



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, July 17, 2018

12:00 PM

1000 Central Avenue, Council Chambers

I. ADMINISTRATIVE ACTIONS: PART

A. Call to Order/Introductions

B. Approval of Today's Agenda

Move IV. Presentations/Discussions to before II. Reports on the Agenda

C. Review/Approval of Meeting Minutes

1. [10985-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on June 19, 2018.

Recommendation: I move that the Board approve the Minutes for June 19, 2018.

Presenters: Loryn 'Ryn' Herrmann

Attachments: [A - June 19 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 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. [10994-18](#) Tourism Marketing Report
- Presenters: Lodgers' Tax Advisory Board
- Attachments: [A - July Marketing Report](#)
 [B - July PR-Social Activity Report](#)

G. Lodgers' Tax Revenue Report Review (ALL)

1. [10992-18](#) Lodgers' Tax Revenue Report
- Presenters: Lodgers' Tax Advisory Board
- Attachments: [A - LTAB Revenue Accrual Report \(July 2017 thru June 2018\)](#)

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

I. Group Marketing Events/Opportunities (All)

J. County Recreation Report (Dianne Marquez)

1. [10986-18](#) County Recreation Report
- Presenters: Lodgers' Tax Advisory Board
- Attachments: [A - PROS July 2018 Report](#)

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

L. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

IV. PRESENTATIONS/DISCUSSION ITEMS

1. [11008-18](#) Tourism Marketing Services Contract Strategy/Priorities

Griffin and Associates and HK Advertising

Presenters:

Lodgers' Tax Advisory Board

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

1. [10995-18](#) The next LTAB meeting is Tuesday, August 21, 2018 at 12:00 - 2:00 pm.
The meeting will be held at the Municipal Building, in the BCC 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.