



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, May 15, 2018

1:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [10797-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on April 21, 2018.

Recommendation: I move that the Board approve the Minutes for April 21, 2018.

Presenters: Loryn 'Ryn' Herrmann

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

D. Board Updates

1. [10798-18](#) Preserve Our Historic Treasures Puzzle

Presenters: Lodgers' Tax Advisory Board

Attachments: [Farmer's Market Pictures](#)

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)

F. Tourism Marketing Report (David Empey)

1. [10799-18](#) Tourism Marketing Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - May 2018 Marketing Report](#)
[B - May 2018 PR Social Activity Report](#)

G. Lodgers' Tax Revenue Report Review (ALL)

1. [10800-18](#) Lodgers' Tax Revenue Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [REVENUE ACCURAL RPT \(thru Apr 2018 for May 15 2018 Mtg\) 97-03](#)

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

I. Group Marketing Events/Opportunities (All)

J. County Recreation Report (Dianne Marquez)

1. [10802-18](#) County Recreation Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - PROS May Report](#)

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****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.