



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; Katie
Bruell, Elizabeth Allen, and Catherine Mockler, Members*

Tuesday, September 19, 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) [9904-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting on Tuesday, August 22, 2017.

Recommendation: I move that the Board approve the Minutes for Tuesday, August 22, 2017.

Presenters: Loryn 'Ryn' Herrmann

Attachments: [A. Aug 22, 2017 LTAB Minutes Draft](#)

D. Public Comment for Items Not on the Agenda

II. NEW PENDING PROJECTS for possible action

A. Board Terms Update Ryn Herrmann

B. Inter-Board-Commission Liaisons Kelly Stewart

C. NMTD Grants Update Kelly Stewart, David Empey

D. Fun & Games Distribution Report Kelly Stewart

E. Visitor Guide Feedback All

F. Regional Tourism Economic Summit Kelly Stewart

G. Hotel REVPAR Report

- (1) [9910-17](#) STAR/REVPAR Update

Presenters: Lodgers' Tax Advisory Board

H. ScienceFest Update Ryn Herrmann, Kelly Stewart

I. Community Events/Programs Calendar Ryn Herrmann

J. Visitor Websites Update Ryn Herrmann

III. PRESENTATIONS/DISCUSSION All

A. SET (Strong Economies Together) Initiative Joanie Ahlers

(1) [9922-17](#) SET (Strong Economies Together) Initiative

Presenters: Joanie Ahlers

Attachments: [A. SET Information](#)

IV. REPORTS

A. Tourism Marketing Report (David Empey)

(1) [9911-17](#) Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A. September 2017 Activity Report](#)
[B. LTAB September Marketing Report](#)

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

(1) [9923-17](#) Lodgers' Tax Revenue Reports

Presenters: Lodgers' Tax Advisory Board

Attachments: [A. Lodgers' Tax Revenue August Report](#)
[B. Lodgers' Tax Revenue Actuals Report](#)

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

(1) [9918-17](#) Visitation by Attraction/Visitor Centers

Presenters: Lodgers' Tax Advisory Board

Attachments: [A. Visitation by Attraction August 2017](#)

D. Group Marketing Events/Opportunities (All)

E. County Recreation Report (Dianne Marquez)

(1) [9905-17](#) County Recreation Report for August.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A. PROS August Report](#)

F. Tourism Materials Storage & Distribution Update Melanie Pena

G. Tourism Strategic Plan Linda Matteson

H. Wayfinding Plan Linda Matteson

I. State/Regional Tourism & Hospitality Report Ryn Herrmann, Kelly Stewart

J. Other Announcements

V. NEW PROJECTS/INITIATIVES

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

- (1) [9906-17](#) The next meeting of LTAB will be Tuesday, October 17, at 12:00 noon, in the B & C Room 110.

Presenters: Lodgers' Tax Advisory Board

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.