



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; Zach Aikey; Stacy Baker; and Jacqueline Shen, Members

Tuesday, January 28, 2020

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS **12:00 pm**

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Notice Regarding Media Request

D. Vote For Chair and Vice Chair

E. Review/Approval of Meeting Minutes

1. [12731-20](#) Minutes from the Lodgers' Tax Advisory Board Meeting December 17, 2019.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - DRAFT LTAB Minutes-Dec 17 2019](#)

F. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS **12:20 pm**

A. Visitor Journey A2D Hospitality Training Module

Melanie Pena, Discover LA Director

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION **1:10 pm**

A. Assign Lead for each LTAB Priority Project

B. LTAB Priority Projects - Status/Updates

1. Data Collection, Reporting, Assessment Update Kelly Stewart

2. Short Term Lodging Policy/Process Kelly Stewart

3. Hospitality Best Practices

C. LTAB-Affiliated Projects - Status/Updates Kelly Stewart

1. Rural Pathways Project Process Kelly Stewart

2. Critical Plans Review, Input, Application - Brand Action Plan

3. Planning Calendar Functionality Report All

IV. TOURISM AND HOSPITALITY REPORTS 1:35 pm

A. Councilor Report (Councilor Robinson)

B. Boards & Commissions Reports (All)

1. Annual Presentation to Council 2020 Date

2. BCC Luncheon Report (1/16/20) Linda Deck/Kelly Stewart

C. State/Regional Tourism & Hospitality Report

1. FY20 NMTD North Central Board Update Kelly Stewart

Wed. Feb. 5 - All Regions Meeting, La Fonda, Santa Fe

2. FY20 NMTD Tourism Grants

a. FY20 Tourism Cooperative Marketing and Advertising Grant

b. FY20 Clean and Beautiful

3. NMTD/NM Hospitality Association Events/Activities Kelly Stewart

a. Mon-Tue, Feb 3-4 NMHA Trends Conference at La Fonda, Santa Fe

b. Thu, Dec 12 - Google Workshops

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

E. Tourism Marketing Report (Sunny505)

1. [12734-20](#) Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - January 2020 Sunny505 Overview](#)
[B - January 2020 Los Alamos Activity Report Sunny505](#)

F. Lodgers' Tax Revenue Report (ALL)

1. [12732-20](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

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

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

1. [12733-20](#) Visitation By Attraction/Visitors Centers

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - December 2019 Visitation Monthly Report](#)

H. Visitor Websites**I. Gateway 3 National Parks**

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

J. Mainstreet/Creative District Report (Kelly Stewart)**K. Branding Update (Kelly Stewart)****L. EDD Update (Kelly Stewart)****M. County Recreation Report****N. Calendar of Events (All)****O. Other Announcements (All)**

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS 1:55 pm***A. Next Meeting: Tuesday, Feb. 25, 2020, 12-2 pm***

Municipal Building, BCC Room 110

B. Agenda Items: FY21 LTAB Work Plan, Critical Plans Presentations (Branding)**VI. ADJOURN 2:00 pm**

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.