



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 20, 2024

1. **CALL TO ORDER**

Meeting called to order at 10:10AM.

2. **ROLL CALL**

Members Present:

Chair Rik Blyth
Member Carlos Medina
Member Sam Gerberding

Members Excused:

Member Bonnie Bennett
Member Ray Sandoval

Others Attending:

Shirley Spencer, Clerk
Jordan Guenther, Attendee
David Carr, Attendee

3. **APPROVAL OF AGENDA**

MOTION: Member Medina moved, seconded by Member Gerberding, to approve the agenda as presented.

VOTE: The motion was approved on the following Roll Call vote:

For: Chair Blyth, Member Medina, Member Gerberding

Against: None

Abstain: None

4. **APPROVAL OF MINUTES**

a. OTAB Minutes – August 23, 2024



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MOTION: Member Medina moved, seconded by Member Gerberding, to approve the minutes as presented.

VOTE: The motion was approved on the following Roll Call vote:

For: Chair Blyth, Member Medina, Member Gerberding

Against: None

Abstain: None

5. PRESENTATION

- a. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, gm@innofthegovernors.com)

Sam provided report.

- b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

Jordan Gunther provided in lieu of Randy Randall's absence.

6. ACTION ITEMS

7. MATTERS FROM STAFF

- a. TSF Sales Report (David Carr, TSF Director of Sales, dacarr@santafenm.gov)

David Carr provided report. DOS meetings will be held quarterly basis. April Gallegos, Sales Manager is at Smart Meetings in Puerto Rico. Justin Cox, Sales Manager is getting ready for IMEX next month.



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

Jordan Guenther provided TSF Marketing Report. Big push for Sales Visitor Guides and Menu Magazine publications. Developed new website to see creative brands TSF have created. Route 66 update including an update on two Marketing grants awarded to TSF.

- c. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

Executive Director Report provided by Jordan Guenther.

8. **MATTERS FROM THE BOARD**

9. **MATTERS FROM THE PUBLIC**

10. **NEXT MEETING: Friday, October 25, 2024**

11. **ADJOURN**

Meeting adjourned at 10:27AM.

Liaison

Chair