

Santa Fe County Lodgers' Tax Advisory Board

Notice of Regular Meeting

The Santa Fe County Lodgers' Tax Advisory Board will hold a regularly scheduled meeting on Friday, February 14, 2025 at 9:00 am on line via Web Ex.

Members of the public can participate virtually via Web Ex.

Join Web Ex meeting

<https://sfco.webex.com/sfco/j.php?MTID=m090c5d2c67a8ef650be122db7179c6c5>

Join by meeting number

Meeting number (access code): 2495 835 3654

Meeting password: acCJPPjS387

Dial in by phone

+1-408-418-9388 United States Toll

Phone conference ID:

The agenda will be posted at least seventy-two (72) hours before the meeting on the County's online meeting platform and a PDF copy will be provided at the bottom of this webpage.

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 Santa Fe County Community Development Department: Tourism & Marketing Office at 505-995-2761 in advance of the meeting to discuss specific needs (e.g., interpreters for the hearing impaired or readers for the sight impaired).

Meeting Agenda for Friday, February 14, 2025 at 9:00 am

I. Call to Order

II. Roll Call

III. Approval of Agenda (Action Item)

IV. Approval of October 11, 2024 Minutes (Action Item)

V. Approval of December 13, 2024 Minutes (Action Item)

VI. Announcements

VII. Presentation by Four Seasons Resort Rancho Encantado- Santa Fe General Manager Melissa Sims

VIII. Financial Report

- A. Santa Fe County Finance Division- Lodgers' Tax Financial Report (Pro – Forma)

IX. Advertising Agency

- A. Advertising Agency Report – Sunny 505 by Dezaree Vega- Garcia and Dave Hayduk
(Pro-Forma)

X. Administrative Items

- A. Staff Update

- B. Next Meeting Date and Location

XI. Adjournment