



NOTICE OF SANDOVAL COUNTY  
LODGERS TAX ADVISORY BOARD MEETING MINUTES  
March 15 at 11:00 a.m. 2023

ATTENDEES: N. Remchuk, M. Street, Larry O'Hanlon

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting on May 15, 2023, at 11:00 a.m. Meeting location, El Zocalo Event Center (Salazar Building, 2<sup>nd</sup> Floor Offices), 264 S. Camino Del Pueblo, Bernalillo, NM 87004.

Submission of public comments and access to this and past meeting agendas and minutes are available on the County's website under Economic Development Department. For questions or assistance, please contact Natasha Remchuk, Sandoval County Tourism Coordinator, at (505) 867-7599 or email [nremchuk@sandovalcountynm.gov](mailto:nremchuk@sandovalcountynm.gov)

### **Minutes**

1. Introductions – Natasha Remchuk, Tourism & Event Coordinator
2. Lodgers' Tax Financial Report – Natasha Remchuk Tourism & Event Coordinator provided a year-to-date update for lodger's tax. Current revenue (including FY23 carryover is \$20,778.08. The sole source of lodgers' tax revenue is from short-term rentals, F23 Lodgers' Tax revenue/budget - \$21,196.64
3. L. O'Hanlon and M. Street asked for more robust wording in the collection of tax revenue and would like to know what can be done to collect the taxes from lodgers in the county.
4. The response is county is able to withhold issuance of county business registration and provides a list to State Tax & Revenue of those properties under compliance with lodgers' tax remittance. County will also not award in federal or state small business grants administered by the county to a STR business not in lodgers' tax compliance.
5. Open Board Seats - Update – N. Remchuk. Three open seats including one seat for the owner or operator of lodging entity: one seat for tourism-related industry and one seat representing the general public. A list of openings and information about Sandoval

County Lodgers' Tax Advisory Board is posted online at [Sandoval County Lodgers' Tax Advisory Board – Sandoval County \(sandovalcountynm.gov\)](https://sandovalcountynm.gov)

6. Governors' Conference on Tourism Updated – N. Remchuk attended and provided as summary of the NM Hospitality Association Governors Conference, which took place in Las Cruces, N.M. on May 8-10, 2023.

The NMHA Governor's Conference on Hospitality and Tourism is the “how-to” conference held annually in New Mexico. It features keynote speakers and breakout sessions to help run travel and tourism business more efficiently and effectively.

SEO Optimization

- \* Digital Branding/Communication
- \* Developing Workplace Policies that Support Recruitment &
- \* Retention
- \* Sports Touring
- \* NMTD – What's Ahead?
- \* Meeting Planning – What's Next?

7. Sandoval County Outdoor Adventure Guide Update – N. Remchuk provided an update & timeline for the completion of the Sandoval County Outdoor Adventure Guide.
8. Website Update (SeeSandoval.org) – N. Remchuk provided an update on the soft launch of the website and the integration of the tourist planning tool, SeeSandoval App. The SeeSandoval app was reviewed on their cell phones and shown how the app works to enhance tourist exploration of the county and planning their visit. The beer tour and green or red tour were reviewed to show how easily the app works. The list of restaurants, wineries, and breweries was viewed.
9. NM True Cooperative Marketing & Advertising Grant update – N. Remchuk provided an update that the week of May 22, 2023, NM True will announce the awards for grants.
10. Social Media Platforms Like & Share – N. Remchuk reminded everyone of the importance of social media and how it impacts tourism and covered the increase of social media growth for SeeSandoval tourism.
11. Next Meeting Date Proposed
  - a. 09/11/2023
12. Meeting Adjourned