



# 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*

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Tuesday, June 19, 2018

12:00 PM

1000 Central Avenue, County Council Chambers

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#### **I. ADMINISTRATIVE ACTIONS: PART**

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

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

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

1. [10893-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on May 15, 2018

**Recommendation:** I move that the Board approve the Minutes for May 15, 2018.

**Presenters:** Loryn 'Ryn' Herrmann

**Attachments:** [A - May 15 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 - (B. Lai for Kelly Steward)

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

1. **NMTD CoOp Grant**
2. **NMTD Rural Pathways Project Feedback**
3. **NMTD/IPW Lead/Visit: Marianne Swensson, The Travel Gallery, AB, Sweden**
4. **NMTD/2017 Denver Media Mission Lead/Visit: Travel**
5. **NMTD Statewide Events**
6. **Santa Fe Events/Campaigns**

**C. Mainstreet/Creative District Report (Ryn Herrmann)****D. Branding Update (Kelly Stewart)**

1. **Recap: May 17 Discoveries Action Team Meeting/Lunch at WR Fire Station**
2. **Next: June 21 Discoveries Action Team Meeting/Lunch at Fuller Lodge**
3. **Ambassador Training Update**

**E. Tourism Strategic Plan/Wayfinding Plan Update (Linda Matteson)**

1. **VC**
2. **Bandlier Shuttle - Band - WRVC-LA-WRVC Loop**

**F. Tourism Marketing Report (David Empey)**

1. [10895-18](#) Tourism Marketing Report  
**Presenters:** Lodgers' Tax Advisory Board  
**Attachments:** [A - June Marketing Report](#)  
[B- June 2018 PR-Social Activity Report](#)

**G. Lodgers' Tax Revenue Report Review (ALL)**

1. [10896-18](#) Lodgers' Tax Revenue Report  
**Presenters:** Lodgers' Tax Advisory Board  
**Attachments:** [A - Lodgers' Tax Revenue Report for June](#)

***H. Visitation By Attraction/Visitor Centers (Melanie Pena)******I. Group Marketing Events/Opporunities (All)******1. Libraries Transform New Mexico Meeting******J. County Recreation Report (Dianne Marquez)*****1. [10897-18](#) County Recreation Report**

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - PROS Report for June](#)

***F. Tourism Materials Distribution Update (Fun & Games) (Melanie Pena)******K. Other Announcements (All)*****III. NEW AND PENDING ITEMS/PROJECTS****IV. PRESENTATIONS/DISCUSSION ITEMS*****A. Radio Marketing for Los Alamos Events*****1. [10909-18](#) Scott Hutton, Owner, Hutton Broadcasting**

**Presenters:** Lodgers' Tax Advisory Board

**V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

**[10898-18](#)** The next meeting of LTAB is July 17, 2018 at 12:00 p.m. in the B & C Room.

**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.*