



NOTICE OF SANDOVAL COUNTY
LODGERS TAX ADVISORY BOARD MEETING - MINUTES

July 7, 2025
10 a.m.

Attendees: (Owners or Operators of Tourism-Related Industries): Mary Street, Owner, Ponderosa Winery; (Owners or Operators of Lodging Entities: Anne Soto, Short-Term Rental Owner; (Owners or Operators of Lodging Entities): Mike Kloeppel, Short-Term Rental Owner. County Tourism Department Staff: N. Remchuk, D. Dominguez

Not in Attendance: (Resident Member Representing the General Public):
Ruth Bouldes, Village Placitas

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting in person on Monday, July 7, 2025, at 10:00 a.m. 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 Lodgers 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 – Dora Dominguez, Economic Development Director, welcomed everyone to the first meeting of the Lodgers' Tax Advisory Board for FY26. Reminder that the Board is a state statute-required board for any local government entity with a lodgers' tax remittance ordinance in place that requires payment of lodgers' tax from all lodging businesses, both traditional and short-term rentals.
2. Lodgers' Tax Financial Report – Dora Dominguez, Sandoval County Tourism Director
 - a. FY25 Budget carryover projection is \$34,275.18.92. FY25 Lodgers' Tax total revenue minus expenses - \$11,134.82. FY26 budget - \$9,500. Note: The sole source of lodgers' tax revenue for Sandoval County is from short-term rentals operating within the unincorporated areas of the County.
 - b. A question was raised regarding whether the expense budgeted for FY26 is part of the FY26 budget. Staff responded that a budget meeting with Natasha is scheduled for Friday, July 11, 2025, to review the budget and expense forecast for FY26.
Example: One FY25 expense paid from lodgers' tax funds was **\$900** for graphic design of the Sandoval County Fair program. Lodger's tax is also used to cover the part-time salary of Event Center staff.
 - c. Additionally, the report listing the number of advisory board seats was noted as higher than required under the State Lodgers' Tax Board statute.

- a. The item was flagged for additional staff research.
- d. Discussion regarding exemption to lodgers' tax included possible rental of a one-bedroom as exempt from paying lodgers' tax.
 - a. The item was flagged for additional staff research.
- e. Staff reported that nine properties within the unincorporated areas of Sandoval County are currently remitting lodgers' tax.
 - a. Staff is working to send out the annual letter to operators, informing them of the state and county ordinances that require lodgers' tax to be paid to the jurisdiction in which a short-term rental is located.
 - b. The number of letters being prepared is estimated between 50 to 80, targeting STR owners showing rental activity in the unincorporated areas.
- f. On the discussion item of board seats to be filled, it was asked what the Board Members' scope of job requirements is.
 - a. Staff responded that Members are responsible for providing feedback on the use of the lodgers' tax, including acting on recommended expenditures. This process will be implemented once the required number of board seats is filled and confirmed.
 - i. Quorum requirements:
 - If the board has six seats, a quorum requires **three** members.
 - If the board has five seats, a quorum requires **two** members.

Note: The use of lodgers' tax remitted by short-term rentals adheres to state statute and county ordinance, with 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. In Sandoval County, the tourism-related administrative costs are the staffing of one part-time visitor center staff person at the El Zocalo Visitor and Event Center.

- 3. Open Board Seats Update – Natasha reported two open seats:
 - One for an Owner or Operator of a Tourism-Related Industry
 - One for a Resident Member of the General Public
- 4. SeeSandoval, Tourism Website - SeeSandoval.org Update
 Natasha provided an update on the additions of video collateral to the SeeSandoval.org home page.
- 5. New Mexico True CoOp Marketing & Advertising Grant Update
 Natasha shared that the County has purchased the **Silver Package** for the FY26 NM True Co-Op Grant, which focuses on digital ads.
 - This complements the previous fiscal year's grant, which funded video and photography services (e.g., footage of Fenton Lake and area Pueblo artisans).
 - The current year's campaign will reuse this content for consistent branding.
- 6. The Outdoor Economics Conference is September 8 – 10, 2025, at Red Rock Park, located in Gallup, New Mexico.
 - The website for registration: Eventbrite -[2025 NM Outdoor Economics Conference & EXPO](#)
 - Staff noted that a decision has not yet been made about registering for a booth at the event, though staff will attend. Board members are encouraged to consider attending.
- 7. Social Media Platforms Like & Share Reminders
 Natasha reminded members to view and engage with SeeSandoval.org's social media accounts on Instagram, X, and Facebook.
- 8. Next Meeting Date Proposed

- 10/06/2025 at 10 a.m. (in person)

9. Other items discussed

- Dora reported that County Tourism staff attended and hosted a booth at the Governor's Conference held May 21–22, 2025.
 - General feedback across the state indicated a decrease in short-term rental stays. Contributing factors include limits set by some communities and HOA rules that restrict or prohibit STRs.
 - In Sandoval County, STRs are required to register and renew annual business registration.
 - Registration fee: \$35
 - Registration locations include: Sandoval County Clerk's Office, County Tourism Department, or online at:
<https://www.sandovalcountynm.gov/departments/economicdevelopment/business-registration/>

10. Meeting adjourned at 11 a.m.