



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

*Linda Deck, Chair; Katie Bruell, Vice Chair; Stacy Baker;
Catherine Mockler; and Jacqueline Shen, Members*

Tuesday, April 16, 2019

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

1. [11896-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on March 21, 2019.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - March 21 DRAFT LTAB Minutes](#)

D. Board Updates

E. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSION ITEMS

A. Pajarito Mountain

1. Tom Long, General Manager, Pajarito Mountain

III. NEW AND PENDING ITEMS/PROJECTS

A. Los Alamos Visitor Center Opening-Apr. 17 Ribbon Cutting

B. Move May 21 Meeting Date (May 14 or May 29?)

C. Farmers Market Opportunity (Kelly Stewart)

1. [11898-19](#) Farmers Market Opportunity

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - CDD Farmers Market Available Dates](#)

D. FY20 LTAB Work Plan Final Draft (Barb Lai)

E. FY20 Marketing Goals (Tourism Marketing and Visitor Center Services, Kelly/Floyd)

F. Short Term Lodging Update

IV. REPORTS

A. Inter-Board Commission Liaisons Discussion

B. Councilor Report

C. Council Goals

1. [11899-19](#) Council Goals

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Strategic Action Plan](#)

[B - MAPS SAP](#)

D. Tourism Implementation Task Force (Katie Bruell)

E. Tourism Marketing Report (Floyd Vasquez)

1. FY 19 Marketing Co-Op Update

2. Monthly Reports

F. Lodgers' Tax Revenue Report (ALL)

1. [11900-19](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - March Revenue Report KS](#)

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

H. State/Regional Tourism & Hospitality Report (Kelly Stewart)

I. Mainstreet/Creative District Report (Kelly Stewart)

1. ScienceFest Update

J. Branding Update (Kelly Stewart)***K. County Recreation Report******L. Group Marketing Events/Opportunities (All)******M. Other Announcements (All)*****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS*****A. The Next Meeting***

1. May 14 or 28, 2019 at 12:00 pm in Room 110 in the Municipal Building.

B. Future Agenda Items

1. FY 20 Work Plan, Tourism Data/Metrics, RPP

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.