



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; Felicia Duran, and Katie Watson, Members*

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Tuesday, March 21, 2017

12:00 PM

1000 Central Avenue, Room 110

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#### I. ADMINISTRATIVE ACTIONS

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

##### B. Approval of Agenda

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

- 1) [9194-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting(s)

**Recommendation:** I move that the Board approve the Minutes for [list date(s)].

**Sponsors:** Loryn 'Ryn' Herrmann

**Indexes:**

**Attachments:** [A - Dec 20 16 LTAB Min FINAL DRAFT](#)

[B - Jan 17 17 LTAB Min FINAL DRAFT](#)

##### D. Public Comment for Items Not on the Agenda

#### II. PRESENTATION/DISCUSSION

- A. [9243-17](#) Wayfinding Plan Presentation

**Sponsors:** Linda Matteson

**Indexes:**

#### III. PENDING PROJECTS for possible action

- A. [9235-17](#) Legistar Deadlines/Streaming Update

**Sponsors:** Barbara Lai

**Indexes:**

- B. [9236-17](#) Board Terms and Vacancy Status

**Sponsors:** Loryn 'Ryn' Herrmann

Indexes:

- C. [9237-17](#) FY18 LTAB Workplan  
Sponsors: Kelly Stewart  
Indexes:  
Attachments: [2017 3 16 Final Draft LTAB Work PlanFY18](#)
- D. [9238-17](#) Short Term Rentals  
Sponsors: Loryn 'Ryn' Herrmann  
Indexes:
- E. [9239-17](#) Visitor Guide  
Sponsors: David Empey  
Indexes:
- F. [9240-17](#) STAR Report Status  
Sponsors: Kelly Stewart  
Indexes:

**IV. REPORTS****A. Tourism Marketing Report**

- 1) [9241-17](#) Current Tourism Marketing Report  
Sponsors: David Empey  
Indexes:  
Attachments: [A - FebMar 2017 Los Alamos PRSocial Activity Report](#)  
[B - Marketing Report - March 21st](#)

**B. State/Regional Tourism & Hospitality Report****C. Lodgers' Tax Revenue Reports (Accrued/Actual) Review**

- 1) [9242-17](#) Lodgers' Tax Revenue Reports  
Sponsors: Kelly Stewart  
Indexes:  
Attachments: [A - Lodgers' Tax Revenue Accrued](#)  
[B - Lodgers' Tax Revenue Actual](#)

**D. Lodging Reports/Trends****E. Visitation by Attraction/Visitor Centers (Melanie Pena)**

- 1) [9248-17](#) Current Visitation by Attraction/Visitor Centers

**Sponsors:** Lodgers' Tax Advisory Board

**Indexes:**

**Attachments:** [A - January 2017 Visitation by Attraction](#)  
[B - February 2017 Visitation by Attraction](#)

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

**G. County Recreation Report (Dianne Marquez)**

1) [9244-17](#) Current Recreation Report

**Sponsors:** Lodgers' Tax Advisory Board

**Indexes:**

**Attachments:** [A - March 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**

**VII. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

Tuesday, April 18, 2017, 12:00 - 2:00 p.m.  
Municipal Building, BCC Room 110

**Indexes:**

**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 Community and Economic Development Department at 662-8006 if a summary or other type of accessible format is needed.*