



# MINUTES

OCCUPANCY TAX ADVISORY  
BOARD  
MAY 25, 2021

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1. **CALL TO ORDER**

Meeting called to order at 10:00 A.M.

2. **ROLL CALL**

**Members Present:**

Chair Rik Blyth  
Member Bonnie Bennett  
Member Carlos Medina  
Member Keith Kirk

**Members Excused:**

Member Ray Sandoval

**Others Attending:**

Randy Randall, Tourism Director  
Shirley Spencer, Clerk  
Jordan Guenther, Attendee  
David Carr, Attendee

3. **APPROVAL OF AGENDA**

**MOTION:** Member Kirk moved, seconded by Member Bennett, to approve the agenda as amended.

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

**For:** Chair Blyth, Member Bennett, Member Kirk



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**Against:** None

**Abstain:** None

Amended so that Matters from Staff item b. TOURISM Santa Fe Marketing Report was moved to Presentations (ahead of Lodger's Association) so this would be the first discussion.

## 4. APPROVAL OF MINUTES

- a. OTAB Minutes from March 23, 2021

**MOTION:** Member Bennett moved, seconded by Member Kirk, to approve the minutes as presented.

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

**For:** Chair Blyth, Member Bennett, Member Kirk

**Against:** None

**Abstain:** None

## 5. PRESENTATIONS

- a. Lodger's Association (Keith Kirk, President, Keith.kirk@druryhotels.com)
- b. County Tourism Report (Alex Fitzgerald, Santa Fe County, amfitzgerald@santafecountynm.gov)
- c. Lodger's Tax (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

## 6. MATTERS FROM STAFF



City of Santa Fe

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- 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)

Agenda was changed so that TOURISM Santa Fe Marketing Report was presented before Lodger's Association.

- 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, July 27, 2021**
10. **ADJOURN**

Meeting adjourned at 11:13 A.M.

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Liaison

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Chair