



LODGERS TAX ADVISORY BOARD MEETING MINUTES

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting on August 5, 2021 at 11:00 a.m. In compliance with COVID-19 public meeting practices, the meeting was hosted virtually.

Minutes

Attendees: D. Dominguez, County Staff, K. Berry, County Staff and L. O'Halon, County Short Term Rental Owner.

I. Welcome & Introductions

Dora Dominguez, Kent Berry and Larry O'Hanlon

II. Lodgers' Tax Financial Report

D. Dominguez presented updated receipts of lodgers' lodgers' tax remittance from lodging enterprises within the unincorporated areas of Sandoval County. Short-term-rentals continue to be the only lodging establishments recording lodger's tax.

Lodgers' tax collected from one fiscal year to another fiscal year roll over and account for the July 1, 2021 balance amount of \$12,391.40. Lodger's Tax Revenue this fiscal year (Since July 1, 2021) is \$1096.08. No expenses billed to Lodger's Tax so far this year. Plans to hire part-time administrative support to oversee short-term-rental activity and compliance was shared at the money as proposed administrative uses of the fund as allowed.

With receipts received since July 1, 2021 the current total: \$13,487.48

Currently about 54 or 70-90 short term rentals are registered. These funds per state statute are used to help market and promote the tourism sector in Sandoval County.

III. Announcements

a. Good Morning America (GMA), "Rise and Shine" New Mexico segment

GMA is doing a daily segment called "Rise and Shine" where they travel to a different state each day of the week to highlight the tourism opportunities in each state as the country begins to open up post-pandemic. New Mexico was highlighted last Friday. The link to view the segment is included. This is a great segment and has a high monetary value. Please feel free to share the link with friends, on your websites and social media.

[Celebrating New Mexico as it welcomes visitors back after 1 year | GMA - YouTube](#)

b. County Small Business Continuity Grants (ARAP)

i. Available at: SandovalCountyNM.gov

The application information is now posted to the county website and available for new applications. About the ARAP Grants - Sandoval County received \$1 million in funding to continue to help local businesses. This is additional funds are being touted as a second round of small business continuity

grants initiated and awarded from Sandoval County's last round of CARES Act Small Business Continuity Grants awarded last Fall of 2020.

IV. Sandoval County Tourism Alliance and New Mexico Tourism CoOp Grant Award for 2021/2022 Update:

Sandoval County Tourism Alliance (SCTA) put in their survey results for marketing in the CoOp with NM True/ Tourism. We were approved for four campaigns. The four campaigns include:

1. New Sandoval County Visitor Guides, the current one is beautiful, but is based on events. With the pandemic and the results to events, we would like to update the guide to be more in line with the states initiative of promoting outdoor recreation.
2. NM Adventure Guide half page ad. This magazine is used as part of the marketing collateral that the state provides to inquiries.
3. Digital ad displays that target people who are searching for key terms affiliated with tourism in Sandoval County. This ads are then placed on a network that disperses the ads to appropriate viewers based on that data. This ads are spread over 1,000s of websites such as Yahoo, Buzz feed, news outlets etc... promoted Sept- Nov and April -June
4. 4. Social media amplification. Prior to January, Sandoval County only had a Facebook page, we now have Facebook, Instagram and twitter. This campaign helps get more content created and adds to our platforms as far as content creation. This is all year.

Note: These coop grant funds represent a dollar-for-dollar match program funds and will result in almost \$33,000 worth of leveraged/matched marketing for half the cost: \$16,463.00

V. Next Meeting Date:

Wednesday 11/10/2021 11:00am

VI. Meeting Adjourned at 11:30 a.m. – no formal action taken.