

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

**September 13, 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 Katherine Fox Ehlert at approximately 3:00 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:**

Katherine Fox Ehlert, Chair [leaving early]  
Nicole Fiacco [arriving later]  
Dan Goodman  
Ryan Miller [arriving later]  
Tomás A. Romero

**Member(s) Absent:**

**County Staff Present:**

Lisa Katonak, Executive Administrator  
Stephanie Schardin Clarke, Finance Director

**Others Present:**

Dave Hayduk, HK Advertising  
Vera Hayduk, HK Advertising  
Gretchen Grogan, Santa Fe Century  
Mickey Fong Santa Fe Century  
Carl Boaz, Stenographer

**III. Approval of Agenda**

**MOTION: Member Goodman moved to approve the agenda as presented. Member Romero seconded the motion and it passed by unanimous (3-0) voice vote. Member Miller and Member Fiacco were not present for the vote.**

#### **IV. Announcements**

Member Romero announced a huge celebration at the Railyard this weekend.

Member Goodman announced the Renaissance Fair at Las Golondrinas.

#### **V. Approval of August 10, 2018 Regular Meeting Minutes**

**MOTION: Member Goodman moved to approve the August 10, 2018 meeting minutes as presented. Member Romero seconded the motion and it passed by unanimous (3-0) voice vote. Member Miller and Member Fiacco were not present for the vote.**

Member Miller arrived at 3:06 p.m.

#### **VI. Presentation**

**Final Report by the Santa Fe Century, Mickey Fong and Gretchen Grogan for support of the 2018 Santa Fe Century held on May 20, 2018**

Ms. Grogan said she was hired by Santa Fe Century for marketing and Mickey Fong is Co-Director for the Race. She said this is the oldest cycling event in New Mexico and this year was the 33<sup>rd</sup> year that it took place, on May 19 - 20 this year, with 100, 50, and 25-mile rides.

For the 2018 event, the Santa Fe Century is now housed at Santa Fe Community College and riders were happy because of ample parking available and the location allows a more direct start for the races and an opportunity for the 20-mile mountain bike ride on the Rail Trail, which is well suited for beginning riders.

The Century used funds from New Mexico Department of Tourism and the LTAB grant of \$7,000 and an OTAB grant of \$4,500. Promotion included digital advertising, social media and direct mail. Ms. Grogan mailed 1,000 posters to bike shops in New Mexico, Texas and Colorado as well as to previous riders.

For social media, they had a weekly posting and an Instagram account. The Century was featured in selected bicycle magazines with regional circulation, local magazines and newspapers.

Member Fiacco arrived at 3:10 p.m.

This year, the Century had approximately 2,210 riders with 52% of attendees from other states. This is the highest participation from other states since at least 2012 and a 4-12% increase over recent years. 28% of riders participated in the 50 miles and most of the riders were between 30-59 years old. 1,026 riders stayed in hotels in Santa Fe, representing 46% of ridership. They stayed in approximately 2,480 rooms, an increase over previous years. \$373,000 was generated in lodging and over \$64,000 in meals. The event had 130 individual volunteers. The Century would not happen without volunteers.

A total of 5,469 individuals participated. The economic figures are only based on riders, so the actual amount is greater. 87% registered on line - the largest going back to at least 2015. They book early for discounts on registration and hotel rooms. This past May 20<sup>th</sup> was very windy and probably affected the number of local riders.

Century estimated Return on Investment (ROI) is 59% on \$26,000. For future marketing, they anticipate a percentage to be invested in the same places, especially direct mail to younger riders and previous riders.

Member Romero asked if they tracked county lodging separate from city lodging.

Ms. Grogan said they didn't but thought some stayed at county facilities.

Member Fiacco said she could look at Encantado's records to see if they had increased lodging for that date.

Member Romero clarified that LTAB is interested in county lodging as their funds are generated from county lodging.

Ms. Grogan pointed out that the Century had a different route this year that did not go past Bobcat Bite. But next year they will again have that route. This year, it was not possible to use the traditional route because of construction going on.

Member Goodman asked what accounted for the increase of out of state riders.

Ms. Grogan thought it was because they directed marketing to zip codes of previous riders. All of it was targeted toward our regional markets which also helped.

Member Romero asked if they would continue the Mountain Bike ride in the future. Ms. Grogan agreed. It was an enjoyable ride this year.

