County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

Linda Deck, Chair; Katie Bruell, Vice Chair; and Catherine Mockler, Members

Friday, December 21, 2018	**9:00 AM**	**1000 Central Avenue, Room 110**

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1.   [11507-18](#)   Minutes from the Lodgers' Tax Advisory Board Meeting on November 27, 2018.

Recommendation: I move that the Board approve the Minutes for November 27, 2018.

Presenters: Lodgers' Tax Advisory Board

Attachments: [November 27, 2018 DRAFT Minutes](#)

D. Approval of 2019 LTAB Meeting Dates

1.   [11508-18](#)   Approval of 2019 LTAB Meeting Schedule

Recommendation: I move that the Board approve the 2019 Meeting Schedule.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - DRAFT LTAB 2019 Meeting Dates](#)

E. Status of Board Updates

F. Public Comment for Items Not on the Agenda

II. PRESENTATION/DISCUSSION

A. Kimberly DeVall Valles Caldera National Preserve

III. NEW AND PENDING ITEMS/PROJECTS (For Possible Action)

A. Acceptance of the Final FY2019 Tourism Marketing Plan

1.   [11509-18](#)   Acceptance of the Final FY2019 Tourism Marketing Plan

    Recommendation: I move that the Board approve the FY2019 Tourism Marketing Plan

    Presenters: Lodgers' Tax Advisory Board

    Attachments: [A - FY19 Los Alamos Tourism Marketing Plan](#)

B. FY20 Work Plan Priorities

1.   [11510-18](#)   FY20 Work Plan Priorities

    Presenters: Lodgers' Tax Advisory Board

    Attachments: [FY19 Work Plan](#)

                      [FY20 Template](#)

C. Other Items/Projects

IV. REPORTS

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Advisory Board

2. Historic Preservation Advisory Board (Linda Deck)

3. Library Board (Katie Bruell)

4. Parks and Recreation Board

5. Planning and Zoning Commission (Catherine Mockler)

6. Transportation Board - Kelly Stewart

7. Tourism Implementation Task Force (Katie Bruell & Linda Matteson)

B. State/Regional Tourism & Hospitality Report

1. NM Hospitality Association: TRENDS Conf Jan 28-29, 2019

2. New Mexico Tourism Department Update

3. Visitor Guide Feedback from PRSA

C. Mainstreet/Creative District Report

1. MainStreet Update (Lauren McDaniel)

2. Creative District Update (Lauren McDaniel)

D. Branding Update (Kelly Stewart)

1. Discoveries Action Team Projects Update

E. Tourism Marketing Report (Floyd Vasquez)

1. FY19 Marketing Co-Op Update

2. Monthly Reports

1.   11514-18   Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: A - Dec 2018 LTAB PR Social Media Report

B - Dec 2018 Activity Report

F. Lodgers' Tax Revenue Report Review (ALL)

1.   11511-18   Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: A - Revenue Accrual Report

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

1.   11513-18   Visitation by Attraction/Visitor Centers

Presenters: Lodgers' Tax Advisory Board

Attachments: A - November Visitation 2018 Monthly Report

H. Group Marketing Events/Opporunities (All)

I. County Recreation Report

1.   11512-18   County Recreation Report

Presenters: Lodgers' Tax Advisory Board

Attachments: A - December PROS Division Report

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

K. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next LTAB meeting is Tuesday, January 15, 2019, 12-2 p.m.

Municipal Building , Location TBD

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.