



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, August 21, 2018

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS: PART

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [11087-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on July 17, 2018.

Recommendation: I move that the Board approve the Minutes for July 17, 2018.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - July 17 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 Stewart)

7. Tourism Implementation Task Force Update (Katie Bruell)

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

C. Mainstreet/Creative District Report (Ryn Herrmann)

D. Branding Update (Kelly Stewart)

E. Tourism Marketing Report (David Empey)

1. [11116-18](#) Tourism Marketing Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - August Marketing Report](#)
[B - August PR-Social Activity Report](#)
[C - SLOPES 2018_Los Alamos](#)

F. Lodgers' Tax Revenue Report Review (ALL)

1. [11090-18](#) August 2018 Lodgers' Tax Revenue Accrual Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - Lodgers' Tax Revenue Accrual Report August](#)

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

1. [11114-18](#) July 2018 Visitation by Attraction Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - July 2018 Visitation by Attraction Monthly Report](#)

H. Group Marketing Events/Opportunities (All)

I. County Recreation Report (Dianne Marquez)

1. [11088-18](#) August Parks and Recreation Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - Parks Recreation Report August 2018](#)

J. Other Announcements (All)

III. PRESENTATION AND DISCUSSION ITEMS

A. Strategic Tourism Collaboration (Part 1)

1. Determine Balloon Fiesta Booth Staffing
2. Inventory Wayfinding Maps and Materials

IV. NEW AND PENDING PROJECTS

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Next Meeting: Tuesday, September 18, 12-2 pm.

Municipal Building, Boards & Commissions Room 110

B. Future Agenda Items ***Future Agenda Items***

1. Sep. 18: Strategic Tourism Collaboration (Part 2) Inventory Data Collection Measures
2. Oct. 16: Strategic Tourism Collaboration (Part 3) Tourism Attractions Marketing

and Media Plans and Distribution Outlets
3. Nov. 20: Strategic Tourism Collaboration (Part 4) Businesses That Cater to Visitors

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.