



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 30, 2020

1. **CALL TO ORDER**
2. **ROLL CALL**

Members Present:

Chair Rik, Blyth
Member Bonnie, Bennett
Member Carlos, Medina
Member Keith, Kirk

Members Excused:

Others Attending:

Jeff Norris, Legislative Liaison Assistant
Randy Randall, Tourism Director
Shirley Spencer, Clerk
Alexander Fitzgerald, Attendee
Jordan Guenther, Attendee
David Carr, Attendee

3. **APPROVAL OF AGENDA**

MOTION: Member Bennett moved, seconded by Member Kirk, to approve the agenda as presented.

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

For: Member Bennett, Member Kirk

Against: None



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 30, 2020

Abstain: Chair Blyth

4. APPROVAL OF MINUTES

OTAB Minutes, February 28, 2020

MOTION: Chair Blyth moved, seconded by Member Bennett, to approve the minutes as presented.

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

For: Chair Blyth, Member Bennett, Member Medina, Member Kirk

Against: None

Abstain: None

5. PRESENTATION

A. UPDATES:

1. Santa Fe Lodgers Association. (Tom McCann, SF Lodgers Association President, tmac93644@gmail.com)
2. Lodgers Tax. (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

Santa Fe lodging revenue is down 60 percent. To date, occupancy rate is 35.8 percent.

3. Northern New Mexico Air Alliance/Airport. (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

B. TSF ACTIVITY REPORTS:

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



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 30, 2020

2. Marketing Report. (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
3. TSF Executive Director Report. (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

6. **MATTERS FROM STAFF**

7. **MATTERS FROM THE BOARD**

a. Future Meeting Plans

MOTION: Member Medina moved, seconded by Member Bennett, to approve the Meeting Information as presented.

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

For: Chair Blyth, Member Bennett, Member Medina, Member Kirk

Against: None

Abstain: None

b. Coordination of Marketing Restart with the County

8. **MATTERS FROM THE PUBLIC**

9. **NEXT MEETING:**

10. **ADJOURN**

Liaison

Chair



City of Santa Fe

MINUTES

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 30, 2020
