



MINUTES

OCCUPANCY TAX ADVISORY
BOARD
JANUARY 26, 2021

1. **CALL TO ORDER**
2. **ROLL CALL**

Members Present:

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

Members Excused:

Others Attending:

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

3. **APPROVAL OF AGENDA**

- a. Agenda for January 26, 2021

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

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

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

Against: None



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Abstain: None

4. APPROVAL OF MINUTES

Minutes – November 18, 2020

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

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

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

Against: None

Abstain: None

5. PRESENTATION

A. Updates:

1. Lodge's Association (Keith Kirk, President, keith.kirk@druryhotels.com)
2. Lodger's Tax (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)
3. Northern NM Air Alliance/Airport (Randy Randall TSF Executive Director, rrandall@santafenm.gov)
4. New Years Eve Update (Ray Sandoval, raymond.sandoval@pnm.com)

B. Reports

TSF Sales Report (David Carr, dacarr@santafenm.gov)



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- C. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov)
- D. TSF Executive Director Report (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

6. **MATTERS FROM STAFF**

7. **MATTERS FROM THE BOARD**

- a. Discussion of Support for Events & Use of Grant Funds (Randy Randall, TSF Executive Director, rrandall@santafenm.gov)

MOTION: Member Bennett moved, seconded by Member Medina, to approve the grants as presented.

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

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

Against: None

Abstain: None

The Board approved the use of FY22 OTAB grant funds in the amount of \$50,000 via competitive process to support the restart of existing events for use that include additional costs related to COVID-19 restrictions as well as Marketing.

8. **MATTERS FROM THE PUBLIC**

9. **NEXT MEETING: Tuesday, March 23, 2021**

- a. Tuesday, March 23, 2021

10. **ADJOURN**



City of Santa Fe

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Liaison

Chair