



OCCUPANCY TAX BOARD
Tuesday, January 20, 2026, 2:30 p.m.
Large Conference Room at Roswell City Hall
425 N. Richardson Ave. Roswell, NM 88201

Committee Chair: Sandra England

Vice Chair: Patricia Andrade-Loranca

Committee Members: Jane Oldrup, Mike Gottlieb, Karen Arnold

Staff Representative: Tommi Jo Conyers

A. Call to Order

B. Roll Call

C. Approval of Agenda

D. Approval of Minutes

Approval of November 18, 2025, meeting minutes

E. Action Items

1. Recommendation to approve a change from monthly meetings to quarterly

F. Other Business/Non-Action/Information Items/Reports

2. Reports: Lodger's Tax & Convention Center Bed Fees, Visitor Center Report
3. Update on Short Term Rentals (Jones)

G. Public Comments

H. Adjourn

Next Meeting: February 17, 2026

AGENDA STATEMENT

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and **Resolution 25-28**.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats, please contact the City Clerk at 575-624-6700.

NOTICE OF POTENTIAL QUORUM -- A quorum of the City Council may or may not attend, but there will be not be debate by the City Council. The Council, acting as attendees to an informational presentation, will not be discussing public business and no action will be taken.

Printed and posted: January 16, 2026

Occupancy Tax Board Meeting:

Please join my meeting from your computer, tablet, or smartphone.

<https://meet.goto.com/784626549>

You can also dial in using your phone. (For supported devices, tap a one-touch number below to join instantly.)

United States: +1 (571) 317-3112

- One-touch: <tel:+15713173112,,784626549#>

OCCUPANCY TAX BOARD
Tuesday, November 18, 2025,
2:30p.m.

Committee Chair: Sandra England
Vice Chair: Vacant
Committee Members: Patricia Andrade-
Loranca, Jane Ann Oldrup, Mike Gottlieb,
Karen Arnold
Staff Coordinator: Tommi Jo Conyers

Notice of this meeting was given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution 25-28

A. CALL TO ORDER

The meeting was called to order at 2:30 p.m.

B. ROLL CALL

Members present: Sandra England, Jane Ann Oldrup, Mike Gottlieb
Members absent: Patricia Andrade- Loranca, Karen Arnold
Staff present: TJ Conyers, Amanda Dickerson, Justin Jones

C. APPROVAL OF AGENDA

Member Oldrup moved to approve the agenda. Member Gottlieb was the second. A voice vote was as follows: Sandra England–Yes; Jane Ann Oldrup-Yes; Mike Gottlieb- Yes, Karen Arnold- Absent; Patricia Andrade-Loranca- Absent; and the motion passed 3-0

D. APPROVAL OF THE MINUTES

Member Oldrup moved to approve the minutes. Member Gottlieb was the second. A voice vote was as follows: Sandra England–Yes; Jane Ann Oldrup-Yes; Mike Gottlieb- Yes, Karen Arnold- Absent; Patricia Andrade-Loranca- Absent; and the motion passed 3-0

E. OTHER BUSINESS/NON-ACTION/ INFORMATIVE ITEMS/REPORTS

Mr. Jones discussed the Lodgers' Tax and Convention Center Bed Fee Reports, collected in September 2025 for the activity of August 2025.
Amanda Dickerson discussed the Visitor Center September 2025 Report.

F. PUBLIC COMMENT

None

G. ADJOURNMENT

The meeting adjourned at 3:00 p.m.



