



NOTICE OF SANDOVAL COUNTY
LODGERS TAX ADVISORY BOARD MEETING – MINUTES
January 6, 2025
10 a.m.

Attendees (tourism industry representatives): Mary Street, Owner, Ponderosa Winery; Board Seat - Owners or Operators of Tourism-related Industries
County Tourism Department Staff: N. Remchuk, D. Dominguez

Not in Attendance: Larry O'Hanlon, Short-Term-Rental Owner; Board Seat – Owners or Operations of Lodging Entity
Ruth Bouldes, Village Placitas; Board Seat – Resident Member Representing the General Public

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting on Monday, January 6, 2025, 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 Tourism & Event Coordinator
2. Lodgers' Tax Financial Report – Dora Dominguez, Sandoval County Tourism Director
 - a. FY24 Budget prior year carryover \$20,921.92. FY25 Lodgers Budget prior year carryover \$33,421.92. Year-to-date (July 1, 2024 through January 6, 2025) the total amount of Lodgers Tax received is \$3,602.93.

FY25 Lodgers' Tax Revenue Budget - \$13,000.00

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 ordinances up to 50% can be used to support administrative costs related to staffing assistance at the El Zocalo venue and visitor center.

Note: The sole source of lodgers' tax revenue for Sandoval County (unincorporated areas of the County) is from short-term rentals. The county's Tourism Department staff continues to strive to simplify the STR lodgers' tax remittance process for the County. STR owners now can remit lodgers' taxes online with a credit card or bank draft.

- b. FY25 Paid expenses as of January 6, 2025 include:
 - i. Rio Rancho of Chamber – Tourism Day - \$801.72
 - ii. NM IDEA Tourism Day - \$300.00
 - iii. Route 66 NM History Guides - \$668.09
3. Open Board Seats – Update
 - a. Board Seats Vacancies include: one seat for each representative category:
 - Owners or Operators of Lodging Entities
 - Owners or Operators of Tourism-related Industries
 - Resident Member Representing the General Public
4. SeeSandoval, Tourism Website (SeeSandoval.org) Update – Natasha provided an update of new collaterals to be updated/printed and provided a preview of the new video loop to be added to the SeeSandoval.org website and incorporated into Tourism social media platforms. Social media platforms for SeeSandoval.org will now come under the Simply Design contract to manage as part of its website design and maintenance agreement with Sandoval County Tourism Dept. consultants to manage.
5. New Mexico True Cooperative Marketing & Advertising Grant update – Natasha. FY25 coop program of collaterals and new images to be added to the tourism website (SeeSandoval.org).
6. Social Media Platforms Like & Share Reminders – Natasha
7. Next Meeting Date Proposed
 - a. 4/07/2025 at 10 a.m. – In-person meeting
8. Adjourn
 - a. Required to remain prepared to provide board update information to any possible attendees given the County Website listed the meeting start time as 11 a.m.