



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
JULY 27, 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 current Public Health Order, and the need to incorporate technology and practices to re-institute in-person meetings consistent with the limitations established by the 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:

[https://us02web.zoom.us/j/87289396655?
pwd=NHVhMnhKZEtIWlJ2TGZPWjhnTTdFQT09](https://us02web.zoom.us/j/87289396655?pwd=NHVhMnhKZEtIWlJ2TGZPWjhnTTdFQT09)

Passcode: 6w89VT

By phone: 3462487799 or 87289396655.

Meeting ID: 872 8939 6655

Passcode: 6w89VT

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. OTAB Minutes – May 25, 2021
5. **PRESENTATION**
 - a. Lodger's Tax (Randy Randall, TSF Executive Director, rRANDALL@santafenm.gov)



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- b. County Tourism Report (Alex Fitzgerald, Santa Fe County, amfitzgerald@santafecounty.gov)

6. MATTERS FROM STAFF

- a. TOURISM Santa Fe Sales Report (David Carr, TSF Director of Sales, 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 BOARD

8. MATTERS FROM THE PUBLIC

9. NEXT MEETING: Tuesday, September 28, 2021

10. ADJOURN