



LOS ALAMOS

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, May 14, 2019

12:00 PM

1000 Central Avenue, Council Chambers

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [11960-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on April 16, 2019.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - April 16, 2019 DRAFT Minutes](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. Los Alamos County Economic Development Update

Joanie Ahlers, LAC Economic Development Administrator

III. NEW AND PENDING ITEMS/PROJECTS

A. June 18 Council Work Session on ED Investments and Metrics

B. Tourism Projects Status

1. Data Collection, Reporting, Assessment-Victoria Gregg, NMTD Research Director
2. Rual Pathways Project Process-Suzy Lawrence, NMTD Tourism Development Director

C. LTAB Priorities per FY20 LTAB Work Plan

IV. REPORTS

A. State/Regional Tourism & Hospitality Report

1. Governor's Conference on Hospitality & Tourism Report
2. Tourism Department Announcements
 - a. Lodgers' Tax Handbook (2020)
 - b. Google Education Sessions - Free in Each Region
 - c. Newmexico.org Website Update - Photos, Videos
3. North Central Board Update

B. Councilor Report

C. Inter-Board-Commission Liaisons Update

D. Tourism Implementation Task Force (Katie Bruell & Kelly Stewart)

E. Tourism Marketing Report (Floyd Vasquez)

The report will be available at the meeting and streamed live.

F. Lodgers' Tax Revenue Report (ALL)

1. [11961-19](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Lodgers' Tax Revenue Report](#)

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

The report will be available at the meeting and streamed live.

H. Mainstreet/Creative District Report

I. Branding Update (Kelly Stewart)

J. County Recreation Report

The report will be available at the meeting and streamed live.

K. Group Marketing Events/Opporunities (All)

L. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next meeting is June 18, 12-2 pm

Municipal Building, Boards and Commissions Room 110

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.