



## NOTICE OF SANDOVAL COUNTY LODGERS TAX ADVISORY BOARD MEETING ANNOUNCEMENT AND AGENDA

The Sandoval County Lodgers Tax Advisory Board will hold its quarterly meeting on May 11, 2022 at 11:00 a.m. In compliance with COVID-19 public meeting practices, the meeting is being hosted virtually and accessible by webinar, which includes a phone link for anyone interested in attending. The local call meeting access phone number is **1-408-418-9388** (24908051716##). The call meeting access number is 880 8758 7575, passcode 986361. The meeting agenda, noted below is also available in advance of the meeting on the agenda section of the Sandoval County website: <https://www.sandovalcountynm.gov/departments/economicdevelopment/lodgers-tax-advisory-board/>

### Join Webex Meeting

<https://sandoval.webex.com/sandoval/j.php?MTID=m045864ac140252cbd612dcf24370cf8e>

If you are an individual with a disability who is in need of special assistance to participate in the meeting, please contact the County Tourism Office at (505) 867-7599 at least one week prior the meeting for the county to make the required accommodations.

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 Dora Dominguez, Tourism Director, at (505) 404-5825 or email [ddominguez@sandovalcountynm.gov](mailto:ddominguez@sandovalcountynm.gov).

### MINUTES

Attendees: K. Berry, D. Dominguez, L. O'Hanlon, S. Montoya, R. Bouldes

- I. Introductions
- II. Lodgers' Tax Financial Report
- III. Open Board Seats – Update
  - a. Discussion of open board seats from last meeting. Kent did reach out to contact at 505 Distillery. Kent and 505 Distillery are working to find some time to meet. Contact did email and say that they couldn't make the meeting, but was hoping to attend. Larry mentioned that he may know of somebody else to contact.
  - b. Dora recommended to look at STR owners that were in compliance and try to forge a relationship that way to invite others to the meeting.
- IV. Short Term Rental (STR) Update
- V. New Mexico Hospitality Association Governors Conference
  - a. May 16 & 17, Albuquerque

- i. Kent and Dora will be attending and will be able to provide insight at the next meeting
- VI. New Mexico Outdoor Recreation Economics Conference
  - a. October 5-7, Taos
    - i. Kent as well as a representative from Corrales Main Street will be attending
  - b. Both conferences will have a table during the expo talking about tourism in Sandoval County
- VII. Update on NM True CoOp
  - a. Grant was submitted and we are hoping to get results soon.
    - i. Grant was submitted for airport advertising, social media crowd-sourcing images and video, social media assistance as well as working on the digital version of the Visitor Guide and Visit Widget platform.
- VIII. Sandoval County Tourism Alliance Updates
  - a. New Visitor Guide Development
    - i. Goal is to have new visitor guide over the course of the next 12 months.
  - b. Visitor Center Updates
    - i. Beginning to see an increase of tourism related calls to the Visitor Center. There have been times over the past year we have not received a tourism call for a month at a time. We are currently seeing 2-5 calls a week.
    - ii. Visitor Center is now moved to Salazar Building, waiting to open to the public for some safety issues are taken care of.
    - iii. Working on strategy to get area open to the public, currently ordering a camera and chime system. Just need a door locking mechanism.
    - iv. Signage on property allows instant access to Visitor Center by calling the number on the door.
    - v. Not seen any increase in in-person Visitor Center traffic.
- IX. Fire Updates
  - a. Closed
    - i. Valles National Preserve
    - ii. Bandelier National Monument
    - iii. Parts of Rt 4 past Walatowa Welcome Center
    - iv. Parts of Santa Fe National Forest
  - b. Currently Open
    - i. Village of Jemez
    - ii. Walatowa Welcome Center & Red Rocks Trails
    - iii. Ponderosa Winery
- X. Kashe-Katuwe Tent Rocks National Monument
  - i. March 29, 2022 update: Kasha-Katuwe Tent Rocks National Monument is currently closed to the public. During the closure, BLM has had the opportunity to work on projects to enhance the visitor experience upon reopening. Projects include upgrade to trails to alleviate safety concerns within the monument. In addition, the monument has published its first Draft Business Plan outlining the current state of the Kasha-Katuwe Tent Rocks National Monument Recreation Program to ensure consistency with required statutes and laws, and establishes future management goals and priorities of the program. While the initial closure was an attempt to reduce COVID-19 exposure to the gateway community of Pueblo de Cochiti, BLM has decided to maintain the closure status of the Monument until a reopening plan has been finalized. BLM is continuing to

work in close cooperation with the Pueblo de Cochiti to develop a reopening plan to address long standing issues including over-visitation, long wait times, staffing needs, and ability to provide resource protection.

It is BLM's hope that through these efforts, the Monument will re-open in a way that reduces impacts on the land and resources, as well as to the Cochiti people, and will provide an improved experience for all visitors. As reopening plans become more solidified, BLM will be releasing new information to the public via <https://www.blm.gov/visit/kktr> and our social media pages. We look forward to seeing our visitors when we reopen!

