



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

Tuesday, November 21, 2017

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

12:00 p.m. (5 min)

A. Call to Order/Introductions

B. Approval of Agenda

C. Review/Approval of Meeting Minutes

- (1) [10119-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting on Tuesday, October 17, 2017.

Recommendation: I move that the Board approve the Minutes for October 17, 2017.

Presenters: Loryn 'Ryn' Herrmann

Attachments: [A - October 17 LTAB Minutes DRAFT](#)

D. Public Comment for Items Not on the Agenda

II. NEW/PENDING PROJECTS for possible action

12:05 p.m. (20 min)

A. 2018 Meeting Calendar for Approval (ALL)

- (1) [10133-17](#) 2018 Meeting Dates
A - 2018 LTAB Meeting Dates Draft

Presenters: Loryn 'Ryn' Herrmann

Attachments: [A - 2018 LTAB Meeting Dates Draft](#)

B. 2018 Inter-Board-Commission Liaisons (Kelly Stewart)

- (1) [10008-17](#) Inter-Board Commission Liaisons

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - LAC Boards and Commissions Overview](#)

C. Motel 6 Update (Barbara Lai)

D. IPW/Tour Operators' Conference in Denver 2018 - Discussion

- (1) [10132-17](#) IPW/Tour Operators' Conference in Denver 2018 - Discussion

Presenters: Loryn 'Ryn' Herrmann

III. REPORTS**12:25 p.m. (35 min)****A. State/Regional Tourism & Hospitality Report (Ryn Herrmann, Kelly Stewart)****1. Recap-NMHA Regional Tourism Economic Summit in Los Alamos****2. Recap-NMHA Top HAT Awards Gala****B. NMTD Grants Update (Ryn Herrmann, David Empey)****C. Tourism Strategic Plan (Linda Matteson)****D. Wayfinding Plan (Linda Matteson)****E. Tourism Marketing Report (David Empey)****1.P.R./Social Media Activity Report**

- (1) [10116-17](#) Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - November Marketing Report](#)

- (1) [10122-17](#) P.R./Social Media Activity Report

Presenters: Lodgers' Tax Advisory Board

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

F. Lodgers' Tax Revenue Reports (Accured/Actual) Review (All)

- (1) [10117-17](#) Lodgers' Tax Revenue Reports

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Lodgers' Tax Accrued Revenues October](#)

[B - Lodgers' Tax Actual Revenues October](#)

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

- (1) [10121-17](#) Visitation by Attraction/Visitor Centers

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Visitor Centers October 2017 Monthly Report](#)

H. Group Marketing Events/Opportunities (All)

1. NM Association of Museums Recap

2. Other Upcoming Events

I. County Recreation Report (Dianne Marquez)

- (1) [10118-17](#) County Recreation Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - October PROS Report](#)

J. Tourism Materials Storage & Distribution Update (Melanie Pena)

K. Other Announcements (All)

IV. FY19 WORKPLAN WORK SESSION #1 1:00 p.m. (50 min)

Nov 7 Annual LTAB Presentation to Council; FY18 Workplan Progress;

V. NEW PROJECTS/INITIATIVES 1:50 p.m. (5 min)

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS 1:55 p.m. (5 min)

VII. ADJOURNMENT 2:00 p.m.

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.