

**Santa Fe County Lodgers' Tax Advisory Board  
Grant Conference Room, 2nd floor, Santa Fe County Administration Complex,  
240 Grant Avenue, Santa Fe NM 87501-2071**

**NOTICE OF MEETING**

The Santa Fe County Lodgers' Tax Advisory Board will be attend the Santa Fe County Lodgers' Tax Board Meeting on the following date:

**Friday, August 22, 2025 at 9:00 a.m.**

Santa Fe County strives to make its meetings accessible to the public through alternatives to in-person attendance, such as virtual meeting platforms. However, the availability of those virtual meeting platforms is not guaranteed due to internet and other service disruptions and equipment failures, and duly noticed meetings may be held notwithstanding that those alternatives are unexpectedly unavailable. Members of the public assume the risk that they may be unable to participate in meetings through such alternatives.

Subject to the above disclaimer, Santa Fe County intends to allow the public to listen and participate in this meeting virtually. For instructions on joining the meeting, visit <https://www.santafecountynm.gov/>

Join by Phone: 1-773-352-2011 Phone conference ID: 171 464 321#

Access Code: 274 761 754 039 0

Password: UN2JT6MH

The final agenda will be posted at least 72 hours before the meeting on the interactive touchscreen in the lobby of the County Administration Complex, 240 Grant Ave., Santa Fe, and on the [County's online meeting management platform](#). A PDF copy also will be provided at the bottom of this webpage for convenience.

Santa Fe County makes every practical effort to ensure that auxiliary aids or services are available for meetings. Individuals who would like to request auxiliary aids or services should contact the Santa Fe County Community Development Department at 505-995-2761 in advance of the meeting.

**Meeting Agenda for Friday, August 22, 2025 at 9:00 am**

I. Call to Order

II. Roll Call

III. Approval of Agenda ([Action Item](#))

IV. Approval of July 18, 2025 Minutes ([Action Item](#))

V. Announcements

A. Introductions, Community Development Director Jonathan Butler

VI. Financial Report

A. Santa Fe County Finance Division- Lodgers' Tax Financial Report Presented by Finance Director Yvonne Herrera (Pro – Forma)

VII. Advertising Agency

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

VIII. Administrative Items

A. Discussion and Possible Action for Opening Notice of Funding Availability (NOFA) for FY26 Lodgers' Tax Marketing, Advertising, and Promotion Grant ([Action Item](#))

B. Discussion and Possible Action of an LTAB Board Member to Serve as the Ex-officio Board Member at the City of Santa Fe Occupancy Tax Advisory Board ([Action Item](#))

C. Staff Update

IX. Next Meeting Date and Location

X. Adjournment

For more information, please contact Lisa A. Katonak, Marketing Coordinator, at [lkatonak@santafecountynm.gov](mailto:lkatonak@santafecountynm.gov), 505-995-2761.