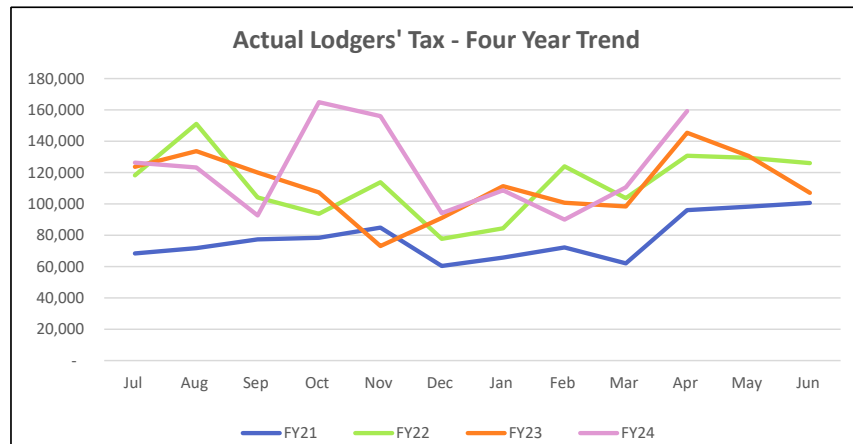
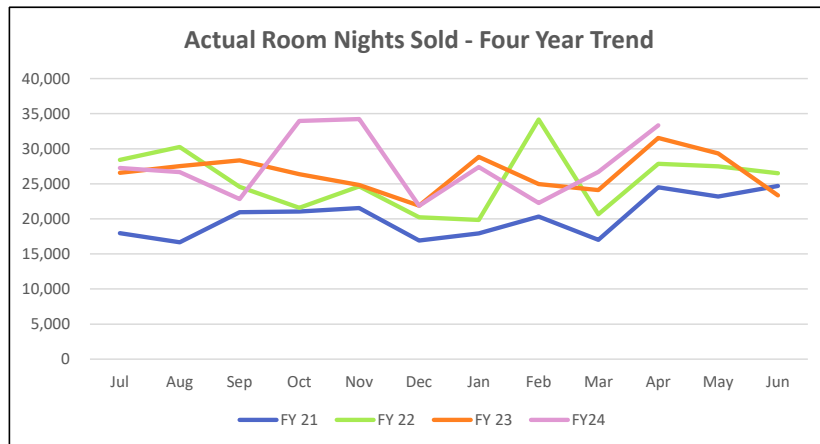
CITY OF ROSWELL
5% LODGERS' TAX COLLECTION REPORT
COLLECTED IN NOVEMBER 2025 FOR THE MONTH OF OCTOBER 2025 ACTIVITY

ROOM NIGHTS REPORTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY 23	26,570	27,515	28,330	26,385	24,822	21,885	28,847	24,972	24,102	31,539	29,313	23,353	317,633
FY24	27,246	26,672	22,821	33,964	34,230	21,867	27,393	22,269	26,694	33,329	26,826	27,611	330,922
FY25	34,628	28,716	26,372	25,091	33,101	25,752	22,812	21,634	24,353	29,043	24,629	26,392	322,523
FY26	27,421	27,574	25,836	24,990	27,802								133,623
Available Room Nights	47,460	49,042	49,042	47,460	49,042	47,460	49,042	49,042	44,296	49,042	47,460	49,042	
Occupancy %	57.8%	56.2%	52.7%	52.7%	56.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

LODGERS' TAX COLLECTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY23	123,675	133,648	120,051	107,406	73,116	91,015	111,293	100,743	98,450	145,415	130,573	107,096	\$ 1,342,481
FY24	126,306	123,243	92,711	164,942	156,080	94,157	108,666	89,983	110,577	159,226	115,351	126,741	\$ 1,467,982
FY25	177,303	159,992	118,806	114,100	157,353	132,870	99,619	95,871	105,116	149,261	117,774	124,547	\$ 1,552,612
FY26	126,367	148,321	123,922	139,591	134,417								\$ 672,618



*February 2022 increase reflects late payment received by the city not the actual allocation of tax liability to the appropriate month.



