



NOTICE OF SANDOVAL COUNTY
LODGERS TAX ADVISORY BOARD MEETING – MINUTES
April 22, 2024

Attendees (industry and community representatives): Mary Street
County Tourism Department Staff: N. Remchuk, D. Dominguez

Larry O'Hanlon and Ruth Bouldes, Lodgers' Tax Advisory Board Member, not in attendance.

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting on Monday, April 22, 2024 at 10:00 a.m. as an in-person meeting. Meeting location: El Zocalo Event Center (Salazar Building, 2nd 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 Sandoval County Lodger's Tax Advisory Board or linked at:

For questions or assistance, please contact Natasha Remchuk, Sandoval County Tourism Coordinator, at (505) 867-7599 or email NRemchuk@sandovalcountynm.gov.

Minutes

1. Introductions – Natasha Remchuk, Sandoval County Tourism & Event Coordinator
2. Sandoval County Lodgers' Tax (unincorporated areas) Financial Report – Dora Dominguez, Sandoval County Tourism Director.
 - FY24 Budget prior year carryover \$20,921.92. FY24 Lodgers' Tax revenue/budget - \$13,810.00. As of March 2024, revenues for FY24 are \$13,121.89, and on track to make the budget. The sole source of lodgers' tax revenue for Sandoval County (unincorporated areas of the County) is short-term rentals. The County's Tourism Department staff continue to strive to simplify the STR registration and lodgers' tax remittance process for the County. STR owners now have the ability complete annual business registration process online as well as remit lodgers' tax online with credit card or bank draft. STR owners may also call the office to pay by phone or mail in check.

The use of lodgers' tax remitted by short-term rentals adheres to state statute and county ordinance as no less than 50% to be used for tourism marketing. Per state and county ordinance up to 50% can be used to support administrative cost related to staffing assistance at the El Zocalo venue and visitor center.

3. Open Board Seats Update – Natasha Remchuk, Sandoval County Tourism Coordinator, place board openings posting in the Sandoval Signpost, weekly newspaper. Currently there are three open seats including one seat; owner or operator of a lodging entity and 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 Lodger's Tax Advisory Board - Sandoval County (sandovalcountynm.gov)

SeeSandoval, Tourism Website (SeeSandoval.org) & New Itinerary App Update – Natasha Remchuk, Sandoval County Tourism Coordinator, provided an overview of tourism web site and focused on ensuring the website and APP remain aligned.

- Items added to the Events Page:
Equipment Rentals under the Outdoor Adventures, New Mexico Game & Fish Hunting Rules & Information, Sandoval County Historical Society. The vacation homes page has been improved by adding photos of the short-term-rentals now include links that take visitors directly to the rental booking sites.

5. Social Media Platforms Like & Share Reminders – Natasha Remchuk, Sandoval County Tourism Coordinator.
6. New Mexico True Cooperative Marketing & Advertising Grant FY24 Update – Natasha Remchuk, Sandoval County Tourism Coordinator, provided an update on the new Facebook Static ads scheduled to begin running on May 1, 2024. The ads are scheduled to run for three months. These ads are funded as part of this year's NM True Coop Advertising and Marketing grant. The social media ads created will direct viewers to the SeeSandoval website and lead them to the Visit Widget app. May 2024 is also when the photo and video shoots planned for this year's collateral shoot will take place. The New Mexico True Cooperative Marketing & Advertising Grant package selected for FY25 is the Sterling Silver Package. The package includes, Facebook Static Ads, Facebook Infeed Video Ads, YouTube videos, Instagram Static ads, Sponsored Content Distribution on the New Mexico True website, and Managed Google Ads.

Sandoval County Social Media Platforms Like & Share Reminders – Natasha Remchuk, Sandoval County Tourism Coordinator, reminder was provided

- Governor's Conference on the conference location is the Albuquerque Convention Center, May 13, 2024 – May 15, 2024. County Tourism staff has sent an email out to our SCTA partners to ask in their participation and gauge interest in registering for a vendor booth option.

7. Next Meeting Date Proposed
 - July 5, 2024
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