

**SANTA FE COUNTY LODGERS' TAX ADVISORY BOARD
FRIDAY, SEPTEMBER 12, 2025, 9:00 AM
SANTA FE COUNTY ADMINISTRATION COMPLEX
240 GRANT AVENUE, SANTA FE, NM, GRANT CONFERENCE ROOM**

I. CALL TO ORDER

A meeting of the Santa Fe County Lodgers' Tax Board was called to order by Chair Ibis, at 9:05 am on Friday, September 12, 2025, at the Santa Fe County Administration Complex, 240 Grant Avenue, Santa Fe, NM, in the Grant Conference Room.

II. ROLL CALL

MEMBERS PRESENT

Dawn Ibis, Chair
Jennifer Girgus
Richard Lavallee
Rich Headley

MEMBERS ABSENT

Jennifer Kolker, excused

OTHERS PRESENT

Lisa Katonak, Community Development Department Marketing Coordinator
Yvonne Herrera, Santa Fe County Finance Director
Jonathan Butler, Community Development Director
Dave Hayduk, Sunny 505
Dezaree Vega-Garcia, Sunny 505
Elizabeth Martin, Stenographer

III. APPROVAL OF AGENDA

MOTION A motion was made by Ms. Girgus, seconded by Mr. Lavallee, to approve the agenda as presented.

VOTE The motion passed on a voice vote.

IV. APPROVAL OF JULY, 2025 MINUTES

MOTION A motion was made by Mr. Headley, seconded by Mr. Lavallee, to

approve the minutes as presented.

VOTE The motion passed on a voice vote.

V. APPROVAL OF AUGUST, 2025 MINUTES

MOTION A motion was made by Mr. Headley, seconded by Mr. Lavallee, to approve the minutes as presented.

VOTE The motion passed on a voice vote.

VI. ANNOUNCEMENTS

Ms. Katonak introduced and welcomed Jonathan Butler, the new Community Development Director.

Mr. Butler said I had made many stops in government over the last 12 years. I was born in Atlanta, Georgia and attended law school in DC. I practiced law, got into real estate and felt he could use his talent in promoting affordable housing. I am excited to be working with all of you. Thank you for the work you do in serving on this Board and the work you do with folks who come see us in Santa Fe County. Please feel free to reach out to me at any time. I have an open door. I would love for all of you to take me on a tour of your places. I want to work with all of you and help you do what you do better.

The Board members introduced themselves.

Chair Ibis said we have had to shift to the new split of funds. We need your help with the transition to grow the pot. She applauds the City of Santa Fe to have a liaison between the 2 entities. Please help us with this as well.

Mr. Butler said Lisa has briefed him on both of those issues. He is an efficiency guy and also looks for areas of innovation. We are not doing well in capturing everyone and making sure they contribute to that pot. He will be working with the Growth Management Team, who does permits, to ensure that everyone who is getting permits for short term rentals are made aware that they must contribute to the pot. We will also be helping you with marketing things such as group weddings and events and expanding into markets to continue growth of your customer base. We know we have huge deficits in affordable housing in the County and City. A huge driver in our economy is consumerism. We want to emphasize to industries that we have housing and people who want to come back to Santa Fe and can ensure they will have employees. Those are things they are counting on. We recently created an Arts Council and are looking at how that activity can interact and intersect with you. There are economic

development opportunities in arts and culture to enhance what you are doing. We want to make sure we are not just growing the pot of people participating in the pie, but also growing the people who enjoy what you offer.

Mr. Butler said we are doing fantastic things in Santa Fe County, but people don't know about them. He thinks we can do a lot more in telling our story effectively. I want to partner with you in that.

Chair Ibis said maybe a newsletter could be done regarding what the money is going for and the benefits of what is contributed.

Mr. Butler said we have a beautiful story to tell of history, culture and the merging of cultures. There is a real spirit and vibrancy here. Dave and Dez are doing a fantastic job in capturing images and telling stories. That needs to be translated to folks living here. The staycation is real. Lisa gave me a report of how we are bringing international folks here in record numbers as well.

Mr. Butler said he will be here at these meetings periodically. His plan is to be at as many meetings as possible. He thinks that is important. Lisa does a fantastic job. He wants to make sure that is affirmed. She has some help coming. We are looking at our whole department and want to make sure she gets the help she needs.

Ms. Katonak said Laura in Housing is coming over to assist her temporarily to assist with the LTAB grant applications.

Mr. Butler said he is a firm believer that you have to think of your house first. He wants to ensure that Lisa is working not just harder, but smarter. We will be adjusting processes and timelines to help. From his vantage point, he wants to affirm and recognize the work she does. It is challenging to work with a bureaucracy. He wants to block some of that for her and help her.

Mr. Butler thanked the Board for welcoming him.

Ms. Katonak said before Rich needs to leave, he asked for short term rental information at the last meeting. She contacted Director Ladd of Growth Management Department and was informed that there are 620 short term rentals listed in Santa Fe County. Of those, 305 are permitted through the County. 148 are owner occupied and 147 as non-owner occupied.

Mr. Headley said almost half are not registered. We have to assume they are not contributing. That is significant.

Ms. Katonak stated that Director Ladd said the Treasurer's Office collects the tax. In general, They are looking at a module that will help with data and that they are in

the process of hiring an additional code enforcement officer to work on pursuing collections. Director Herrera, Legal and I are working on who is paying into the tax and who is not .

