



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
OCTOBER 29, 2024

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## 1. CALL TO ORDER

Meeting called to order at 10AM.

## 2. ROLL CALL

### Members Present:

Chair Rik Blyth  
Member Bonnie Bennett  
Member Carlos Medina  
Member Ray Sandoval  
Member Sam Gerberding

### Members Excused:

None

### Others Attending:

Randy Randall, Tourism Director  
Jordan Guenther, Attendee  
David Carr, Attendee

## 3. APPROVAL OF AGENDA

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

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

**For:** Chair Blyth, Member Bennett, Member Medina, Member Sandoval, Member Gerberding

**Against:** None

**Abstain:** None

## 4. APPROVAL OF MINUTES



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- a. Minutes – September 2024

The minutes did not get approved – will bring forward to next OTAB meeting on December 13, 2024.

## 5. PRESENTATION

- a. 10:00AM – 10:40AM SF Chorale Summer (Mark Zero, Grants Manager, mark@desertchorale.org, (505)988-2282)
- b. 10:45AM – 11:25AM Indigenous Ways Festival (Elena Higgins, Grants Director, hello@indigenousways.org, (505)795-2543)
- c. 11:30AM – 12:10PM SITE SF 12<sup>th</sup> International (Erin De Rosa, Grants Manager, derosa@sitesantafe.org, (505)989-1199)
- d. 01:00PM – 01:40PM International Film Festival (Stephanie Love-Ringer, Director, liesette@santafe.film, (505)397-0371)

Did not show up for presentation.

## 6. ACTION ITEMS

- a. 01:45PM – 02:25PM Discussion & Recommendation of OTAB Application Presentations (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

**MOTION:** Member Sandoval moved, seconded by Member Gerberding, to approve the grant as noted on minutes below.

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

**For:** Chair Blyth, Member Bennett, Member Medina, Member Sandoval, Member Gerberding



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**Against:** None

**Abstain:** None

Approved Funding as followed:

Santa Fe Desert Chorale \$15,000

Site Santa Fe \$40,000

International Literary Festival \$20,000 (Second year of funding – presentation was not required)

International Folk Art Market \$10,000 (due to an error, \$20,000 designated for IFAM in 2024 was not provided)

Santa Fe Gloom \$5,000 (to show support for this new semi pro indoor soccer team and have Santa Fe on the jersey)

OTAB discussed the Indigenous Ways Festival. While in support of their efforts, it determined that it did not fit the funding model for the OTAB grants as it does not attract visitation and is scheduled at the time of Wine and Chile that already causes a sold out city.

The Chair and Randy Randall will make a determination if the Santa Fe Film Institute should be considered at the next regularly scheduled OTAB meeting for partial funding of their request.

OTAB will consider how to use the \$60,000 balance of funding available to increase visitation to the city at future meetings.

b. Approval of 2025 Schedule

Board did not vote on the 2025 Schedule so will include on next agenda.

7. **MATTERS FROM STAFF**
8. **MATTERS FROM THE BOARD**
9. **MATTERS FROM THE PUBLIC**
10. **NEXT MEETING: No Meeting Scheduled**



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No meeting in November. Next OTAB Meeting will be December 13, 2024.

11. **ADJOURN**

Meeting adjourned at 1:30PM.

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Liaison

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Chair