



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; and Katie Bruell, Members*

---

Tuesday, August 22, 2017

12:00 PM

County Council Chambers

---

#### **I. ADMINISTRATIVE ACTIONS**

***A. Call to Order/Introductions***

***B. Approval of Agenda***

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

- (1) [9805-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting on July 19, 2017.

**Recommendation:** I move that the Board approve the Minutes for July 19, 2017.

**Presenters:** Loryn 'Ryn' Herrmann

**Attachments:** [July 19 LTAB Minutes DRAFT](#)

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

#### **II. NEW PENDING PROJECTS for possible action**

***A. Board Terms and Vacancy Status (Ryn Herrmann)***

***B. Visitor Guide Update (David Empey)***

***C. Regional Tourism Economic Summit (Kelly Stewart)***

***D. Balloon Fiesta Participation/Opportunities (David Empey, Kelly Stewart)***

***E. Hotel REVPAR Report (Kelly Stewart, Joanie Ahlers)***

***F. ScienceFest Update (Ryn Herrmann)***

***G. Community Events/Programs Calendar (Ryn Herrmann)***

***H. Visitor Websites Update (Ryn Herrmann)***

**III. REPORTS****A. Tourism Marketing Report (David Empey)**

- (1) [9811-17](#) August Tourism Marketing Report  
A report may be distributed at the meeting.  
**Presenters:** David Empey

**B. Lodgers' Tax Revenue Reports (Accrued/Actual) Review (All)**

- (1) [9806-17](#) Lodgers' Tax Revenue Reports Review  
**Presenters:** Kelly Stewart  
**Attachments:** [A. Lodgers' Tax Revenue Payment Report](#)  
[B. Lodgers' Tax Revenue Accrual Report](#)

**C. Visitation by Attraction/Visitor Centers (Melanie Pena)**

- (1) [9821-17](#) Visitation by Attraction/Visitors Center  
**Presenters:** Lodgers' Tax Advisory Board  
**Attachments:** [July 2017 Monthly Visitation by Attraction Report](#)

**D. Group Marketing Events/Opportunities (All)**

- (1) [9824-17](#) Group Marketing Events/Opportunities  
A report may be distributed at the meeting.  
**Presenters:** Lodgers' Tax Advisory Board

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

- (1) [9807-17](#) County August Recreation Report  
**Presenters:** Lodgers' Tax Advisory Board  
**Attachments:** [A. PROS August Recreation Report](#)

**F. Tourism Materials Storage & Distribution Update (Melanie Pena)**

- (1) [9829-17](#) Tourism Materials Distribution Update  
A report may be distributed at the meeting.  
**Presenters:** Lodgers' Tax Advisory Board

**G. Tourism Strategic Plan Update (Linda Matteson)****H. Wayfinding Plan Update (Linda Matteson)****I. State/Regional Tourism & Hospitality Report (Ryn Herrmann)**

**J. Other Announcements (All)****IV. NEW PROJECTS/INITIATIVES****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

- (1)     [9834-17](#)           Tuesday, September 19, 2017  
                                  Municipal Building, BCC Room 110

**Presenters:**           Lodgers' Tax Advisory Board

**VI. 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.*