



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, June 18, 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. [12060-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on May 14, 2019.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - May-14 Draft LTAB Minutes](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSION ITEMS

A. Visitor Journey A2D Training Program Survey/Plan

Melanie Pena, Discover Los Alamos

III. NEW AND PENDING ITEMS/PROJECTS

A. June 18 Council Work Session on ED Investments and Metrics (Kelly Stewart)

B. Tourism Projects Status

1. Data Collection, Reporting, Assessment
2. Rural Pathways Project Process

C. LTAB Priorities per FY20 LTAB Work Plan

1. Planning Calendar
2. EVSP Sections
3. Tourism Strategic Plan
4. Brand Action Plan

D. Manhattan Project National Historical Park

1. BSM Public Outreach Specialist (Linda Deck)
2. Truth, Lies, and Secrets Presentations at MainGate Park (Linda Matteson)

IV. REPORTS

A. Councilor Report, Councilor Robinson

B. Inter-Board-Commission Liaisons Update (All)

C. State/Regional Tourism & Hospitality Report (Kelly Stewart, How can LTAB inform these efforts?)

1. FY20 North Central Board Goals (Kelly Stewart)
2. FY20 Co-Op Marketing Grant Award (Kelly Stewart & Floyd Vasquez)
3. FY20 Clean & Beautiful Grant Award (Katie Bruell)

D. Tourism Implementation Task Force (Katie Bruell/Linda Matteson)

E. Tourism Marketing Report (Floyd Vasquez & Kelly Stewart)

1. Los Alamos True Video
2. FY19 Co-Op Report
3. Senior Games Report
4. Monthly Marketing Reports

1. [12053-19](#) Monthly Marketing Reports

Presenters: Lodgers' Tax Advisory Board

Attachments: [B - June 2019 Activity Report](#)
 [C - May Tourism Display Report](#)
 [D - May Tourism ScienceFest Report](#)

F. Lodgers' Tax Revenue Report (ALL)

1. [12052-19](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

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

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

H. Mainstreet/Creative District Report

I. Branding Update (Kelly Stewart)

J. EDD Update (Kelly Stewart)

K. County Recreation Report

1. [12051-19](#) County Recreation Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - PROS Recreation Report](#)

L. Events (All)

1. Group Marketing Events/Opportunities/Feedback (All)

a. Zero-Waste, Public Assembly Ordinance

b. Upcoming Events

M. Boards and Commissions Luncheon Report (Linda Matteson)

N. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Next Meeting: Tuesday, July 16, 12-2 pm.

Municipal Building, Boards & Commissions Room 110

B. Future Agenda Items**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.