

**AMENDED 3/26/21
SAN MIGUEL COUNTY LODGING TAX PANEL
AGENDA**

March 30, 2021

Via Zoom, Meeting ID 886 0478 7748, Password 198905
Telluride, Colorado

REGULAR MEETING

1:00 p.m.

1. Call to order.
2. Review of Agenda.
3. Approval of Minutes for February 4, 2021, meeting.
4. Review of the 4th Quarter 2020 Lodging Tax Report.
5. Update with the Norwood Chamber of Commerce.
 1. Marketing Plans.
 2. Review of the 2021 budget.

Present: Gretchen Wells and John Metzger

6. Dolores School District Lodging Tax – Added 3/26/2021
7. Report from Telluride Tourism – Michael Martelon
 1. Marketing Plans
 2. Performance working Budget
 3. 2021 Key changes
 3. Summer 2021 – What does it look like? Number of Visitors?
8. Other Business
 - Consideration of the next meeting date.
 - Other, as needed.
9. Adjournment

Please call Carmen Warfield 970-728-3844 if you are unable to attend this meeting.

Distribution:

Commissioner – Lance Waring
Keith Hampton
Frank Ruggeri
Gretchen Wells

Telluride Tourism Board
Norwood Chamber of Commerce
Planet/Norwood Post
KOTO

SAN MIGUEL COUNTY LODGING TAX PANEL

REGULAR MEETING

MINUTES

Thursday, February 4, 2021

Via Zoom.us meeting

Present: Keith Hampton, Chair
Frank Ruggeri, Vice Chair
Gretchen Wells, Member

Others Present: Lance Waring, County Commissioner
Michael Martelon, Marketing Telluride Inc.
John Metzger, Norwood Chamber of Commerce

Staff Present: Carmen Warfield – Secretary

1. Call to Order 1:02 pm.
2. Welcome the newest member of the Lodging Tax Panel, Gretchen Wells. (Gretchen had a previous appointment but will be joining the meeting late).
3. Review of the Agenda.
4. Approval of the Minutes for the December 3, 2020, meeting.

MOTION by Frank Ruggeri to approve the minutes for the December 3, 2020 meeting.

SECONDED by Keith Hampton. **MOTION PASSED 2-0.**

5. Review of the 4th Quarter 2020 Lodging Tax Report.

Note: The 4th Quarter 2020 Lodging Tax Report was not available. It will be reviewed at the next meeting.

7. Presentation of the Marketing Plan for Telluride Tourism.

Present: Michael Martelon, MTI

1:30 pm Gretchen Wells joined the meeting.

6. Update with the Norwood Chamber of Commerce.

Present: Gretchen Wells and John Metzger

The Norwood Chamber will provide additional information at the next meeting.

8. Other Business.
Consideration of expanding the members of the Lodging Tax Panel from 3 to 5 members.

Note: This item was discussed in detail, and at this time, the board has chosen to stay with three members unless there are additional work or requirements that would warrant a larger board.

Note: The next meeting is scheduled for Thursday, March 30, 2021, at 1 pm. via zoom.

MOTION by Frank Ruggeri to adjourn the meeting. **SECONDED** by Gretchen Wells. **MOTION PASSED 3-0.**

9. Adjournment.
1:58 pm.



Carmen Warfield <carmenw@sanmiguelcountyco.gov>

4th Qtr Lodging Tax

1 message

Ramona Rummel <ramonar@sanmiguelcountyco.gov>
To: Mike Bordogna <mikeb@sanmiguelcountyco.gov>
Bcc: carmenw@sanmiguelcountyco.gov

Tue, Feb 16, 2021 at 7:05 AM

(All recipients have been BCC'd)

Good morning -

Attached please find the 4th quarter lodging tax report. This report includes prior period adjustments and for the purpose of this report; prior period adjustments would represent any collections/filings due prior to or including 09.30.20. For this 4th quarter, there was a total adjustment of (\$771); with collections/filings going back to 03.31.18. The 3rd qtr figure has also been updated on this report with adjustments being received for this quarter.

Please note that the 4th quarter is down .31% compared to the 4th quarter in 2019, excluding prior period adjustments and late filings. This is for lodging activity filings for the months of October thru December. YTD compared to 2019 is down 7.64%.

Should you have any questions, please let me know.

Thanks and have a good day!

Ramona Rummel
Finance/HR Director



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<https://www.sanmiguelcountyco.gov>

4th Qtr.pdf
389K

SAN MIGUEL COUNTY LODGING TAX REPORT

<u>Qtr</u>	<u>Total Collections</u>	<u>Prior Period Adjustments</u>	<u>% + (-) without prior period adjs</u>	<u>R1 School Dist</u>	<u>R2 & Dolores County School Districts</u>
1st	\$346,617.95	\$ 103,154.84	-10.18%	\$ 344,816.21	\$ 1,801.74
2nd	\$68,543.44	\$ 26,996.28	-61.40%	\$ 67,763.98	\$ 779.46
3rd	\$284,482.78	\$ 555.00	14.19%	\$ 281,478.79	\$ 3,003.99
4th	\$141,967.82	\$ (771.00)	-0.31%	\$ 139,832.03	\$ 2,135.79
TOTAL	\$841,611.99	\$ 129,935.12		\$ 833,891.01	\$ 7,720.98

<u>(without prior period adjustments)</u>	<u>2018</u>	<u>2017</u>
<u>2019</u>		
\$271,063.54	\$212,724.28	\$196,848.79
\$107,633.27	\$77,863.87	\$125,249.02
\$248,638.14	\$254,767.30	\$181,635.22
\$143,177.57	\$134,447.05	\$134,355.87
\$770,512.52	\$679,802.50	\$638,088.90

Year-to-date is down 7.64% from the same period in 2019

