



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, October 16, 2018

12:00 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

[11315-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on September 25, 2018.

Recommendation: I move that the Board approve the Minutes for September 25, 2018.

Presenters: Lodgers' Tax Advisory Board

Attachments: [September 25, 2018 LTAB DRAFT Minutes](#)

D. Board Vacancies Status

E. November Meeting Date

F. 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 Report (Katie Bruell)

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

1. NM Hospitality Association's Top HAT Awards Finalists

* PEEC/Los Alamos Nature Center's Bear Festival - Outstanding Attraction

* Bradbury Science Museum's Manhattan on the Mesa: Manhattan Project National Historical Park - Best New Experience

2. New Mexico Tourism Department

* NMTD Update

1. [11323-18](#) NMTD Update

Presenters: Lodgers' Tax Advisory Board

Attachments: [NMTD-MMP FY18Summary LosAlamos FINAL](#)

* Andrea Lawrence Visit, Oct 23

* North Central Region Board Meeting, Nov 5 in Taos

C. Mainstreet/Creative District Report (Ryn Herrmann)

1. New Creative District Curator, Jennifer Lovelass
2. Creative District Update - Creative District Boundaries Expansion
3. MainStreet District Map Update, Fair & Rodeo Report, Lauren McDaniel

1. [11317-18](#) Fair & Rodeo Parade Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [2018 Fair Rodeo Event Report LA MainStreet](#)

D. Branding Update (Kelly Stewart)

1. Discoveries Action Team Projects Update

E. Tourism Marketing Report (David Empey)

1. Balloon Fiesta/Los Alamos NM True Booth Report

2. Monthly Reports

1. **11318-18** Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: October Marketing Report
October 2018 Los Alamos PR-Social Activity Report

3. FY18 Marketing Co-Op Summary Report Review

4. Client Services Update, Floyd Vasquez

F. Lodgers' Tax Revenue Report Review (ALL)

1. [11321-18](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [LTAB Revenue Report](#)

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

1. [11322-18](#) Visitation by Attraction/Visitor Centers

Presenters: Lodgers' Tax Advisory Board

Attachments: [September 2018 Visitation By Attraction Report](#)

H. Group Marketing Events/Opporunities (All)

I. County Recreation Report (Dianne Marquez)

J. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

A. FY18-FY19 Tourism and Visitation Reports Review/Discussion

1. FY18 Visitor Center Services Annual Report, Melanie Pena

1. **11319-18** FY18 Visitor Center Services Annual Report

Presenters: Lodgers' Tax Advisory Board

Attachments: DLA FY18 Visitor Center Services Annual Report

2. FY19 Tourism Marketing Plan, David Empey

2. [11320-18](#) FY19 Tourism Marketing Plan

Presenters: Lodgers' Tax Advisory Board

Attachments: [FY19 Los Alamos Tourism Marketing Plan_FINAL DRAFT 10092018](#)

B. LTAB Forums, Kelly Stewart & Linda Matteson

1. Forums To Date

* Wayfinding Materials (Aug 21)

* Visitation Data Collection and Reporting (Sep 25)

2. Future Forums

C. Other new/Pending Projects

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Next Meeting: Tuesday, November 20 or 27, 12-2 p.m. B & C Room 110.

B. Future Agenda Items

V. 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.