



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, January 16, 2018

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

12:00 pm (5 min)

A. Call to Order/Introductions

B. Approval of Agenda

C. Review/Approval of Meeting Minutes

- (1) [10286-18](#) DRAFT Minutes from the Lodgers' Tax Advisory Board Meeting on Tuesday, December 19, 2017.

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

Presenters: Loryn 'Ryn' Herrmann

Attachments: [A - December 19 2017 Minutes DRAFT](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATION/DISCUSSION (All)

12:05 pm (25 min)

A. Snow Making on Los Alamos County Golf Course

- (1) [10287-18](#) Clay Moseley, Southwest Nordic Ski Club

Presenters: Lodgers' Tax Advisory Board

III. NEW PENDING PROJECTS for possible action

12:30 pm (45 min)

A. Regional Tourism Summit Summary (Kelly Stewart)

B. FY18 Work Plan Draft (Kelly Stewart)

IV. REPORTS

1:15 pm (35 min)

A. Inter-Board-Commission Liaisons Update

1. Art In Public Places Board - Ryn Herrmann

2. Historic Preservation Advisory Board - Linda Deck

3. Library Board - Katie Bruell

4. Parks and Recreation Board - Elizabeth Allen

5. Planning and Zoning - Catherine Mockler

6. Transportation Board - Kelly Stewart

B. State/Regional Tourism & Hospitality Report (Ryn Herrmann, Kelly Stewart)

C. Tourism Strategic Plan (Linda Matteson)

D. Tourism Marketing Report (David Empey)

(1) [10292-18](#) Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - January Marketing Report](#)
[B - January PR-Social Activity Report](#)

E. Lodgers' Tax Revenue Report (All)

(1) [10290-18](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

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

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

(1) [10291-18](#) Visitation by Attraction/Visitor Centers

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - December 2017 Monthly Visitation Report](#)

G. Materials Distribution (Melanie Pena)

H. Group Marketing Events/Opportunities (All)

I. County Recreation Report (Dianne Marquez)

(1) [10288-18](#) December County Recreation Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [PROS December 2017](#)

J. Other Announcements (All)

V. NEW PROJECTS/INITIATIVES **1:50 pm (5 min)**

A. Coordinated Visitation Metric Project All

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

- (1) [10295-18](#) Tuesday, February 20, 12-2 pm *day after President's Day Holiday*
Municipal Building, Council Chambers

Presenters: Lodgers' Tax Advisory Board

VII. ADJOURNMENT **2:00 pm**

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.