



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

Agenda - Final Lodgers' Tax Advisory Board

*Linda Deck, Chair; Katie Bruell, Vice Chair; Stacy Baker,
Members*

Tuesday, October 20, 2020

12:00 PM

ZOOM

Due to COVID-19 Concerns, meeting will be conducted remotely.

I. ADMINISTRATIVE ACTIONS

You are invited to a Zoom webinar.

When: October 20, 2020

12:00 PM Mountain Time (US and Canada)

Topic: Lodgers' Tax Advisory Board Meeting

To attend and/or give public comment, the link to join the webinar is:

[https://zoom.us/j/98216418787?](https://zoom.us/j/98216418787?pwd=dVE2V21HeDdEMTA0Q1lmcUpLbi9HQT09)

[pwd=dVE2V21HeDdEMTA0Q1lmcUpLbi9HQT09](https://zoom.us/j/98216418787?pwd=dVE2V21HeDdEMTA0Q1lmcUpLbi9HQT09)

Any questions, please email: barbara.lai@lacnm.us

A. *Call to Order/Introductions*

B. *Approval of Today's Agenda*

C. *Review/Approval of Meeting Minutes*

September minutes are not available and will be voted on at the November meeting.

D. *LTAB Membership Status & Chair/Vice Chair Elections*

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

II. NEW AND PENDING ITEMS/PROJECTS

A. *Los Alamos Destination Programs Status Kelly Stewart*

1. County Policies per Governor's Public Health Order

2. Visitor Centers and Attractions Status

3. New Visitor Materials & Information Kiosks

B. State Economic Development Initiatives

1. New Mexico Hospitality Association

a. Lodgers' Tax Handbook

b. New Mexico Safe Promise/Certified Programs – Los Alamos Compliance

2. New Mexico Tourism Department

a. Tourism Summit Highlights Kelly Stewart

b. Recovery Readiness Initiative Programs Kelly Stewart

(1) Google DMO Programs

- Phase I – Audit/update of 100 local businesses

- Phase II – Production, branding, placement of StreetViews, PhotoSpheres, virtual tours

(2) Content Creation – Oct 9 Video-Photo Shoot; Oct 19-23 Google StreetViews, PhotoSpheres

(3) Social Media Audit – VisitLosAlamos.org, Facebook, Instagram

3. Outdoor Recreation Division Fall Summit Highlights Linda Matteson

C. New Projects All

III. MONTHLY REPORTS

A. Tourism Metrics

1. Tourism Marketing Report (Sunny505)

1. [13475-20](#) Marketing report - Sunny505

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Sunny505 Overview](#)
 [B - Sunny505 Activity Report](#)

2. Lodgers' Tax Revenue Report All

1. [13476-20](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Revenue Report Lodgers' Tax](#)

3. Visitation by Attraction/Visitor Centers Melanie Pena

1. [13477-20](#) Visitation By Attraction Reports

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Visitation Reports April 2020 through June 2020](#)
 [B - Visitation Reports July 2020 through September 2020](#)

B. Tourism Implementation Task Force Report Linda Matteson

C. Gateway 3 National Parks Linda Matteson

1. Manhattan Project National Historical Park

2. Bandelier National Monument

3. Valles Caldera National Preserve

D. MainStreet/Creative District Report Kelly Stewart

E. Community Development Department Update

1. Downtown Master Plan/Redevelopment Plan Update Kelly Stewart

2. Dark Skies Corridor Initiative/Consortium Katie Bruell

F. Community Services Department Update Dianne Marquez

G. Upcoming Events Calendar All

H. Other Announcements

IV. PRESENTATIONS/DISCUSSION
PRESENTATIONS/DISCUSSIONS**A. *FY21 LTAB PRIORITIES ASSESSMENT REVIEW***

1. Data Collection, Reporting, Assessment Update
2. Short Term Lodging Policy/Process – Lodgers' Tax Handbook & County Development Code Update
3. Hospitality Best Practices – Visitor Journey A2D Training?
4. Rural Pathways Project Process - Paused thru COVID
5. Critical Plans Review, Input, Application
6. Planning Calendar Functionality Report

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Next Meeting: Tuesday, Nov 17, 2020, 12-2 p.m. Via Zoom

Agenda Items

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.