



## NOTICE OF SANDOVAL COUNTY LODGERS TAX ADVISORY BOARD MEETING - MINUTES

Attendees in Person: Mary Street, Owner Ponderosa Winery  
Dora Dominguez, Director, Sandoval County Tourism Department  
Christina Jones, Sandoval County, Administrative Assistant

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting on August 25, 2022 at 11:00 a.m. at the San Ysidro Village Hall. In compliance with COVID-19 public meeting practices, the meeting was posted as a virtual meeting and accessible by webinar, which included a phone link for anyone interested in attending.

- **PLEASE NOTE** - The local call meeting access phone number was not operating in San Ysidro. Due to remote access issues staff was not able to open the Zoom meeting to allow others to join. We apologize for the technical issues and are working to resolve the issues in order to allow for next quarterly meeting location to remain as in-person option in San Ysidro Village Hall - 389 NM-4, San Ysidro, NM 8705

The meeting agenda and minutes are now available in advance of the meeting and following on the agenda/minutes section of the Sandoval County website:

<https://www.sandovalcountynm.gov/departments/economicdevelopment/lodgers-tax-advisory-board/>

### Minutes

#### I. Introductions

- a. County Staff Updates – Dora Dominguez provided an update on the job posting for County Tourism Coordinator Position. As of this date there have been three qualified applicants for the position. Count Staff is scheduled to interview first candidate later today and hope to interview the next applicant on August 30, 2022.
  - i. There was a discussion regarding the turnover for the position. Staff emphasized that over the past three years there have been two people that have left. Belle Allen – left the job to become training coordinator for IATSE Local 480 Film Union in Albuquerque. As a film maker and owner of her own film production company Belle's passion was the NM Film Industry. The opportunity to return to that work was the reason for her departure. Kent Berry, held the tourism coordinator position most recently for almost 18-months. His last day was June 24<sup>th</sup>. Kent enjoyed working for Sandoval County and working with both Lodgers and Tourism Advisory Board members, along with the tourism and hospitality industry throughout the County. He started the monthly tourism business profiles, which is something the County Tourism staff will continue. The project that has been in the works from day one for Kent was to focus on how to grow the County's tourism Alliance (SCTA) and to create stronger representation from all areas of Sandoval County. We are happy to say that now along with Visit ABQ involved and most recently the Village of Cuba's outreach to participate with tourism initiatives, it looks like representation from new partners will now only serve to make for a stronger county tourism promotion, outreach and impact. Kent's new job is as Director of Events for the ABQ Bio Park Society. He remains a valuable county tourism resources and continues to lend his advice and expertise on a host of county tourism initiatives. He can be reached directly at [theonlykentb@gmail.com](mailto:theonlykentb@gmail.com)

- II. **Lodgers' Tax Financial Report** – May thru August Financials – show a year-to-date increase from last year at the same time at little over \$2,109.02. In total the budget for lodgers' tax revenue in FY23 is \$10,000. The amount is based on the total revenue average in lodgers' tax over the past two years.

- III. **Open Board Seats** – Update: currently the Lodgers’ Tax Advisory Board members and category required are:  
(2) Owners or Operators of Lodging Entities:  
• Larry O’Hanlon, Placitas Short-Term-Rental property owner  
• Seat Currently Vacant  
(2) Owners or Operators of Tourism-related Industries:  
• Mary Street (Chair) – Owner, Ponderosa Winery, Ponderosa, NM  
• Seat Currently Vacant  
(2) Resident Member Representing the General Public  
• Ruth Bouldes, Placitas, NM Library  
• Seat Currently Vacant
- IV. **Short Term Rental (STR) Compliance Update & Registration Process** – Staff update announced that the registration and tax remittance process for County Lodgers’ Tax is no longer contracted to an outside firm but instead administered in-house by County Tourism Staff. The link to pay taxes or register your Short-Term-Rental is: [www.SeeSandoval.org/lodgers/](http://www.SeeSandoval.org/lodgers/)
- V. **NM True CoOp Programs Funded** – Sandoval County submitted and received project funding for the following:  
• Itinerary Building App to be added to the SeeSandoval.org website. The program is called Visit Widget – Website Development Category - \$10,000  
• Electronic Version of County Tourism Guide - \$7,592.00
- VI. **Sandoval County Tourism Alliance Update Items**  
a. New County Tourism/Outdoor Recreation Guide – Design and focus being considered to create an Outdoor Recreation Guide. Discussions with Sunny505 center on re-tooling the County Tourism Guide as an outdoor recreation guide for Sandoval County. The idea would be to include all things outdoors plus include a link to area festival or signature events. How all that comes together in a design form is something Sunny505 and Tourism Alliance will be tasked to create.  
i. Mary Street shared with the group that a potential advertiser for a County Outdoor Recreation Guide to consider is Harvest Host, RV travel planning resource. Harvest Hosts is a membership program that provides access to a network of wineries, farms, breweries, museums and other unique attractions that invite self-contained RV visit and stay overnight. The service sets up overnight program with stays of 24 hours.
- VII. **New Mexico Outdoor Recreation Economics Conference**  
a. October 5-7, Taos. County is registered for two attendees to include County Tourism Coordinator and Village of Corrales MainStreet Executive Director.
- VIII. **Website & Social Media**  
a. Visit Widget Itinerary Planning Software - Visit Widget is an advanced, cross-device application that creates an engaging and intuitive way for visitors to research, plan, and experience their visit a region or community.  
i. Marty Street shared that it would be very important for Visit Widget to also include trail and campsite closures and also link users to weather alerts for travelers planning to visit.  
b. Visitor Website Statistics – August  
• Facebook August 371 likes (up since March - 351)  
1. 463 followers (up since March - 427)  
• Instagram 550 followers (up since March - 479)  
• Twitter 482 followers (up since March - 408)
- IX. **Next Meeting Date**  
a. Suggested – November 2, 2022 (first Wednesday in November)
- X. **Adjourn** – at 12:15 p.m.