



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
SEPTEMBER 28, 2021

1. CALL TO ORDER

The meeting started at 11:03 am.

2. ROLL CALL

Members Present:

Chair Rik Blyth
Member Bonnie Bennett
Member Carlos Medina
Member Ray Sandoval
Voting Member Lutz Arnhold
Voting Member Alexander Fitzgerald

Members Excused:

None

Others Attending:

Jeff Norris, Legislative Liaison Assistant
Randy Randall, Tourism Director

3. APPROVAL OF AGENDA

MOTION: moved, seconded by , to approve the as presented.

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

For: Chair Blyth, Member Bennett, Member Medina, Kirk, Member Sandoval,
Voting Member Arnhold, Voting Member Fitzgerald

Against: None

Abstain: None

4. APPROVAL OF MINUTES

a. OTAB Minutes – August 24, 2021

MOTION: moved, seconded by , to approve the minutes as presented.



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

For: Chair Blyth, Member Bennett, Member Medina, Member Sandoval, Voting Member Arnhold, Voting Member Fitzgerald

Against: None

Abstain: None

5. PRESENTATION

- a. Lodger's Association Report (Lutz Arnhold, Rosewood Inn Managing Director, lutz.arnhold@rosewoodhotels.com)

Agreed with SFCC to start Lodging program in January, 2022.

- b. County and City Cooperative and Collaboration on issues related to Tourism & Marketing (Joseph Montoya, jrmontoya@santafecountynm.gov & Alex Fitzgerald, amfitzgerald@santafecountynm.gov)

City and County cooperative and collaboration issues. SF County Tourism update. Producing SF County Visitor's Guide, hoping for end of November or beginning of December.

County has launched it's new Santa Fe County Local campaign: Explore Local.

- c. Vladimir Jones Report (Cody Gore, Director of Account Services, cgore@vladimirjones.com)

Cody Gore of Vladimir Jones presented advertising results and how much search interest in Santa Fe has grown remarkably since 2019. Gave an overview of digital marketing plans for 2021-22.

Vladimir Jones, also showed new display campaigns

- d. Lou Hammond Report (Michelle Kelly, Senior Vice President, michellek@louhammond.com & Chris Marino, Account Executive, chrism@louhammond.com)



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6. **MATTERS FROM STAFF**
 - a. TOURISM Santa Fe Reports
7. **MATTERS FROM THE BOARD**
8. **MATTERS FROM THE PUBLIC**
9. **NEXT MEETING: October 26 2021**
10. **ADJOURN**

The meeting ended at 11:19 am

Liaison

Chair