



LOS ALAMOS

# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### Lodgers' Tax Advisory Board

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Tuesday, January 15, 2019

12:00 PM

1000 Central Avenue, Room 110

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#### I. ADMINISTRATIVE ACTIONS

##### *A. Call to Order/Introductions*

##### *B. Approval of Today's Agenda*

##### *C. Review/Approval of Meeting Minutes*

1. [11553-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on December 21, 2018.

**Recommendation:** I move that the Board approve the Minutes for December 21, 2018.

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [December 21, 2018 Minutes](#)

##### *D. Board Updates*

1. [11558-19](#) Announcement of the Merger of Griffin and Associates and HK Advertising.

**Presenters:** Lodgers' Tax Advisory Board

##### *E. Public Comment for Items Not on the Agenda*

#### II. REPORTS

##### *A. Inter-Board-Commission Liaisons Update*

1. Art in Public Places Advisory Board (Linda Deck)
2. Historic Preservation Advisory Board (Barbara Lai)
3. Library Board (Katie Bruell)
4. Parks and Recreation Board (Vacant)

5. Planning and Zoning Commission (Catherine Mockler)
6. Transportation Board (Kelly Stewart)
7. Tourism Implementation Task Force (Katie Bruell & Kelly Stewart)

***B. State/Regional Tourism & Hospitality Report (Kelly Stewart)***

***C. Mainstreet/Creative District Report (Lauren McDaniel & Jennifer Loveless)***

***D. Branding Update (Kelly Stewart)***

***E. Tourism Marketing Report (Floyd Vasquez)***

***F. Lodgers' Tax Revenue Report Review (ALL)***

1. [11571-19](#) December Lodgers' Tax Revenue Report  
**Presenters:** Lodgers' Tax Advisory Board  
**Attachments:** [A - Revenue Accrual Report](#)

***G. Visitation by Attraction/Visitor Centers (Melanie Pena)***

1. [11577-19](#) Visitation by Attraction/Visitor Centers Reports  
**Presenters:** Lodgers' Tax Advisory Board  
**Attachments:** [A - December 2018 Monthly Visitation by Attraction Report](#)

***H. Group Marketing Events/Opporunities (All)***

***I. County Recreation Report***

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

***K. Other Announcements (All)***

**III. NEW AND PENDING ITEMS/PROJECTS**

***A. FY20 Work Plan Priorities***

1. [11557-19](#) FY20 Work Plan Priorities  
**Presenters:** Lodgers' Tax Advisory Board

**Attachments:**      [A - LTAB Approved FY19 Work Plan](#)  
                                 [B - DRAFT FY20 Work Plan Template](#)

#### **IV. PRESENTATIONS/DISCUSSION ITEMS**

#### **V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

A. The next LTAB meeting is scheduled for February 19, 2019 in Room 110 at 12:00 pm.

#### **VI. ADJOURN**

*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.*