



# 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, February 20, 2018

12:00 PM

1000 Central Avenue, Suite 110

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

**12:00 pm (5 min)**

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

##### ***B. Approval of Today's Agenda***

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

- (1) [10438-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on Tuesday, January 16, 2018.

**Recommendation:** I move that the Board approve the Minutes for January 16, 2018.

**Presenters:** Loryn 'Ryn' Herrmann

**Attachments:** [A - January 16, 2018 Minutes DRAFT](#)

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

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

**12:05 pm (25 min)**

##### ***A. FOR APPROVAL:***

***1. FY 18 Marketing Plan - David Empey, Kelly Stewart***

***2. FY19 Work Plan Draft - Kelly Stewart***

#### **III. FOR DISCUSSION:TOURISM OPPORTUNITIES FOR LOCAL BUSINESSES 12:30**

##### ***A. Film Tourism***

##### ***B. NM True Certified & Business Directory Listings/Packages***

#### **IV. REPORTS**

**1:00 pm (30 min)**

##### ***A. Inter-Board-Commission Liaisons Update***

**1. Art in Public Places Advisory 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 Commission - 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) [10440-18](#) Tourism Marketing Report**

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - February Marketing Report](#)  
[B - February 2018 Los Alamos PR Social Activity](#)

**E. Lodgers' Tax Revenue Report Review (All)****(1) [10442-18](#) Lodgers' Tax Revenue Report**

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - LTAB Revenue Report Through January](#)

**F. Visitation by Attraction/Visitor Centers (Melanie Pena)****(1) [10439-18](#) Visitation by Attraction/Visitor Centers**

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - January 2018 Monthly Visitation Report](#)

**G. Materials Distribution (Melanie Pena)****H. Group Marketing Events/Opportunities (All)****I. County Recreation Report (Dianne Marquez)**

**J. Other Announcements (All)**

- (1)     [10441-18](#)     LTAB 2018 Calendar of Meeting Dates Final

Presenters:     Lodgers' Tax Advisory Board

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

**V. NEW PROJECTS/INITIATIVES****1:30 pm (25 min)****A. Coordinated Visitation Metric Project   All****VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS****1:55 pm (5 min)**

***Tuesday, March 20, 12-2 pm***

***Municipal Building, Boards & Commissions Room 110***

**VII. ADJOURN****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.*