



Friday, April 10, 2026

Lodger's Tax Advisory Board Meeting

**Hybrid In-Person and Virtual Meeting
Santa Fe County Administration Building
Grant Conference Room, 2nd Floor
240 Grant Avenue, Santa Fe, NM 87501**

The Santa Fe County Lodgers' Tax Advisory Board (LTAB) strives to make its meetings accessible to the public through alternatives to in-person attendance, such as virtual meeting platforms. The availability of those virtual meeting alternatives is not guaranteed due to potential internet service disruptions, equipment failures, or other technical issues. Duly noticed meetings may be held notwithstanding the unexpected unavailability of these alternatives. Members of the public assume the risk that they may be unable to listen or participate in LTAB meetings virtually. Subject to this disclaimer, the County intends to allow members of the public to listen to and, as applicable participate in this meeting virtually. For instructions on joining the meeting virtually, visit <https://teams.microsoft.com/l/meetup-join/19>.

1. Opening Business

- A. Call to Order - 9:00 a.m.
- B. Roll Call.
- C. Approval of Agenda. (Action Item)
- D. Approval of the December 5, 2025, LTAB Meeting Minutes. (Action Item)
- E. Approval of the February 13, 2026, LTAB Meeting Minutes. (Action Item)

2. Matters from the Board

3. Matters from Staff

- A. Financial Report. (Finance Division/Yvonne S. Herrera)
- B. Marketing Report. (Community Development Department/Lisa Katonak)
- C. Tourism & Marketing Updates. (Community Development Department/Lisa Katonak)

4. Updates from Marketing Agency of Record

- A. Marketing Report Pro-Forma. (Sunny 505)

5. Next Regular Meeting: May 8, 2026

6. Concluding Business

- A. Adjournment. (Action Item)

7. Public Meeting Disclosures

- A. Santa Fe County makes every practical effort to ensure that auxiliary aids or services are available for meetings and programs. Individuals who would like to request auxiliary aids or services should contact the Community Development Department at 505-995-2761 in advance to discuss specific needs (e.g., interpreters for the hearing impaired or readers for the sight impaired).

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