

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

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**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