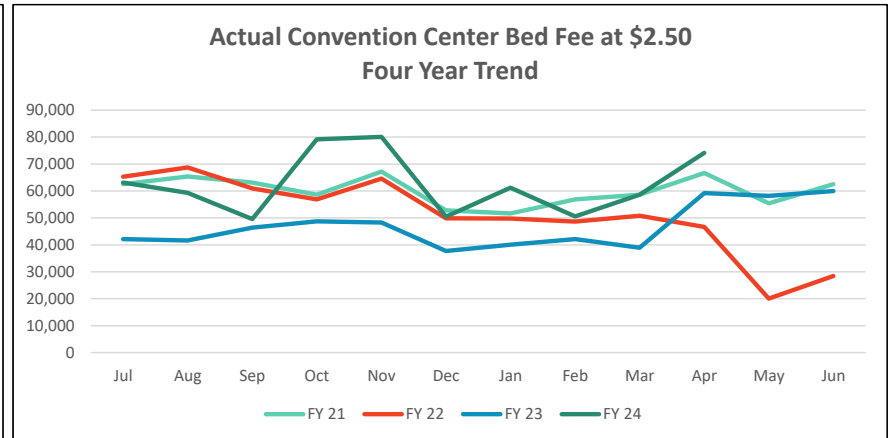
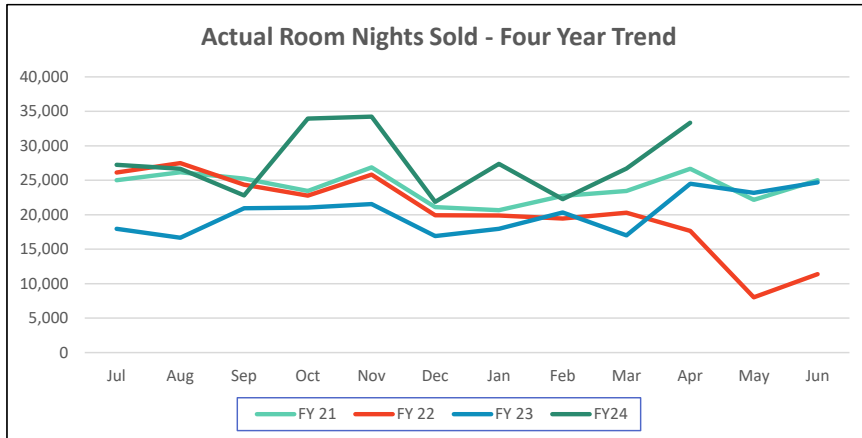
CITY OF ROSWELL **\$2.50 CONVENTION CENTER BED FEE COLLECTION REPORT** **Collected in November 2025 for October 2025 Activity**

ROOM NIGHTS REPORTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY23	26,570	27,515	28,330	26,385	24,822	21,885	28,847	24,972	24,102	31,539	29,313	23,353	317,633
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FY26	27,421	27,574	25,836	24,990	27,802								133,623
Available Room Nights	47,460	49,042	49,042	47,460	49,042	47,460	49,042	49,042	44,296	49,042	47,460	49,042	
Occupancy %	57.8%	56.2%	52.7%	52.7%	56.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

CONVENTION CENTER FEES COLLECTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY23	62,518	65,830	67,088	61,810	44,848	51,480	68,305	57,842	53,238	75,480	63,965	54,313	\$ 726,714
FY24	63,160	59,332	49,567	79,130	80,079	50,482	61,255	50,565	58,575	74,128	61,840	63,755	\$ 751,868
FY25	80,315	70,870	60,612	56,428	76,247	64,132	53,257	49,550	50,762	63,197	56,455	58,595	\$ 740,420
FY26	59,642	63,445	55,335	56,445	62,249								\$ 297,116



*February increase reflects late payment received by the city not the actual allocation of tax liability to the appropriate month.

**Updated 9/22 to reflect monies received by the city during monthly reporting period for FY20, FY21, FY22 and FY23 for cash basis only.

Two hotels did not report.

**Updated 9/22 to reflect monies received by the city during the monthly reporting period for FY20, FY21, FY22 and FY23 for cash basis only.

