



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
MARCH 23, 2021

1. **CALL TO ORDER**

Meeting called to order at 10:04 AM

2. **ROLL CALL**

Members Present:

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

Members Excused:

Others Attending:

Jesse Guillen, Legislative Liason
Randy Randall, Tourism Director
Shirley Spencer, Clerk
Joy Rice, Attendee
David Carr, Attendee

3. **APPROVAL OF AGENDA**

MOTION: Member Sandoval moved, seconded by Member Kirk, to approve the agenda as presented.

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

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



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Against: None

Abstain: None

4. APPROVAL OF MINUTES

- a. Minutes from Jan. 26 OTAB Minutes

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

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

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

Against: None

Abstain: None

5. PRESENTATION

- 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)

Member, Carlos Medina joined meeting during this presentation item.

6. MATTERS FROM STAFF

- a. TOURISM Santa Fe Sales Report (David Carr, TSF Sales Director, dacarr@santafenm.gov)



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- b. TOURISM Santa Fe Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)

Joy Rice filled in for Jordan Guenther.

- 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**

End time 11:25 AM

Liaison

Chair