



Friday, May 8, 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)
Motion to approve the agenda as presented.
- D. Approval of the April 10, 2026, LTAB Meeting Minutes. (Action Item)
Motion to approve the meeting minutes as presented.

2. Matters from the Board

3. Matters from Staff

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

4. Updates from Marketing Agency of Record

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

5. Next Regular Meeting: June 12, 2026

6. Concluding Business

- A. Adjournment. (Action Item)
Motion to adjourn.

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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