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Monthly Visitor Center Report November 2025

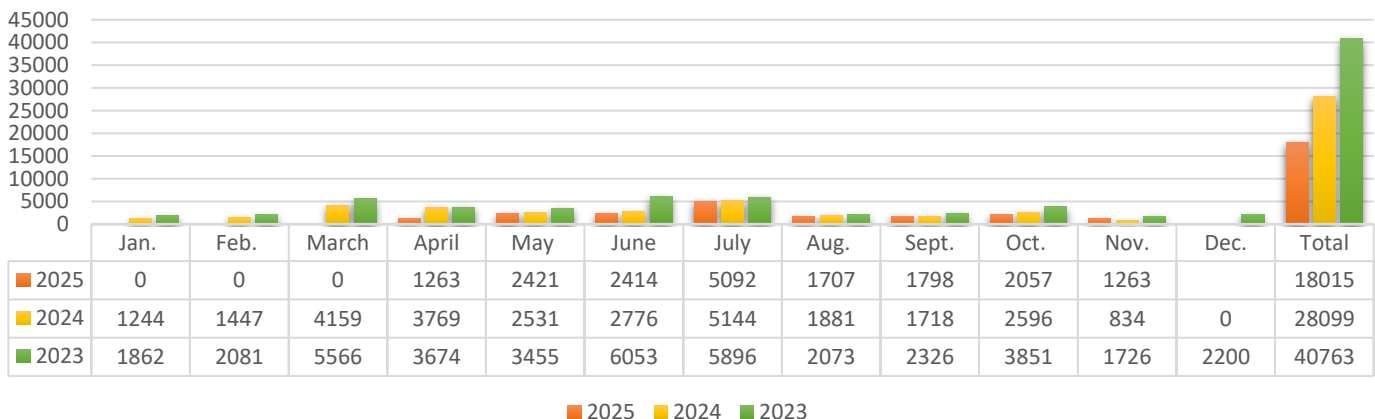
November Visitation Report

Visitor Center Retail Store:

- Welcomed **1263** guest, 826 overnight stays in Roswell or **65%** and **84** Roswell locals.
- **November** sales total **\$4529**
- **Top 5 items sold:** Coin Long Sleeve Tee, Believe Tee, Alien Glasses, Penny Bandz, Seeing is Believing Tee.

	November Comparison			YTD Comparison		
	2023	2024	2025	2023	2024	2025
Roswell Only	77	44	84	1508	1491	1223
New Mexico Visitors	113	70	70	2786	1979	1463
(Not including Roswell Area)						
US Visitors	1362	620	996	31866	22460	14196
(Not including New Mexico)						
International Visitors	174	100	113	2403	2169	1126
Unknown	0	0	0	0	0	7
Totals Visitors	1726	834	1263	38563	28099	18015
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

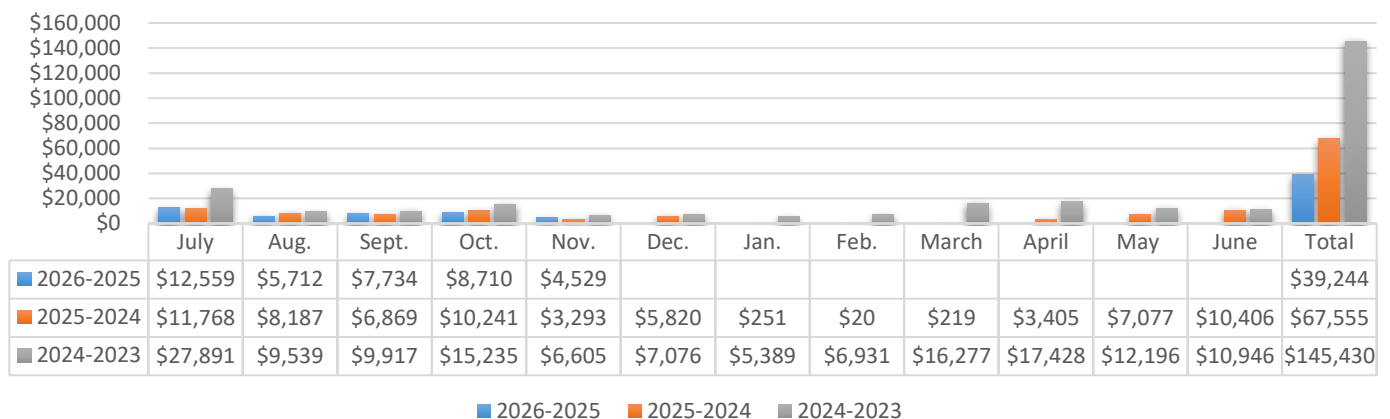
Visitor Comparison By Calendar Year 2025