Ms. Herrera said we get one large payment from Airbnb. We have not been able to get details. They claim that they cannot give us detail due to confidentiality issues. We have numerous third parties sending payments into the County.

Chair Ibis said in the big hotels, Expedia collects for us. Do you get details of that.

Ms. Herrera said no. They use our on-line reporting and provide no details.

Chair Ibis asked how do we know, as a property, if they are paying our portion.

Ms. Girgus said she is going to send a note to her revenue person to ask about that.

VII. FINANCIAL REPORT

A. SANTA FE COUNTY FINANCE DIVISION - LODGERS' TAX FINANCIAL REPORT

Ms. Herrera shared her screen and reviewed the August 2025 financial report, with data from July, saying that the collections for the month are \$293,000, with \$550,000 collected to date.

Chair Ibis said August was a weak month for us.

Ms. Herrera reviewed the budget to actuals, the summary of short term rentals revenues versus expenditures and the lodgers' tax allocation.

VIII. ADVERTISING AGENCY

A. ADVERTISING AGENCY REPORT - SUNNY 505

Ms. Vega-Garcia reviewed a PowerPoint presentation including visitor stats for fiscal year 25, website statistics, social media, PR effects, social influencer partnerships, upcoming media placement and International Albuquerque Balloon Fiesta promotions.

Chair Ibis said there are people thinking about ski trips. When do we start winter promotions.

Ms. Vega-Garcia said October.

Mr. Hayduk said we are pushing ski copy in LA with digital ads.

Ms. Katonak said it is a mix of spas and skiing as well as highlighting our arts and culture, dining and other tourism assets of our destination.

IX. ADMINISTRATIVE ITEMS

A. 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

Ms. Katonak said she spoke with Mr. Butler and County leadership about an ex-officio member for OTAB. The County Manager and the Deputy County Manager are working on that and looking at a staff person to fill that position.

Chair Ibis asked when that person will be identified.

Mr. Butler said we can do that as soon as we need to. We can bring a proposal to you at the next meeting.

B. STAFF UPDATE

Ms. Katonak reported that the letter for lodging properties regarding the resort fee is now with the County Manager's Office for review. She believes we will get a signature from the County Manager's office.

Chair Ibis asked when will that happen.

Mr. Butler said sooner than later. Sometime next week. Lisa can email you all.

Chair Ibis asked if the letter says when it has to be implemented.

Ms. Katonak said no it does not.

Mr. Butler said let's talk about that. His sense is we are only as good as what we can enforce. Let us circle the wagons to ensure everyone is on the same page.

Chair Ibis said great. We need this for our auditors as well and will need 60 days to put it into effect.

Ms. Katonak reported that the letter for MEA is also in the County Manager's Office. As a follow up to our discussion at our last meeting regarding the budget and the split, we are going to be presenting a contract amendment to the Sunny 505 contract. Senior leadership has expressed a desire to have a 30% to 35% reduction.

Mr. Butler said we are not committed yet to a reduction. They would like to see a proposal. We find ourselves at a point where they are anticipating a reduction in revenues and that is where they are coming from. There could be cuts across the board. There is no dissatisfaction with Sunny 505.

Ms. Girgus said when you start pulling back on marketing dollars, you will see a reduction in dollars.

Mr. Headley said you also have to have money to spend money. He is glad to hear that there is no disappointment with Sunny 505.

Mr. Headley and Ms. Girgus had to leave the meeting.

The meeting no longer has a quorum.

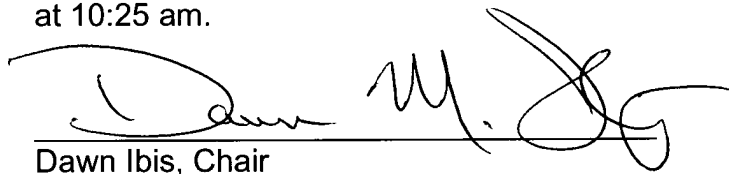
Ms. Katonak said events have been strong. The El Rancho de Las Golondrinas Harvest Festival is coming up and is ranked as one of the best Harvest Festivals in the Country. Dia de los Muertos will be on October 31st and November 1st. We are starting the holiday push and the ski season push. Applications for the LTAB Marketing, Advertising and Promotion Notice of Funding Availability are due next Friday. Ms. Katonak noted she had two question and answer sessions with applicants when the NOFA opened up to guide applicants through the application process.

X. NEXT MEETING DATE AND LOCATION

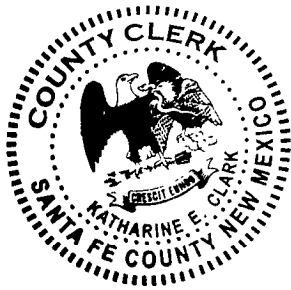
Ms. Katonak said the next regularly scheduled meeting date is October 17th. We may have to move it up to the 10th. She will be in touch.

XI. ADJOURNMENT

There being no further business before the Board, the meeting adjourned at 10:25 am.



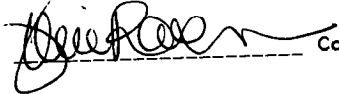
Dawn Ibis, Chair



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

LODGERS TAX MINUTES
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Hereby Certify That This Instrument Was Filed for
Record On The 22ND Day Of December, 2025 at 02:21:32 PM
And Was Duly Recorded as Instrument # 2073898
In The Records Of Santa Fe County

Witness My Hand And Seal Of Office
Katharine E. Clark
Deputy  County Clerk, Santa Fe, NM

SFC CLERK RECORDED 12/22/2025