



NOTICE OF SANDOVAL COUNTY
LODGERS TAX ADVISORY BOARD MEETING – MINUTES
October 6, 2025
10 a.m.

Attendees: (Owners or Operators of Tourism-Related Industries): Mary Street, Owner, Ponderosa Winery; (Owners or Operators of Lodging Entities): (Owners or Operators of Lodging Entities): Mike Kloeppel, Short-Term Rental Owner, (General Public Representative): Ruth Bouldes, County Resident. County Tourism Department Staff: N. Remchuk

Not in Attendance: (Short-Term Rental Owner) Anne Soto

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting in person on Monday, October 6, 2025, at 10:00 a.m. Meeting location, El Zocalo Event Center (Salazar Building, 2nd Floor Offices), 282 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, welcomed everyone to the meeting of the Lodgers' Tax Advisory Board. Reminder that the Board is a state statute-required advisory 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 – Natasha Remchuk, Tourism & Event Coordinator
 - a. FY25 Budget carryover projection is \$27,58.32. FY25 Lodgers' Tax 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 within the unincorporated areas of the County.
 - b. A question was raised regarding the itemized budget, and if the budget was an itemized budget. Staff responded that the lodgers' tax budget is separated out into itemized categories. Staff to follow-up by sending a copy of the budget with itemized categories included to the board.
3. Open Board Seats Update – Natasha Remchuk, Tourism & Event Coordinator
 - One board seat remains open for a Tourism-Related Industry representative. To date, staff recruitment to fill the open seat includes an invitation sent out via email to Dwayne James, General Manager, Santa Ana Soccer Complex.

4. SeeSandoval, Tourism Website (SeeSandoval.org) Update – Natasha Remchuk, Tourism & Event Coordinator, reminded everyone that the SeeSandoval.org website is an excellent resource for outdoor activities and events happening in the county.
 - a. A statement was made about having more information about local events from our Sandoval County local communities. Staff responded that the purpose of the county's tourism website and the Events Page is to promote local events. All information, including event fliers, press releases, and photos promoting events are posted on the website and on the county's tourism social media platforms. Action suggested by staff would be to research other on-line (social media) platforms being used to promote local events. An effort on behalf of staff to research other platforms in an effort to engage and encourage event organizers to share with the county for posting on the SeeSandoval.org website and corresponding social media platforms.
5. New Mexico True Cooperative Marketing & Advertising Grant Update – Natasha, Tourism & Event Coordinator, reminded everyone that the FY26 meeting with NM True Coop is scheduled on February 2026. This is the meeting where the selection of the video content and photos to be used in the FY26 digital advertising campaign
6. The Outdoor Economics Conference Update - The conference was held September 8 – 10, 2025, at Red Rock Park in Gallup, New Mexico. Natasha provided an overview of the conference.
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. Other Items Discussed;
 - a. Mary Street, Owner, Ponderosa Winery shared that she saw an increase in visitors to the winery over the past weekend. The increase of which she attributed to the International Balloon Fiesta, scheduled to start on October 4, 2025.
9. Next Meeting Date Proposed
 - a. 02/09/2026 at 10 a.m.
10. Adjourn 11 a.m.