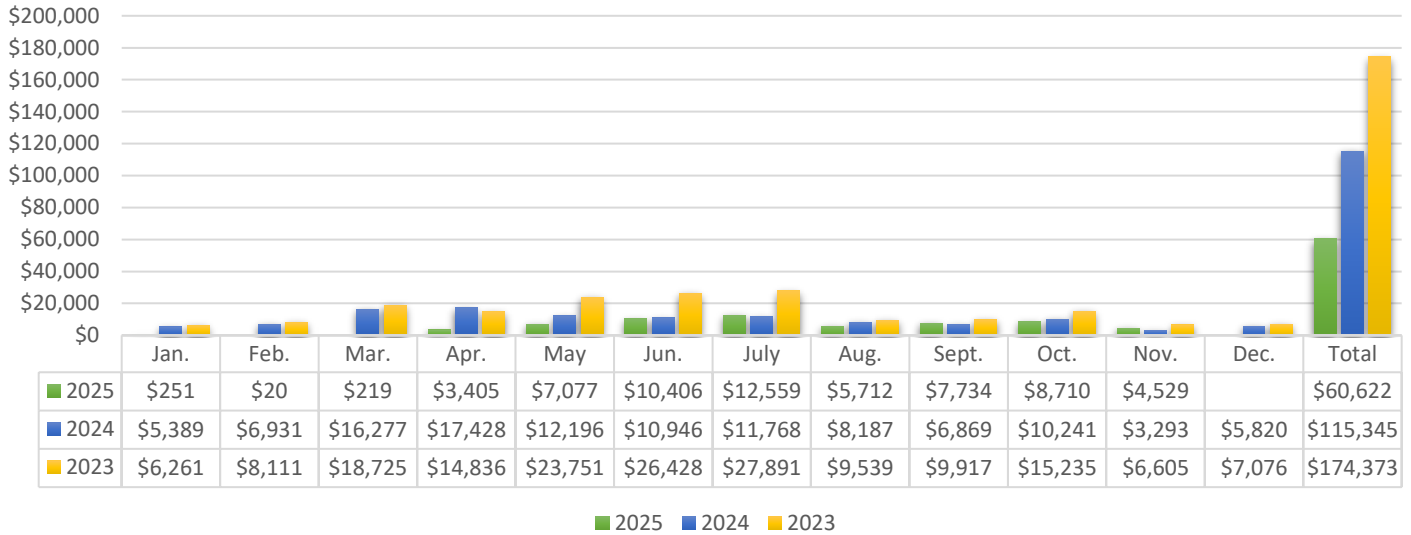
Facility Operations:

- Posted events on Community Calendar, SeeRoswell.com and Visit Widget that were submitted to the websites or events that we have looked for through using other resources.
- Promoted blood drives, small businesses, Spring River Zoo, Virtual Events, Roswell Museum and CSPs on KENW-Portales radio station every Thursday which is written by Visitor Center Staff.
- Updated inventory numbers at Visitors Center once a week and stock room once a month.
- Worked on staff training to help with advancements. Staff has started on new CBT that is required yearly.
- 11/12 – Safety Committee 9am - Amanda
- 11/14 – Window Consultations - Amanda
- 11/17 and the rest of the month work on set up for Christmas on the Plaza event – Amanda
- Brochures Received for the month **855** – VC Staff
- Called out for Brochures to Visit Albuquerque, Ruidoso Chamber & Catwalk national Rec. – VC Staff
- Monthly request for information sent to Fredonia WI, Miami FL, Olympia WA, Battle Creek MI, Apopka FL. – VC Staff
- Two requests for promotional items for the monthly of November. – VC Staff

2026 Fiscal Year Revenue Comparison



Calendar Year 2025 Revenue Comparison



Fiscal Year 2025 Merchandise Expenses

