



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## Agenda - Final Lodgers' Tax Advisory Board

*Loryn 'Ryn' Herrmann, Chair; Linda Deck, Vice Chair; Katie  
Bruell, Elizabeth Allen, and Catherine Mockler, Members*

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Tuesday, March 20, 2018

12:00 PM

1000 Central Avenue, Suite 110

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**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) [10588-18](#)** Minutes from the Lodgers' Tax Advisory Board Meeting on February 20, 2018.

**Attachments:** [A - Draft Minutes for February 20, 2018](#)

**D. *Board Updates***

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

**II. REPORTS 12:05 pm (40 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. **MainStreet/Creative District Report - Ryn Herrmann**

D. **Branding Update - Kelly Stewart**

E. **Tourism Strategic Plan/Wayfinding Plan Update - Linda Matteson**

F. **Tourism Marketing Report - David Empey**

(1) [10598-18](#) Tourism Marketing Reports - March

**Attachments:** [A - Griffin December Marketing Report](#)  
[B - March 2018 PR - Social Activity Report](#)

G. **Lodgers' Tax Revenue Report Review - All**

(1) [10590-18](#) Lodgers' Tax Revenue Reports (thru Jan 2018 for Mar 20 Mtg) 97-03

**Attachments:** [Lodgers' Tax Revenue Accrual March .pdf](#)

H. **Visitation by Attraction/Visitor Centers - Melanie Pena**

(1) [10599-18](#) Visitation Trends Report February 2018

**Attachments:** [February 2018 Monthly Report.pdf](#)

I. **Group Marketing Events/Opportunities - All**

J. **County Recreation Report - Dianne Marquez**

(1) [10597-18](#) County Recreation Report

**Attachments:** [County Recreation Report.pdf](#)

K. **Other Announcements**

III. **NEW AND PENDING ITEMS/PROJECTS** **12:45 pm (30 min)**

IV. **PRESENTATION/DISCUSSION ITEMS** **1:15 pm (40 min)**

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

VI. **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.*