



Agenda

Regular Meeting of the
Occupancy Tax Advisory Board
June 27, 2025 at 10:00 AM
City Council Chambers, City
Hall
200 Lincoln Avenue

Procedures for Occupancy Tax Advisory Board Meeting

The agenda and packet for the meeting will be posted at
<https://santafenm.portal.civicclerk.com/>

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a. OTAB Minutes - May 23, 2025
5. Presentations
 - a. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, gm@innofthegovernors.com)
 - b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
6. Action Items
7. Matters from Staff
 - a. TSF Sales Report (David Carr, TSF Sales Director, dacarr@santafenm.gov)
 - b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
 - c. TSF Executive Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
8. Matters from the Board
9. Matters from the Public
10. Next Meeting: July 25, 2025

11. Adjourn

Persons with disabilities in need of additional accommodations, contact the City Clerk's office at 505-955-6521, five (5) working days prior to meeting date.

**Regular Meeting of the Occupancy Tax Advisory Board
May 23, 2025 at 10:00 AM
City Council Chambers, City Hall
200 Lincoln Avenue
MINUTES**

1. Call to Order

The Occupancy Tax Advisory Meeting was called to order by Rik Blyth at 10:03 AM, on Friday, May 23, 2025, in the Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

2. Roll Call

MEMBERS PRESENT

Bonnie Bennett
Rik Blyth
Sam Gerberding
Raymond Sandoval Via Zoom
Carlos Medina Via Zoom

OTHER PARTICIPANTS ATTENDING

Randy Randall, TSF Executive Director
Jordan Guenther, TSF Marketing Director
Justin Cox, TSF National Sales Manager
Shirley Spencer, Liason

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

MOTION A motion was made by Bennett, seconded by Gerberding, to Approve the (3) Minutes presented for: December 13, 2024, January 24, 2025, and February 28, 2025.

VOTE The motion on a voice vote.

- a. OTAB Minutes - December 13, 2024
- b. OTAB Minutes - January 24, 2025
- c. OTAB Minutes - February 28, 2025

5. Presentations

- a. Lodger's Report (Sam Gerberding, General Manager of the Inn of the

Governor's, gm@innofthegovernors.com)

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

6. Action Items

7. Matters from Staff

- a. TSF Sales Report (Justin Cox, National Sales Manager, jrmcox@santafenm.gov)
- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- c. TSF Executive Report (Randy Randall, TSF Executive Director, rRANDALL@santafenm.gov)

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: June 27, 2025

11. Adjourn

Meeting Adjourned at 10:54 PM.

Chair

Shirley Spencer

Liaison