XI. 50<sup>th</sup> Anniversary of Balloon Fiesta and Route 66 Anniversary

XII. Social Media/ Online Lodgers Strategy

a. New Lodger Recommendation

XIII. Website & Social Media

a. Updates

i. Lodgers Landing Page

ii. Other Updates

1. Instagram Feed

2. Partner's Page

3. Forest Fire Updates

b. Statistics

April

SeeSandoval

- Users 1,495
- Pageviews 4,368
- Pages/Session 1.25
- Time on Site 1:53
- Bounce Rate 44.79%
- Social Media 26 leads, 17 FB, 8 IG, 1 Twitter

Social Media

- Facebook March 351 likes and 427 followers, Currently 354 likes and 435 followers
- Instagram March 479 followers, Currently 490
- Twitter March 408 Followers, Currently 414

Statistics Review – Overall, visitor centers are seeing lower foot traffic, data such as website traffic and social media traffic support County efforts to identify overall website and impact. Kent provided information on key terms and why website traffic statistics matter. Users: how many people came to the website. Pageviews: how many pages on our website we viewed out of the total amount of users. Pages/session: an average of how many pages were viewed per visitor. Time on site: on average, how long a visitor was on the website. Bounce rate: the percentage of users who clicked through to our website and immediately left. Social Media leads: how many visitors to the website came from one of our social media platforms.

XIV. Next Meeting Date Proposed

a. In person versus continuing web meetings

- b. Date: August 17<sup>th</sup> or 24<sup>th</sup>
- c. Keep or change time of day?

#### XV. Adjourn

#### Upcoming Community Events Listing

- Movies in the Park, Every Friday in June, at Dusk, Different parks across Bernalillo
- National Trails Days, June 4, Fee Free Days @SF Forest
- Corrales Garden Tour, June 5
- Farm House Ale Event, June 11<sup>th</sup>, Loretto Park, 10am, Bernalillo
- National Get Outdoors Day, June 11, 2022
- Sandia Chill Concert: Father of the Blues, June 12, 7pm, The Homestead Village, Placitas
- Fourth of July Celebration/ Mayor's Bash, July 2nd, Rotary Park, Bernalillo
- *International Folk Art Market, July 6-10, Santa Fe*
- Sandia Chill Concert: Hot Summer Jazz, July 17, 7pm, The Homestead Village, Placitas
- James Taylor & His All-Star Band, July 24, Rio Rancho Event Center
- Sandoval County Fair, August 3-7, Sandoval County Fairgrounds, Cuba
- 328<sup>th</sup> Annual Fiestas De San Lorenzo, August 9-11, Rotary Park, Bernalillo
- Musica Y Mas, August 9-11, Rotary Park, Bernalillo
- 52<sup>nd</sup> Annual Sheriff's Posse Rodeo, August 13 & 14, Sheriff's Posse Rodeo Grounds, Bernalillo
- Sandia Chill Concert: Soul Picnic, August 14, 7pm, The Homestead Village, Placitas
- *Santa Fe Indian Art Market. August 17-21, Santa Fe*
- Corrales MainStreet Fundraiser: Starry Night's Fundraiser, August 20, at Trees of Corrales
- *17<sup>th</sup> Annual Mayor's Sunday is Funday, August 21, Haynes Park 12-4*
- 7<sup>th</sup> Annual Mountain West Brew Fest, August 27<sup>th</sup>, Loretto Park, Bernalillo
- Corrales Art Studio Tour, August 27 & 28, (Preview dates 8/26)
- *Zozobra, 9/2, Santa Fe*
- Sandia Chill Concert: Labor Day Blues Festival, September 4, 6pm, The Homestead Village, Placitas
- Placitas Garden Tour, September 11
- National Public Lands Day, September 24, Fee Free Days @SF Forest
- Corrales Harvest Festival, Sept 23-25
- Sandia Chill Concert: Salsa Party, September 25, 6pm, The Homestead Village, Placitas
- Old Church Fine Art Show, Sept 30- Oct 9, Corrales
- International Balloon Fiesta, Albuquerque, October 1-9 (184 days away!)
- Sandia Cluster/ AKC Sporting Dogs Show, October 29 & 30, Rotary Park, Bernalillo
- Veteran's Day, Nov 11, Fee Free Days @SF Forest
- 38<sup>th</sup> Annual Christmas Tree Lighting, December 2<sup>nd</sup>, Bernalillo Town Hall
- 38<sup>th</sup> Annual Nighttime Christmas Parade, December 3<sup>rd</sup>, Camino del Pueblo, Bernalillo

#### Sandoval County in the Press

- San Antonio Springs Named Top 8 Destination in NM
  - <https://www.traveloffpath.com/top-8-outdoor-adventures-in-new-mexico-this-spring/>
- Marie Claire Magazine Names Jemez Hot Springs as one of the Best Hot Springs in the US
  - <https://www.marieclaire.com/travel/best-hot-springs-usa/>
- Outside Online names Bandelier National Monument as a "Under-the-Radar National Park" to Add to Your Adventure List

- <https://www.outsideonline.com/adventure-travel/destinations/north-america/add-these-under-the-radar-nps-units-to-your-adventure-list/>
- Currently in Corrales, Rio Rancho Observer
  - <https://rrobserver.com/currently-corrales-theres-plenty-to-do-in-corrales/>
- Calling All Hikers to the Jemez Mountains, Rio Rancho Observer
  - <https://rrobserver.com/daytrips-calling-all-hikers-to-the-jemez-mountains/>
- Book looks at the history of the Town of Bernalillo, Albuquerque Journal
  - <https://www.abqjournal.com/2489595/book-looks-at-the-history-of-the-town-of-bernalillo.html>
- Parks, pools, and pueblos: 10 stops on a New Mexico road trip, Roadtrippers.com
  - <https://roadtrippers.com/magazine/new-mexico-road-trip/>
- Phenomenon: Valles Caldera Is a Peaceful Valley With an Explosive History, Backpacker.com
  - <https://www.backpacker.com/stories/nature/phenomenon-valles-caldera/>