

**Regular Meeting of the Occupancy Tax Advisory Board  
September 30, 2025 at 11:00 AM  
City Council Chambers, City Hall  
200 Lincoln Avenue  
MINUTES**

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1. Call to Order

The Regular Meeting of the Occupancy Tax Advisory Board was called to order by Rik Blyh, Chair at 10:00 AM, on Tuesday, September 30, 2025, in the Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

2. Roll Call

**MEMBERS PRESENT**

Bonnie Bennett  
Rik Blyh  
Sam Gerberding  
Carlos Medina

**MEMBERS EXCUSED**

Ray Sandoval

**OTHER PARTICIPANTS ATTENDING**

Randy Randall, TSF Executive Director  
Jordan Guether, TSF Marketing Director  
David Carr, TSF Sales Director

3. Approval of Agenda

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

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

4. Approval of Minutes

- a. OTAB Minutes - August 22, 2025

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

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

5. Presentations

- a. SWAIA OTAB Funding Report For 2025 (Jamie Schulze, [jschulze@swaia.org](mailto:jschulze@swaia.org))  
b. County Presentation (Jonathan Butler, Santa Fe County Community

Development Director, [jmbutler@santafecountynm.gov](mailto:jmbutler@santafecountynm.gov))

- c. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, [gm@innofthegovernors.com](mailto:gm@innofthegovernors.com))
- d. Lodger's Tax Report (Randy Randall, TSF Executive Director, [rRANDALL@santafenm.gov](mailto:rRANDALL@santafenm.gov))

6. Action Items

7. Matters from Staff

- a. TSF Sales Report (David Carr, TSF Sales Director, [dacarr@santafenm.gov](mailto:dacarr@santafenm.gov))
- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, [jguenther@santafen.gov](mailto:jguenther@santafen.gov))
- c. TSF Executive Director Report (Randay Randall, TSF Executive Director, [rRANDALL@santafen.gov](mailto:rRANDALL@santafen.gov))

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: Special Meeting for 2026 OTAB Application Review 10AM - 4PM, TSF Conference Room

11. Adjourn

Meeting adjourned at 11:29AM.

\_\_\_\_\_Chair

\_\_\_\_\_Liaison