



# 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, November 27, 2018

12:00 PM

Municipal Building, B & C Room 110, 12:00 noon

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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. [11426-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on October 16, 2018.

**Recommendation:** I move that the Board approve the Minutes for October 16, 2018.

**Presenters:** Loryn 'Ryn' Herrmann

**Attachments:** [A - October 16 DRAFT Minutes](#)

##### ***D. Board Updates***

1. Elizabeth Allen
2. Vacancies
  - a. Public-At-Large
  - b. Lodging
3. Prospects/Recruitment Status
4. Chair/Vice-Chair Elections

##### ***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 & Barb Lai)
  - a. HP Grants - AR and Getty
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

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

1. New Mexico Tourism Department
  - a. Andrea Lawrence Visit Recap
  - b. North Central Region Board Recap
2. New Mexico Hospitality Association
  - a. Top HAT Awards Recap
  - b. TRENDS Conference (Jan 28-29)
3. Public Relations Society of America Le Cumbres Award

***C. Mainstreet/Creative District Report (Jennifer Loveless)***

***D. Branding Update (Kelly Stewart)***

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

***F. Tourism Marketing Report (Floyd Vasquez/Dave Hayduk)***

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

1. [11429-18](#) Lodgers' Tax Revenue Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - LTAB Revenue Report](#)

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

1. [11427-18](#) Visitation By Attraction/Visitor Centers

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - October 2018 Visitation Monthly Report](#)

***I. Group Marketing Events/Opportunities (All)***

***J. County Recreation Report (Dianne Marquez)***

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

***L. Other Announcements (All)***

**III. NEW AND PENDING ITEMS/PROJECTS**

**IV. PRESENTATIONS/DISCUSSION ITEMS**

***1. LTAB Priorities (Discussions)***

- a. Lodging Opportunities
- b. Airbnb, etc. Policy
- c. Materials Coordination and Distribution
- d. Metrics
- e. Rural Pathways Program Grants
- f. AR Project with Historic Preservation Board
- g. Recreation/Tournament Tourism
- h. NMTD Tools Integration
- i. Other

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

***The next LTAB Meeting will be held on December 18, 2018 in the Municipal Building, Room 110 at 12:00 pm.***

## **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.*