



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, August 20, 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. [12221-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on July 23, 2019.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Draft LTAB Minutes July 23 2019](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. Collecting Lodgers' Tax From Short-Term Lodging Establishments

Karina Armijo, Town of Taos Director of Marketing and Tourism

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. Marriott Hotel and Conference Center Project

B. Roadway Construction Update/Impacts

C. LTAB Priority Projects - Status/Updates

D. LTAB-Affiliated Projects - Status/Updates

IV. TOURISM AND HOSPITALITY REPORTS

A. Councilor Report (Councilor Robinson)**B. Boards & Commissions Reports (All)****C. State/Regional Tourism & Hospitality Report**

1. FY20 NMTD North Central Board Update (Kelly Stewart)
2. FY20 NMTD Tourism Grants
3. NMTD/NM Hospitality Association Events/Activities (Kelly Stewart)

D. Tourism Implementation Task Force (Katie Bruell & Linda Matteson)**E. Tourism Marketing Report (Sunny505)**

1. [12231-19](#) Tourism Marketing Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - August 2019 LTAB Overview](#)
[B - August 2019 Los Alamos Activity Report](#)

F. Lodgers' Tax Revenue Report Review (ALL)

1. [12238-19](#) Lodgers' Tax Revenue Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - Lodgers' Tax Revenue Report](#)

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

1. [12224-19](#) Tourism Visitation Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [Tourism Visitation Report](#)

H. Gateway 3 National Parks

1. Manhattan Project National historical Park (Linda Matteson)
2. Bandelier National Monument (Kelly Stewart & Linda Matteson)
3. Valles Caldera National Preserve (Kelly Stewart & Linda Matteson)

I. Mainstreet/Creative District Report (Kelly Stewart)***J. Branding Update (Kelly Stewart)******K. EDD Update (Kelly Stewart)******L. County Recreation Report (Dianne Marquez)******M. Events (All)******N. Other Announcements (All)*****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS*****A. Next Meeting: Tuesday, September 17, 12-2 p.m.***

Municipal Building, Boards & Commissions Room 110

B. Future Agenda Items

Critical Plans Review-EVSP

Planning Calendar

Data Collection, Assessment, Reporting Revamp

Hospitality Best Practices: Ambassador Training

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.