



# 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*

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Tuesday, October 15, 2019

12:00 PM

1000 Central Avenue, Council Chambers

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#### **I. ADMINISTRATIVE ACTIONS**

##### ***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. Status of the Community Calendar***

Katherine Hudspeth, Los Alamos County Community Services Department

##### ***B. Los Alamos MainStreet/Creative District Plans and Activities***

Lauren McDaniel, Executive Director, Los Alamos MainStreet

Jennifer Loveless, Creative District Curator

##### ***C. New Visitor Guide Initial Discussion***

Leslie Bucklin, LAC Communications & PR Office

#### **III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION**

**A. Board Vacancy 12/2/2019: Lodging Representative (Barbara Lai)****B. Marriott Hotel and Conference Center Project Update (Kelly Stewart)****C. Alternative (Short Term) Lodging Policy/Process (Kelly Stewart)****D. LTAB Priority Projects - Status/Updates**

1. Data Collection, Reporting, Assessment update (Kelly Stewart)
2. Alternative Lodging Policy/Process (Kelly Stewart)
3. Hospitality Best Practices/Visitor Journey A2D Ambassador Training Program (Melanie Pena)

**E. LTAB-Affiliated Projects - Status/Updates**

1. Rural Pathways Project Process NM Tourism Development Office
2. Critical Plans Review, Input, Application EVSP, Brand Action Plan,  
  
MainStreet District/Creative District
3. Planning Calendar (See II.A.)

**IV. TOURISM AND HOSPITALITY REPORTS****A. Councilor Report (Councilor Robinson)****B. Boards & Commissions Reports September 19 B & C Luncheon (Jacqueline Shen)****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 Reports (Sunny505, September and October)**

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

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Sunny505 LTAB Overview](#)  
[B - Sunny505 Activity Report](#)  
[C - October 2019 Los Alamos Activity Report](#)  
[D - NMM Coop Report](#)  
[E - October 2019 LTAB Overview Sunny505](#)

1. Promotion Calendar from FY20 Marketing Report

#### ***F. Lodgers' Tax Revenue Report Review (ALL)***

1. County Audit Report (Linda Matteson)

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

1. Visitation per Event (State Fair, Manhattan Project Tours, Balloon Fiesta)
2. Visitlosalamos.org website
3. Visitor Center Issues and Solutions Update

#### ***H. Gateway 3 National Parks***

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

#### ***I. Mainstreet/Creative District Report, see II.B. (Kelly Stewart)***

#### ***J. Branding Update (Kelly Stewart)***

#### ***K. EDD Update (Kelly Stewart)***

#### ***L. County Recreation Report***

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**

Next Meeting: Tuesday, November 19, 12:00-2:00 pm. Municipal Building, Room 110.

Future Agenda Items: Data, Ambassador Training, Critical Plans Presentations (Tourism, EVSP, Branding)

**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.*