

**Lodgers' Tax Advisory Board  
DRAFT Minutes January 18, 2022**

**I. ADMINISTRATIVE ACTIONS**

**Members Present:** Linda Deck, Acting Chair; Matthew Allen, Jennifer Jenson, Jennifer Olsen and Julie Ruud, Members.

**Council Liaison:** David Reagor

**Others Present:** Dan Ungerleider, Economic Development Manager; Kelly Stewart, Staff Liaison; Joanie Griffin, Sunny505; Melanie Pena, Discover Los Alamos; Barbara Lai, Administrative Support; and IT.

**Call to Order**

Acting Chair Deck called the virtual meeting to order at 12:08 pm.

**Approval of Today's Agenda**

**Chair Deck moved approval of the agenda. Jennifer Jenson seconded. The motion passed unanimously.**

**Approval of Minutes**

**Chair Deck moved approval of the January minutes. The motion passed unanimously.**

**Public Comment**

No public comment.

**II. PRESENTATION/DISCUSSION**

**FY23 LTAB Work Plan**

Ms. Stewart introduced the FY22 Work Plan Goals and the accomplishments. Mr. Ungerleider suggested that he and Ms. Stewart meet to develop a structure for the board to review and approve at the next meeting.

**III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION**

**Lodging Field Trips**

Ms. Stewart will reach out to lodgers to set up quarterly tours.

**Film Projects Update/Opportunities**

Ms. Stewart updated the board on the "Oppenheimer" film. The director film scenes at the WAC dorm, Fuller Lodge, the Oppenheimer House. Filming is scheduled for mid-March.

#### **IV. MONTHLY REPORTS**

##### **Councilor Report**

Councilor Reagor reported that current Council priorities include expanding broadband and selecting a new counselor.

##### **Lodgers' Tax Revenue**

Chair Deck observed that the Lodgers' Tax collected to date nearly matches the amount collected in all of 2021. The 2022 revenues are on a good trajectory.

##### **Visitation by Attraction/Visitors Center**

Ms. Pena reported visitation is only slightly down from previous years. Adventure Guides are being distributed throughout the state at a steady rate.

##### **Datafy LIVE Analysis**

Ms. Griffin conducted a live presentation of Datafy dashboard.

##### **Tourism Marketing Report**

Ms. Griffin reported steady audience growth and engagement on the @VisitLosAlamos Instagram and the Visit Los Alamos Facebook page and highlighted the content that garnered the highest circulation in December: AAA Explorer magazine.

##### **Mainstreet/Creative District Report**

Ms. Pena reported on the success of the WinterFest event.

**Chair Deck adjourned the meeting at 1:57 p.m.**