



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, April 17, 2018

12:00 PM

1000 Central Avenue, Suite 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [10682-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on March 20, 2018.

Recommendation: I move that the Board approve the Minutes for March 20, 2018.

Presenters: Loryn 'Ryn' Herrmann

Attachments: [A - March 20 Minutes DRAFT](#)

D. Board Updates

E. Public Comment for Items Not on the Agenda

II. REPORTS

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 Steward)

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) A Vote Will Be Required**

1. **10689-18** Assignment of LTAB Member to the Tourism Implementation Task Force

Recommendation: I move to assign _____, and _____ as alternate to the Tourism Implementation Task Force.

Presenters: Linda Matteson

Indexes: * 2018 Council Goal – Economic Vitality – Build the Local Tourism Economy

Attachments: A - Tourism Implementation Task Force charter

F. Tourism Marketing Report (David Empey)

1. [10705-18](#) Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

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

G. Lodgers' Tax Revenue Report (ALL)

1. [10683-18](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - April Revenue Accural Report](#)

H. Visitation by Attraction/Visitor Centers (Melanie Pena)**I. Group Marketing Events/Opporunities (All)****J. County Recreation Report (Dianne Marquez)**

1. [10684-18](#) County Recreation Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - PROS April 2018](#)

K. Tourism Materials Distribution Update (Fun & Games) (Melanie Pena)

L. Other Announcements (All)**III. NEW AND PENDING ITEMS/PROJECTS****IV. PRESENTATIONS/DISCUSSION ITEMS****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

1. [10706-18](#) The next meeting of LTAB is May 15, 2018 at 1:00 to 3:00 pm in the B & C Room, 110.

Presenters: Lodgers' Tax Advisory Board

VI. ADJOURN

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.