



LOS ALAMOS

County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

Loryn 'Ryn' Herrmann, Chair; Linda Deck, Vice Chair; and Katie Bruell, Members

Tuesday, June 20, 2017

12:00 PM

1000 Central Avenue, Room 110

ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Agenda

C. Review/Approval of Meeting Minutes

- (1) [9558-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting on April 18, 2017.

Recommendation: I move that the Board approve the Minutes for April 18.

Presenters: Loryn 'Ryn' Herrmann

Attachments: [A - April 18 2017 LTAB Min DRAFT](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATION/DISCUSSION

- A. [9578-17](#) Update on the Tourism Strategic Plan by *Design Workshop*
Becky Zimmerman and Anna Laybourn

Presenters: Linda Matteson

- B. [9589-17](#) Wayfinding Plan Update

Presenters: Linda Matteson

III. PENDING PROJECTS for possible action

A. Board Terms and Vacancy Status (Loryn "Ryn" Herrmann)

B. FY18 LTAB Workplan (Kelly Stewart)

- (1) [9571-17](#) FY2018 LTAB Work Plan

Presenters: Kelly Stewart

Attachments: [Lodgers Tax Advisory Board FY18 Work Plan Final](#)

C. Visitor Guide (David Empey)

D. STAR Report Status (Kelly Stewart)

IV. REPORTS

A. Tourism Marketing Report

- (1) [9575-17](#) June Tourism Marketing Reports
Presenters: David Empey
Attachments: [June Marketing Report](#)
[June 2017 Los Alamos PR-Social Activity Report](#)

B. State/Regional Tourism & Hospitality Report

C. Lodgers' Tax Revenue Reports (Accrued/Actual) Review

- (1) [9572-17](#) Lodgers' Tax Payment Report March and April Actuals
Presenters: Kelly Stewart
Attachments: [May 2017 Lodgers' Tax Revenues Payment Report](#)
- (2) [9573-17](#) Lodgers' Tax Revenue Report Accrual May 2017
Presenters: Kelly Stewart
Attachments: [May 2017 Lodgers' Tax Accrual Report](#)

D. Lodging Reports/Trends

E. Visitation by Attraction/Visitor Centers (Melanie Pena)

- (1) [9579-17](#) April 2017 Visitation By Attraction Report
Attachments: [April 2017 Visitation By Attraction Report](#)
- (2) [9597-17](#) May 2017 Visitation By Attraction Report
Attachments: [May 2017 Visitation By Attraction Report](#)

F. Group Marketing Events/Opportunities (Melanie Pena, Dianne Marquez)

G. County Recreation Report (Dianne Marquez)

- (1) [9577-17](#) County Recreation Report
Attachments: [May 2017 County Recreation Report](#)

H. Tourism Materials Distribution Update (Fun & Games) (Melanie Pena)

I. County Tourism Strategic Plan Update

J. Other Announcements (All)

V. NEW PROJECTS/INITIATIVES

A. New Projects and Initiatives

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

- A. [9580-17](#) Tuesday, July 18, 2017, 12-2 p.m.
Municipal Building, BCC Room 110

VII. ADJOURNMENT

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 the County Human Resources Division at 662-8040 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 personnel in the Economic Development Department at 662-8087 if a summary or other type of accessible format is needed.