Member Romero asked if there was any thought of a northern route.

Director Fong said they are offering the typical distances. And, of all terrain types, dirt is the most popular. More rural routes would take more money.

Chair Fox Ehlert asked when they started advertising.

Ms. Grogan said they started in December. They had to have different permits in place. This year, with traditional routes, they could have advertised earlier. Typically, advertising begins around Thanksgiving. They ask who is in the party and as a rider, they ask how many nights, but they didn't take the extra step of who else was staying. They could phrase it better for room nights and where they would be staying.

Chair Fox Ehlert said the Century sounds very successful.

## **VII. Financial Report**

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

Ms. Stephanie Schardin Clarke presented the financial report to the Board by reviewing the printed financial report for collections. She referred to the handout and noted when Bishop's Lodge closed. Having them off for 3 years made a difference. She reviewed the graph showing each facility by year and thought she would go back to monthly comparisons. She clarified that the County might know revenues would be higher but might not budget more and put the rest in reserves. The accumulation stays in the restricted fund for these purposes.

Member Miller asked if the Board could have a graph on revenues with expenditures for balances. Chair Fox Ehlert also wanted that.

Ms. Schardin Clarke said it is on her to-do list now.

Chair Fox Ehlert excused herself from the meeting at 3:35 pm and Member Romero chaired the remainder of the meeting.

Ms. Katonak noted on page 3 comparing last year's collections, the majority of the properties that everyone seemed to be within the same range or had increased

collections. Encantado has had an exceptional month over last year's collection for the reported month.

Member Fiacco said they are preparing the budget and preparing a forecast for the City. That should tell the story. Encantado reports to the STAR report.

Member Romero heard Bishop's Lodge is to be opening within the Fiscal year.

Member Fiacco said it would probably be after the fiscal year.

## **VIII. Advertising Agency**

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

Mr. Hayduk reported. Today, September 13, is Tourism Day at the New Mexico State Fair.

Ms. Katonak said Santa Fe County participated with an informational table and there were a good number of attendees from all 33 New Mexico counties for New Mexico True Day. Lots of senior citizens and children visited the Fair and everyone wanted informational materials.

Mr. Hayduk shared the results from the Rocky Mountain report for July and didn't have the August report yet. For July, the report was good, and he shared some of the details with the Board. The Blog just went out this morning. It is posted on the website for viewing and was sent to almost 5,000 email addresses. Mr. Hayduk mentioned the Albuquerque Balloon Fiesta will be good for Santa Fe County this year. Facebook, Twitter and Instagram numbers are up over last quarter. So we are serving up what people want, he said. Most targeting is behaviorally oriented.

Mr. Hayduk showed an LCD video to be shown at the Albuquerque Sunport Airport. There will be a video and photo shoot scheduled in October with fall colors. They will feature a B&B as more choices to stay in the County. Visitor Guides will come out in March. They are renewing the County presence at the airport.

Member Goodman thanked him for coverage of Golondrinas.

## **IX. Administrative**

**A. Staff Update**

Ms. Katonak noted that other County staff members were at the Fair today and the Santa Fe Film Office committed to a presentation to the LTAB at the next Board meeting. She also mentioned several upcoming events, including the Magnificent Cider Festival on Saturday, October 20<sup>th</sup>.

**B. Next Meeting Date and Location**

Ms. Katonak noted the deadline for grant applications is September 17 at 2 pm. She wanted to find a suitable date to review them. The Board decided on September 28, starting at 8:30 a.m.

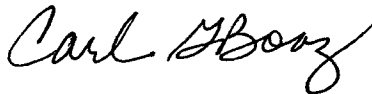
**X. Adjournment**

Upon motion by Member Goodman and second by Member Miller, the meeting was adjourned at 4:10 p.m.

Approved by:

  
Katherine Fox Ehlert, Chair

Respectfully submitted by:




COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) ss

LODGERS TAX MINUTES  
PAGES: 7

I Hereby Certify That This Instrument Was Filed for  
Record On The 22ND Day Of March, 2019 at 08:28:41 AM  
And Was Duly Recorded as Instrument # **1881670**  
Of The Records Of Santa Fe County



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

# DRAFT

SUBJECT TO APPROVAL

SFC CLERK RECORDED 03/22/2019