



NOTICE OF SANDOVAL COUNTY
LODGERS TAX ADVISORY BOARD MEETING - MINUTES
September 18, 2023 at 10:00 a.m.

Attendees in Person: D. Dominguez, N. Remchuk, M. Street
Online (Zoom Meeting) Attendee: R. Bouldes

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting on September 18, 2023 at 10:00 a.m. Meeting location, El Zocalo Event Center (Salazar Building, 2nd Floor Offices), 264 S. Camino Del Pueblo, Bernalillo, NM 87004. The meeting was posted as a virtual meeting and accessible by webinar

Submission of public comments, access to this agenda, past meeting agendas and minutes to meetings are available on the Sandoval County website at:

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

Minutes

1. Welcome & Introductions – Dora Dominguez, Director of Economic & Tourism Department
2. Lodgers' Tax Financial Report – Dora Dominguez, Director of Economic Development
 - a. FY24 Budget prior year carryover \$20,921.92. FY24 Lodgers' Tax revenue/budget - \$12,500.00. Note: The sole source of lodgers' tax revenue for Sandoval County (unincorporated areas of the County) are from short-term rentals (STR's). Current number of STR's in compliance meaning both registered as a business within the unincorporated areas of Sandoval County and remitting lodgers' tax totals less than twelve (12). Staff will continue to work on outreach with other STR owners in order to increase compliance and Lodgers' Tax revenues collected. The revenue received to date for the fiscal year 2023 - 2024, from short term rentals is \$2,374.03. The amount collect remains on track compared to prior year in September.
3. Open Board Seats Update – N. Remchuk. The Lodgers' Tax Advisory Board open board seats include: three open seats including one seat for the owner or operator of lodging entity; one seat for tourism-related industry and one seat representing the general public. The list of openings and information about Sandoval County Lodgers' Tax Advisory Board is posted online at:

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

4. Sandoval County Outdoor Adventure Guide, Tourism Website (SeeSandoval.org) & New Itinerary App Update – N. Remchuk. The County's Outdoor Adventure Guide is available on the website, www.SeeSandoval.org in a flip format and also available on the SeeSandoval App. The expenditure's projected related to the Guide include the printing of 250 copies at a cost of \$690.01. Printed copies of the Outdoor Adventure Guide will be used for the Outdoor Economics Conference scheduled for October 22-25, 2023 in Santa Fe, NM.
 - a. Other expenses to Lodgers' Tax (FY24) include printing cost for banner marketing materials to promote the "Plan Your Visit" App. The promotion materials are two-sided and also include a bar scan link to County Outdoor Adventure Guide. Total cost of the cards was \$114.00. The cards were placed at the Albuquerque Sun Port visitor's kiosk.
 - b. The cost of County Tourism to host a booth and attend the Outdoor Economics Conference in October budgeted at \$350 (includes to conference registrations) to be expensed the same as in prior years as a Lodgers' Tax allowed expense.
5. New Mexico True Cooperative Marketing & Advertising Grant award for FY24 Update – N. Remchuk. The NM True grant to cover cost of a photo shoot, video shoot, Facebook static ads and Google Ads Search Engine Optimization (SEM) campaign as awarded under the NM True Cooperative Marketing Grant Program.
6. Social Media Platforms Like & Share Reminders – N. Remchuk
7. Next Quarterly Meeting Date:
 - a. 12/04/2023 at 10 a.m.
8. Meeting Adjourned