



## Agenda

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

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### Procedures for Occupancy Tax Advisory Board Meeting

Join on Zoom: <https://santafenm.gov.zoom.us/j/82676858834?pwd=C9bV6CYXC5A9QoL9syYkHxGNBi6jRn.1>

Meeting ID: 826 7685 8834

Passcode: 374250

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
  - a. OTAB Minutes - August 22, 2025
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

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.