



NOTICE OF SANDOVAL COUNTY
LODGERS TAX ADVISORY BOARD MEETING -MINUTES
April 7, 2025
10 a.m.

Attendees (tourism industry representatives): Mary Street, Owner, Ponderosa Winery; Board Seat - Owner or Operator of Tourism-Related Industries.
County Tourism Department Staff: N. Remchuk, D. Dominguez

Not in Attendance: Anne Soto, Short-Term-Rental Owner; Board Seat – Owner or Operations of Lodging Entity.

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting on Monday, April 7, 2025, at 10:00 a.m., as an in-person meeting. Meeting location: El Zocalo Event Center (Salazar Building, 2nd Floor Offices), 264 S. Camino Del Pueblo, Bernalillo, NM 87004.

Submission of public comments and access to this and past meeting agendas and minutes are available on the County's website under Sandoval County Lodger's Tax Advisory Board or linked at: <https://www.sandovalcountynm.gov/departments/economicdevelopment/lodgers-tax-advisory-board/>

For questions or assistance, please contact Natasha Remchuk, Sandoval County Tourism Coordinator, at (505) 867-7599 or email NRemchuk@sandovalcountynm.gov.

MINUTES

1. Introductions – Natasha Remchuk, Tourism & Event Coordinator
2. Lodgers' Tax Financial Report – Dora Dominguez, Sandoval County Tourism Director
 - a. FY24 Budget prior year carryover \$33,421.92. FY25 projected budget carryover \$15,000. FY25 Lodgers' Tax revenue/budget - \$12,000.00. Year-to-Date (July 1, 2024 – April 7, 2025 is \$9,452.32.

FY26 Proposed budget - \$9,500.

The use of lodgers' tax remitted by short-term rentals adheres to state statute and county ordinance as no less than 50% to be used for tourism marketing. Per state and county ordinances, up to 50% can be used to support administrative costs related to staffing assistance at the El Zocalo venue and visitor center.

Note: The sole source of lodgers' tax revenue for Sandoval County (unincorporated areas of the County) is from short-term rentals. The county's Tourism Department staff continues to strive to simplify the STR lodgers' tax remittance process for the County. STR owners can now remit lodgers' taxes online with a credit card or bank draft.

a. FY25 Paid expenses as of January 6, 2025, include:

3. Open Board Seats - Update
 - a. Board Seat Vacancies include one seat for each representative category:
 - Owners or Operators of Lodging Entities

- Owners or Operators of Tourism-related Industries
- Resident Member Representing the General Public

County Tourism Department has an ad has been placed in the Sandoval Signpost for open board seats.

4. SeeSandoval.org Tourism Website (SeeSandoval.org) Update – Natasha provided an update of the video collaterals that have been added to the homepage on www.SeeSandoval.org website. Also, reminded meeting attendees of the date of the 2025 Governor's Conference on Hospitality & Tourism and the Tourism Hall of Fame Dinner are set for May 21-22, 2025, at the Albuquerque Sheraton Uptown. The event information to be posted on the SeeSandoval.org Events page.
5. New Mexico True Cooperative Marketing & Advertising Grant Update – Natasha provided an update of the current NM True Coop grant currently pending.
6. Next Meeting Date Proposed
 - a. 7/07/2025 at 10 a.m.
7. Adjourn