

**Regular Meeting of the Occupancy Tax Advisory Board  
May 23, 2025 at 10:00 AM  
City Council Chambers, City Hall  
200 Lincoln Avenue  
MINUTES**

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1. Call to Order

The Occupancy Tax Advisory Meeting was called to order by Rik Blyth at 10:03 AM, on Friday, May 23, 2025, in the Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

2. Roll Call

**MEMBERS PRESENT**

Bonnie Bennett  
Rik Blyth  
Sam Gerberding  
Raymond Sandoval Via Zoom  
Carlos Medina Via Zoom

**OTHER PARTICIPANTS ATTENDING**

Randy Randall, TSF Executive Director  
Jordan Guenther, TSF Marketing Director  
Justin Cox, TSF National Sales Manager  
Shirley Spencer, Liason

3. Approval of Agenda

**MOTION** A motion was made by Bennett, seconded by Gerberding, to Approve the agenda as presented.

**VOTE** The motion Passed on a voice vote.

4. Approval of Minutes

**MOTION** A motion was made by Bennett, seconded by Gerberding, to Approve the (3) Minutes presented for: December 13, 2024, January 24, 2025, and February 28, 2025.

**VOTE** The motion on a voice vote.

- a. OTAB Minutes - December 13, 2024
- b. OTAB Minutes - January 24, 2025
- c. OTAB Minutes - February 28, 2025

5. Presentations

- a. Lodger's Report (Sam Gerberding, General Manager of the Inn of the

Governor's, [gm@innofthegovernors.com](mailto:gm@innofthegovernors.com))

- b. Lodger's Tax Report (Randy Randall, TSF Executive Director, [rRANDALL@santafenm.gov](mailto:rRANDALL@santafenm.gov))

6. Action Items

7. Matters from Staff

- a. TSF Sales Report (Justin Cox, National Sales Manager, [jrmcox@santafenm.gov](mailto:jrmcox@santafenm.gov))
- b. TSF Marketing Report (Jordan Guenther, TSF Marketing Director, [jguenther@santafenm.gov](mailto:jguenther@santafenm.gov))
- c. TSF Executive Report (Randy Randall, TSF Executive Director, [rRANDALL@santafenm.gov](mailto:rRANDALL@santafenm.gov))

8. Matters from the Board

9. Matters from the Public

10. Next Meeting: June 27, 2025

11. Adjourn

Meeting Adjourned at 10:54 PM.

*Rik Blyth*

Rik Blyth (Jul 7, 2025 11:40 MDT)

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Chair

*Shirley Spencer*

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Liaison