



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, September 17, 2019

12:00 PM

Room 110, 1000 Central Ave.

Meeting cancelled due to lack of a quorum.

I. ADMINISTRATIVE ACTIONS

Meeting Cancelled Due to Lack of a Quorum

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [12314-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on August 20, 2019.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Draft LTAB Minutes August 20, 2019](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. [fyilosalamos.org](#) (Melanie Pena)

B. Planning Calendar (Linda Deck/Kelly Stewart)

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. Board Vacancy 12/2/2019: Lodging Representative (Barbara Lai)

1. [12315-19](#) Board Vacancies Advertisement

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - B & C Vacancies Ad](#)

B. Marriott Hotel and Conference Center Project

1. Project Update (Kelly Stewart)

2. STR Taos Presentation

1. [12316-19](#) STR Taos Presentation

Presenters: Lodgers' Tax Advisory Board

Attachments: [Town of Taos STR Presentation Aug 2019](#)

3. LTAB Support

C. Alternative (Short Term) Lodging Policy/Process

1. LTAB Assessment/Recommendation

2. Next Steps

D. LTAB Priority Projects - Status/Updates

1. Data Collection, Reporting, Assessment Update (Kelly Stewart)

2. Alternative Lodging Policy/Process (See III. B.)

3. Hospitality Best Practices

NOTE: LACDC'S Visitor Journey A2D ambassador training program pending software upgrade

E. LTAB-Affiliated Projects - Status/Updates

1. Rural Pathways Project Process - No Report

2. Critical Plans Review, Input, Application: Economic Vitality Strategic Plan 2019

EVSP, Brand Action Plan, MainStreet District/Creative District

3. Planning Calendar

IV. TOURISM AND HOSPITALITY REPORTS

A. Councilor Report (Councilor Robinson)

B. Boards & Commissions Reports (All)

C. State/Regional Tourism & Hospitality Report

1. 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 Report (Katie Bruell & Linda Matteson)**E. Tourism Marketing Report (Sunny505)**

1. [12317-19](#) Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Sunny505 LTAB Overview](#)
[B - Sunny505 Activity Report](#)

F. Lodgers' Tax Revenue Report Review (All)**G. Visitation by Attraction/Visitor Centers (Melanie Pena)****H. Gateway 3 National Parks**

1. Manhattan Project National Historical Park (Linda Matteson)
2. Bandelier National Monument (Kelly Stewart and Linda Matteson)
3. Valles Caldera National Preserve (Kelly Stewart and 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)**

1. [12318-19](#) County Recreation Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - PROS August 2019 Report](#)

M. Events (All)

1. Group Marketing Events/Opportunities/Feedback
2. Upcoming Events

N. Other Announcements (All)**V. NEXT MEETING(S)/FUTURE AGENDA ITEMS****A. Tuesday, October 15, 12pm-2pm. Municipal Building Council Chambers****B. Future Agenda Items**

1. PRESENTATION/DISCUSSION: MainStreet Update on events, local marketing grants,

White Rock MRA, Creative District and fyllosalamos.com
2. Critical Plans Review: Tourism Strategic Plan (Linda Matteson)
3. Data Collection, Assessment, Reporting Revamp
4. 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.