



NOTICE OF SANDOVAL COUNTY
LODGERS TAX ADVISORY BOARD MEETING MINUTES
February 1st at 11:00 a.m. 2023

ATTENDEES: N. Remchuk, D. Dominguez, C. Jones, Larry O'Hanlon, M. Street, Z. Herrera

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting on February 1st at 11:00 a.m. 2023 as a Zoom Meeting

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 Natasha Remchuk, Tourism Coordinator, at (505) 404-5825 or email nremchuk@sandovalcountynm.gov.

Minutes

1. Introductions – Natasha Remchuk Tourism & Event Coordinator provided welcome as new County Tourism Coordinator. She started with Sandoval County Tourism, October 2022 and busy since. New attendee included Zachary Herrera, Cuba Town Councilor.
2. Lodgers' Tax Financial Report
 - a. FY23 Budget w/prior year carryover – D. Dominguez provided an year-to-date update for lodgers' tax. Current revenue (including FY22 carryover is \$30,548.78. Total Expenditures, part-time seasonal employee is \$5,308.96. Other expense was lodgers' tax match to outdoor recreation technical assistance grant of \$4,000. The Technical Assistance Guide is completed and available download on the county's business development website.
 - i. www.sandovalcountynm.gov/wp-content/uploads/2023/02
3. Open Board Seats – Update – N. Remchuk. Three open seats including one seat for owner or operator of lodging entity; one seat for tourism-related industry and one seat representing the general public. List of opening and information about Sandoval County Lodgers' Tax Advisory Board is posted online at: [Sandoval County Lodger's Tax Advisory Board - Sandoval County \(sandovalcountynm.gov\)](#)
4. TRENDS Conference/ NM Hospitality Updates – D. Dominguez attended and provided a summary of TRENDS Conference, which took place in Santa Fe on January 23-24.

Trends Conference is a marketing, research, and advocacy conference held annually in Santa Fe. During the TRENDS Conference an NM True initiative was showcased. The video created called, "The Face of Hospitality in New Mexico," was presented.

NM Tourism staff will be sharing [the video](#) with policy makers across the state, and you are welcome to share it as well. Stay tuned about ways you can add your story to the campaign and help showcase the hardworking, resilient people that make up our industry.

LEGISLATIVE PRIORITIES

New Mexico Hospitality Association (NMHA) legislative priorities during the 2023 Legislative Session that started on January 17. Here are the current policy priorities are:

- Support a robust, comprehensive Tourism Department marketing budget to share New Mexico's story and continue to bring travelers and events back to New Mexico
- Continue to develop and fund programs that assist local communities with marketing and event development (event support, co-op marketing, etc.)
- Develop and support existing workforce programs that address both the short-term and the long-term needs of the industry to build back to pre-pandemic staffing levels
- Develop policies that ensure all lodging providers are on the same level playing field
- Ensure that the travel and tourism industry is included and prioritized as policy and funding programs continue to be developed (the industry needs more than loan programs to rebuild - establish tax incentives/deferrals to help businesses address the looming debt crisis and to allow them to invest in workforce retention and development)

TRENDS WORKSHOPS

- How Government, Communities & Businesses Can Work Together to Build Workforce Options
- What's New with True: An Overview of Tourism Department Programs for 2023
- Lodgers' Tax: Where Are You - Where Do You Want to Be?

Added discussion by L. O'Hanlon was discussion related to State Tourism plan to create an alternative platform to market small and locally owned lodging options in New Mexico. Reminder that cost to list short-term-rental on current platforms is not free and getting more expensive all the time.

5. Sandoval County Outdoor Adventure Guide, Update – N. Remchuk provided an update & timeline for the completion of the Sandoval County Outdoor Adventure Guide.
6. Website Updates, SeeSandoval.org – N. Remchuk provided an update on new pages and website redo being planned. Updates and redo of SeeSandoval website is being completed in order to support a new interactive itinerary planning tool or App now on the website. The new tool (Visit Widget) requires enhanced editorial and video content to maximize the App's interactive itinerary planning features. Tourism staff is exploring ideas for contracting a feature writer to create editorial content to support website update to write feature articles on a host of County tourism related topics.
7. Social Media – Like & Share – N. Remchuk reminded everyone of the importance of social media and Like's & Share's
8. Next Meeting Date Proposed and Accepted -
 - a. 05/11/2023
9. Other Updates
 - a. Outdoor Recreation Conference (October 2022) Update – N. Remchuk provided an overview of Conference she attended in October. The event highlighted the importance of outdoor recreation industry in New Mexico.
10. Meeting Adjourned