



# AGENDA

REGULAR MEETING OF  
THE OCCUPANCY TAX  
ADVISORY BOARD  
JANUARY 26, 2021  
10:00 AM  
ATTEND VIRTUALLY

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## AMENDED AGENDA OCCUPANCY TAX ADVISORY BOARD MEETING

Attendance: In response to the State's declaration of a Public Health Emergency, the Mayor's Proclamation of Emergency, and the ban on public gatherings of more than five (5) people, the Occupancy Tax Advisory Board meeting will be conducted virtually.

Agenda: The agenda for the meeting will be posted at [santafe.primegov.com/public/portal](https://santafe.primegov.com/public/portal).

To attend virtually: Using a computer, laptop, smartphone, or tablet, use the following link:  
[https://us02web.zoom.us/j/84799820975?](https://us02web.zoom.us/j/84799820975?pwd=bG1oZkRSchHIESIZDbnh0RWt5T1ZOdz09#success)

[pwd=bG1oZkRSchHIESIZDbnh0RWt5T1ZOdz09#success](https://us02web.zoom.us/j/84799820975?pwd=bG1oZkRSchHIESIZDbnh0RWt5T1ZOdz09#success)

Meeting ID: **847 9982 0975**

Passcode: **XPR0bn**

Phone: To join the Zoom meeting using a phone, use the following phone numbers and Webinar ID: **US: 1 (346) 248-7799** - Meeting ID: **847 9982 0975**

Passcode: 129661

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
  - a. Agenda for January 26, 2021
4. **APPROVAL OF MINUTES**
  - a. Minutes – November 18, 2020
5. **PRESENTATION**
  - a. **Updates**  
Lodge's Association (Keith Kirk, President, [keith.kirk@druryhotels.com](mailto:keith.kirk@druryhotels.com))



City of Santa Fe

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- b. Lodger's Tax (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
- c. Northern NM Air Alliance/Airport (Randy Randall TSF Executive Director, rrandall@santafenm.gov)
- d. New Years Eve Update (Ray Sandoval, raymond.sandoval@pnm.com)
- e. **Reports**
  - TSF Sales Report (David Carr, dacarr@santafenm.gov)
- f. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- g. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

6. **MATTERS FROM STAFF**

7. **MATTERS FROM THE BOARD**

- a. Discussion of Support for Events & Use of Grant Funds (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

8. **MATTERS FROM THE PUBLIC**

9. **NEXT MEETING:**

- a. Tuesday, March 23, 2021

10. **ADJOURN**