voice vote.**

### **B. Election of LTAB Vice Chair**

Member Fox Ehlert volunteered to serve as Vice Chair and the Board agreed to her election.

## **IX. Administrative**

### **A. Staff Update**

Ms. Katonak shared details of the *Travels with Darley* show being featured on KNME on Saturday, April 21 and 28 at 3:30 p.m. and on May 19<sup>th</sup> at 3:30 p.m. New Mexico Continental Divide is the program for April 21 at 3:30p.m. It focuses on the trail with highlights of the Georgia O'Keeffe Museum but mostly focused on the Gila. On April 28, the focus is on arts and culture and on May 19, it is Santa Fe Adventure related. Member Romero will have his debut on April 28 when he walks around with Darley Newman on the Plaza talking with her about the history of the area. Rancho Encantado is also featured on April 28 when Chef Kai and Darley are seated at the TERRA restaurant in front of the fireplace with a great meal and a cocktail. Golondrinas is featured on May 19 and features Darley with a docent in costume speaking about the history of the museum. Also featured then is mountain biking; and hiking at Diablo Canyon with Paul Olafson talking about the El Camino Real and Mountain Biking with Izzy from Four Seasons.

Member Fox Ehlert was hoping there would be a rerun on KNME.

Ms. Katonak said this schedule will be our local PBS airing. At the national level, Darley has an agreement with MSN, AOL and Amazon Stream.

Ms. Katonak welcomed Daniel Goodman from Las Golondrinas as a new member of the Board.

Member Goodman thanked her for asking him. He is looking forward to participation on the Board.

Ms. Katonak noted that Chris Hyer from the County Economic Development Department sits on the City Occupancy Tax Advisory Board (OTAB) as the County representative. She asked if he would provide an update on the last OTAB meeting.

Mr. Hyer highlighted their last meeting and said Mr. Randall reported that nine Staff members at Tourism Santa Fe must reapply for their jobs. The Mayor is asking all exempt employees to reapply.

Chris Hyer reported that Mr. Randall wants to know why the City and County can't get together on a common website. He says the City is not trying to take over Lodgers' Tax Advisory Board (LTAB) funding but to make it easier so that people can go to one website. Mr. Randall asked if he could have a conversation with LTAB.

Member Fox Ehlert commented that "City Different" is not the brand out there but New Mexico True is.

Chair MacFarlane said she would be happy to have him come present.

Member Romero pointed out all the assets that are in the County - the Mountains all belong in the County. Member Romero has spoken before about a surtax to be paid at the hotels in town to be allocated for the County.

Member Fox Ehlert thought it odd there was not a Santa Fe County Convention and Visitor's Bureau. She was on one in Sonoma County and it had 11 little cities as members.

Chair MacFarlane said when she came to Santa Fe, she thought it was odd for the City and County government to be separate. She didn't agree with the marketing of the City. She believed the County marketing represents the destination. She asked if it would be possible to have Mr. Randall come to the LTAB in the next couple of months.

Ms. Katonak said all these LTAB and OTAB meetings are open to the public. She has not been formally invited to the OTAB meetings, but she has shown up.

Ms. Katonak noted that in the Board's packet material, she was providing a report to the Board from

Fly Santa Fe regarding the Marketing Status Update of the Fly Santa Fe's recent efforts.

Chair MacFarlane commented that the Phoenix flight has improved but now the airport is over capacity and it would require significant infrastructure. That is a problem.

Mr. Hyer clarified that the Regional Airport is owned by the City and is on County land. The restaurant will be closing soon to make room for 80 more seats.

Ms. Katonak distributed copies of the Spring/Summer Santa Fe County Visitors Guide and said she also has copies of the winter guide. It is basically the same information but with a different cover.

Ms. Hayduk shared more details about the Guide. She said they changed a good amount of copy to enhance it and put in new photos. It is an opportunity to update many things and they did all of that.

Mr. Hayduk offered to provide more copies to anyone who needs more.

Ms. Katonak said she had 20,000 guides printed last year and increased it to 30,000 and will have them distributed to all visitor centers.

Mr. Hayduk mentioned the New Mexico advertising section in Texas Monthly and handed out a few copies.

## **B. Santa Fe Hospitality Meeting**

The Santa Fe Hospitality Meeting will be held on April 4<sup>th</sup>. Four Seasons Resort Rancho Encantado will be hosting and Santa Fe County will be presenting its 2018 Marketing Plan.

## **C. Next Meeting Date and Location**

Ms. Katonak suggested May 14<sup>th</sup> at 3:00 p.m. either in the Legal Conference Room or Chambers.

# **VIII. Advertising Agency**

## **A. Advertising Agency Report – HK Advertising by Dave Hayduk (Pro Forma)**

Mr. Hayduk shared the new Santa Fe County is New Mexico True digital ads in the County Commission Chambers and the Board briefly discussed them.

X. Adjournment

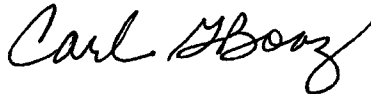
The meeting was adjourned at 4:36 pm.

Approved by:



Meredith MacFarlane, Chair

Respectfully submitted by:



SFC CLERK RECORDED 06/07/2018

# DRAFT

SUBJECT TO APPROVAL