



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
MARCH 23, 2021
10:00 AM
ATTEND VIRTUALLY

SPECIAL PROCEDURES FOR 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 in excess of those permitted in the Public Health Order, the Occupancy Tax Advisory Board meeting will be conducted virtually.

Viewing: Members of the public may join the Zoom meeting by internet or phone, as follows:

Internet: To join the Zoom meeting on the internet using a computer, laptop, smartphone, or tablet, use the following link: <https://us02web.zoom.us/j/87289396655?pwd=NHVhMnhKZEtIWlJ2TGZPWjhnTTdFQT09>.

Passcode: 6w89VT

Attendees should use the “Raise Hand” function to be recognized by the Chair to speak at the appropriate time.

Phone: To join the Zoom meeting using a phone, use the following phone numbers and Webinar ID: **US: 1 (346) 248-7799 - Webinar ID: 872 8939 6655 - Passcode: 6w89VT**

Phone attendees should press *9 to use the “Raise Hand” function to be recognized by the Chair to speak at the appropriate time.

The agenda and packet for the meeting will be posted at <https://santafe.primegov.com/public/portal>.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. Minutes from Jan. 26 OTAB Minutes
5. **PRESENTATION**



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- a. Lodger's Association (Keith Kirk, President, Keith.kirk@druryhotels.com)
 - b. County LTAB Update (Alex Fitzgerald, Santa Fe County, amfitzgerald@santafecountynm.gov)
 - c. Lodger's Tax Update (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
6. **MATTERS FROM STAFF**
- a. TOURISM Santa Fe Sales Report (David Carr, TSF Sales Director, dacarr@santafenm.gov)
 - b. TOURISM Santa Fe Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
 - c. TOURISM Santa Fe Executive Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
7. **MATTERS FROM THE PUBLIC**
8. **NEXT MEETING: Tuesday, May 25, 2021**
9. **ADJOURN**