



Agenda

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

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)
 - b. County Presentation (Jonathan Butler, Santa Fe County Community Development Director, jmbutler@santafecountynm.gov)
 - c. Lodger's Report (Sam Gerberding, General Manager of the Inn of the Governor's, gm@innofthegovernors.com)
 - d. 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@santafen.gov)
 - c. TSF Executive Director Report (Randay Randall, TSF Executive Director, 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.

**Regular Meeting of the Occupancy Tax Advisory Board
August 22, 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 10:00 AM, on Friday, August 22, 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
Carlos Medina

MEMBERS EXCUSED

Ray Sandoval

OTHER PARTICIPANTS ATTENDING

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

3. Approval of Agenda

4. Approval of Minutes

- a. Minutes - July 25, 2025

MOTION A motion was made by Blyth, seconded by Bennett, to approve the agenda as presented.

VOTE The motion on a voice vote.

5. Presentations

- a. SWAIA OTAB Final Report FY25 (Jamie Schulze, jschulze@swaia.org)

SWAIA Presentation was rescheduled for next OTAB meeting - Tuesday, September 30, 2025 location to be determined.

- b. SITE Santa Fe OTAB Final Report FY25 (Erin De Rosa, derosa@sitesantafe.org)

SITE presented their final 2025 OTAB Funding Report and provided material to the Board.

- c. County Presentation (Dawn Ibis, Chair of the County Lodger's Tax Board (LTAB), dawnibis@yahoo.com)

No presentation - will reschedule for next OTAB meeting - Tuesday, September 30, 2025 location to be determined.

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

Update provided by Sam Gerberding.

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

Update provided by Randy Randall.

6. Action Items

No Actions.

7. Matters from Staff

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

Presented Sales Report by David Carr.

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

Presented Marketing Report by Jordan Guenther.

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

Presented TSF Report by Randy Randy Randall.

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: September 26, 2025

The meeting was determined to be changed to Tuesday, September 30, 2025 tentative location at City Council Chambers - if it cannot be held at City Hall Council Chambers will then be held at TSF Administrative Conference Room, 201 West Marcy Street.

11. Adjourn

Meeting Adjourned at 11:30AM.

_____Chair

Shirley Spencer

_____Liaison