



Agenda

OCCUPANCY TAX ADVISORY BOARD

July 23, 2019 – 10:00 A.M.

CITYHALL COUNCIL CHAMBERS

10:00 a.m.

Regular Meeting

I. Procedures:

- a. Call to Order
- b. Roll Call
- c. Approval of Agenda
- d. Approval of Minutes: June 25, 2019

10:15 a.m.

II. 2019 OTAB Funding Reports

- a. Film Week
(NaNi Rivera, nani4nmfilm@gmail.com)

III. Updates:

- a. Lodgers Tax & Northern New Mexico Air Alliance
(Randy Randall, TSF Executive Director, rrandall@santafenm.gov, 955-6209)
- b. Short Term Rentals and Access to housing in Santa Fe Report
(Randy Randall, TSF Executive Director, rrandall@santafenm.gov, 955-6209)

11:00 a.m.

IV. CVB Activity Reports:

- a. Sales Report
(David Carr, TSF Director of Sales, dacarr@santafenm.gov, 955-6206)
- b. Marketing Report
(Jordan Guenther, TSF Marketing Director, jguenther@santafenm.gov, 955-6212)
- c. TSF Executive Director Report
(Randy Randall, TSF Executive Director, rrandall@santafenm.gov, 955-6209)

11:30 a.m.

V. Other Matters by the Board

11:45 a.m.

VI. Comments from the Audience

12:00 p.m.

VII. Adjournment

The next regularly scheduled meeting will be held on August 27, 2019
at 10:00am in the Council Chambers.

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520,
five (5) working days prior to meeting date.

RECEIVED AT THE CITY CLERK'S OFFICE
DATE: July 18, 2019
TIME: 2:55 PM

**OCCUPANCY TAX ADVISORY BOARD
CITY HALL/ COUNCIL CHAMBERS
TUESDAY, JULY 23, 2019, 10:00 AM**

I. PROCEDURES

A. CALL TO ORDER

The meeting of the Occupancy Tax Advisory Board was called to order by Chair Rik Blyth, at 10:00 am, on Tuesday, July 23, 2019, at City Hall in the City Council Chambers, Santa Fe, New Mexico.

B. ROLL CALL

MEMBERS PRESENT

Rik Blyth, Chair
Carlos Medina
Bonnie Bennett
Keith Kirk

MEMBERS ABSENT

Tohnia Miller, Excused
Chris Hyer, Ex Officio, Excused

OTHERS PRESENT

Randy Randall, Tourism Santa Fe Executive Director
Jordan Guenther, Tourism Santa Fe Marketing Director
David Carr, Tourism Santa Fe Sales Director

NOTE: The recording for this meeting was inaudible. These will be minimal minutes due to that.

C. APPROVAL OF AGENDA

Inaudible. The agenda will be approved at the next meeting for the record.

**D. APPROVAL OF MINUTES
JUNE 25, 2019**

Inaudible. The minutes will be approved at the next meeting for the record.

II. 2019 OTAB FUNDING REPORTS

A. FILM WEEK NaNi Rivera

Ms. Rivera reviewed her report which was included in the meeting packet.

III. UPDATES

A. LODGERS TAX AND NORTHERN NEW MEXICO AIR ALLIANCE

Mr. Randall reviewed the report included in the meeting packet.

B. SHORT TERM RENTALS AND ACCESS TO HOUSING IN SANTA FE REPORT

Mr. Randall reviewed the report included in the meeting packet.

IV. CVB ACTIVITY REPORTS

A. SALES REPORT

Mr. Carr reviewed his report which was included in the meeting packet.

B. MARKETING REPORT

Mr. Guenther reviewed his report which was included in the meeting packet.

C. TSF EXECUTIVE DIRECTOR REPORT

Mr. Randall discussed the following topics:

1. Art Week and the Canyon Road Art Walk
2. Short term rental changes with the internet companies required to collect GRT as a result of HB6 which passed at the last Legislative Session. There is some confusion over collections as Home Away is referring to GRT as Lodgers Tax.
3. Music Week was stronger in its second year.

4. We are looking at a data collection effort that will be a public/private partnership. It will be going out to RFP. This should replace the need for an occasional survey and will provide real time data on who our visitors are, where they have been and how much time they stay and demographics. We will be able to compare the data on February visitors to our July visitors. Also there will be geo fence events for real time data on attendance and visitor impact.

V. OTHER MATTERS BY THE BOARD

None.

VI. COMMENTS FROM THE AUDIENCE


None.

VII. ADJOURNMENT

There being no further business before the Board the meeting adjourned at 11:15 am.



Rik Blyth, Chair



Elizabeth Martin, Stenographer