



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

Tuesday, April 18, 2017

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Agenda

C. Review/Approval of Meeting Minutes

- (1) [9327-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting(s) on March 21, 2017.

Recommendation: I move that the Board approve the Minutes for March 21, 2017.

Sponsors: Loryn 'Ryn' Herrmann

Indexes:

Attachments: [A - Mar 21 17 LTAB Min DRAFT](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATION/DISCUSSION

III. PENDING PROJECTS for possible action

A. Board Terms and Vacancy Status (Loryn "Ryn" Herrmann)

B. FY18 LTAB Workplan (Kelly Stewart)

C. Visitor Guide (David Empey)

D. STAR Report Status (Kelly Stewart)

IV. REPORTS

A. Tourism Marketing Report

- (1) [9359-17](#) Tourism Marketing Reports

Sponsors: David Empey

Indexes:

Attachments: [A - April 2017 Social Activity Report](#)

[B - April Marketing Report](#)

B. State/Regional Tourism & Hospitality Report

C. Lodgers' Tax Revenue Reports (Accrued/Actual) Review

- (1) [9354-17](#) Lodgers' Tax Revenue Reports

Sponsors: Kelly Stewart

Indexes:

Attachments: [A - Lodger's Tax Revenue Accrued](#)

[B - Lodgers' Tax Revenue Actual March](#)

D. Lodging Reports/Trends

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

- (1) [9342-17](#) Visitation by Attraction Report

Sponsors: Lodgers' Tax Advisory Board

Indexes:

Attachments: [A - March 2017 Visitation by Attraction](#)

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

G. County Recreation Report (Dianne Marquez)

- (1) [9337-17](#) PROS Division Report

Sponsors: Lodgers' Tax Advisory Board

Indexes:

Attachments: [A - April PROS Division 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**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 Economic Development Department at 662-8087 if a summary or other type of accessible format is needed.