

**Regular Meeting of the Occupancy Tax Advisory Board  
July 25, 2025 at 10:00 AM  
City Council Chambers, City Hall  
200 Lincoln Avenue  
MINUTES**

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1. Call to Order

Meeting called to order at 10:04AM.

2. Roll Call

**MEMBERS PRESENT**

Rik Blyth  
Sam Gerberding  
Bonnie Bennett

**MEMBERS EXCUSED**

Carlos Medina  
Ray Sandoval

**OTHER PARTICIPANTS ATTENDING**

Randy Randall, TSF Executive Director  
Jordan Guenther, TSF Marketing Director  
David Carr, TSF Sales Director  
Shirley Spencer, Liaison

3. Approval of Agenda

**MOTION** A motion was made by Bennett, seconded by Gerberding, to approve the Agenda as presented.

**VOTE** The motion Passed on a voice vote.

4. Approval of Minutes

a. Minutes - June 27, 2025

**MOTION** A motion was made by Gerberding, seconded by Bennett, to approve the minutes as presented.

**VOTE** The motion passed on a voice vote.

5. Presentations

a. Santa Fe Literary Festival 2025 Final Report (Megan Mulry  
[Megan@sfinternationalitfest.org](mailto:Megan@sfinternationalitfest.org))

Presented by Megan Mulry and provided report material. Presented Final OTAB

Funding Report for FY25.

- b. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, [gm@innofthegovernors.com](mailto:gm@innofthegovernors.com))

Provided update.

- c. Lodger's Tax Report (Randy Randall, TSF Executive Director, [randall@santafenm.gov](mailto:randall@santafenm.gov))

Provided Lodgers Tax Report.

6. Action Items

- a. Official Appointment of a Liaison to County LTAB

No action on this.

7. Matters from Staff

- a. TSF Sales Report (David Carr, TSF Sales Director, [dacarr@santafenm.gov](mailto:dacarr@santafenm.gov))

Provided Sales Report and presented.

- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, [jguenther@santafenm.gov](mailto:jguenther@santafenm.gov))

Presented Marketing Report as outlined in Marketing Report.

- c. TSF Executive Report (Randy Randall, TSF Executive Director, [randall@santafenm.gov](mailto:randall@santafenm.gov))

Randy Provided TSF Report - no material provided.

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: August 22, 2025

11. Adjourn

Meeting Adjourned at 11:18AM.

\_\_\_\_\_ Chair



\_\_\_\_\_ Liaison