



AGENDA

OCCUPANCY TAX ADVISORY
BOARD
AUGUST 24, 2021
10:00 AM
ATTEND VIRTUALLY

SPECIAL PROCEDURES FOR VIRTUAL ATTENDANCE AND PUBLIC COMMENT:

Attendance: In response to the risks identified in the State’s declaration of a Public Health Emergency and the Mayor’s Proclamation of Emergency and the emergency orders issued to reduce those health risks, the Governing Body meeting will be conducted virtually.

Attending on Zoom: Members of the public may attend the Zoom meeting on a computer, mobile device, or phone. The video conference link and teleconference number will be posted at <https://santafe.primegov.com/public/portal> at least seventy-two (72) hours before the meeting.. The direct Zoom link is: <https://us02web.zoom.us/j/87289396655?pwd=NHVhMnhKZEtIWlJ2TGZPWjhnTTdFQT09> and use password: **6w89VT**.

Attending Zoom by Phone: Members of the public can attend the Zoom meeting by phone by dialing:
US: **(253) 215-8782** or **(346) 248-7799** or **(929) 205-6099**
Webinar ID: 872 8939 6655.

Public Comment:

- By video: A person attending the Zoom meeting by video conference (using a computer, mobile device, or smart phone) may provide public comment during the meeting. Attendees should use the “Raise Hand” function to be recognized by the chair to speak at the appropriate time.
- By phone: A person attending the Zoom meeting by phone may provide public comment during the meeting. Phone attendees should press *9 to use the “Raise Hand” function to be recognized at the appropriate time.
- In writing: A person may submit written public comments by 5pm the Monday prior to the meeting via the virtual comment “button” at <https://santafe.primegov.com/public/portal>.

1. CALL TO ORDER



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2. **ROLL CALL**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - a. OTAB Minutes – July 27, 2021
5. **PRESENTATION**
 - a. Lodger's Association Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)
 - b. Lodger's Tax Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
 - c. Santa Fe County Tourism Report (Alex Fitzgerald, Santa Fe County, amfitzgerald@santafenm.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)
 - d. Discussion of Use of Available OTAB Funds (Rik Blyth, La Fonda VP & GM, rblyth@lafondasantafe.com)
7. **MATTERS FROM THE BOARD**
8. **MATTERS FROM THE PUBLIC**
9. **NEXT MEETING: Tuesday, September 28, 2021**



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10. **ADJOURN**