

**Santa Fe County Lodgers Tax Advisory Board (LTAB)
Friday, October 20, 2017, 9:00 am**

**Santa Fe County Finance Department ,
Bokum Building, 142 W. Palace Ave - 2nd Floor
Santa Fe, New Mexico 87501**

Regular Meeting Agenda

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda (Action Item)**
- IV. **Announcements**
- V. **Approval of August 25, 2017 Regular Meeting Minutes (Action Item)**
- VI. **Presentations:**
 - A. **Presentation by Northern New Mexico Air Alliance, Mr. Stuart Kirk regarding Fly Santa Fe**
 - B. **Final Report by the Santa Fe Children's Museum: Paul E. Macks, Vice-President of the Board of Directors and Beth Hamilton, Development & Marketing Coordinator regarding the Promotion, Advertising and Marketing of the Santa Fe Children's Museum Programs during Fiscal Year 2017**
 - C. **Final Report by the Santa Fe Opera, Michael Gary, Director of Institutional Giving for support of the Santa Fe Opera's 2017 Season**
 - D. **Presentation by the Santa Fe Film Office: Film Director Eric Witt and Administrative Manager Jennifer LaBar**
- VII. **Financial Report**
Santa Fe County Finance Division- Lodgers' Tax Financial Report (Pro-Forma)
- VIII. **Advertising Agency**
Advertising Agency Report - HK Advertising by Dave Hayduk (Pro-Forma)
- IX. **Administrative**
 - A. **Next Meeting Date and Location****Adjournment**

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discuss any specific needs (e.g., interpreters for the hearing impaired or readers for the sight impaired).