

Date: 9/17/2020

Board or Commission: Lodger's Tax Advisory Board

Interview Panel:

Name : Council Liaison – David Izraelevitz

Name : Board Chair – Katie Bruell

Name: Staff Liaison – Kelly Stewart

Applicants Interviewed:

Name: **Zadora Morin, GM, Holiday Inn Express** Date of Interview: **Sep 17 2019, 12PM**

Interview Panel Recommendations:

The interview panel for the Lodgers' Tax Advisory Board would like to recommend the following applicants for appointment:

Name : **Zadora Morin** (circle one: incumbent or new applicant)

The interview panel for the Lodgers' Tax Advisory Board would like to recommend the following applicants to terms:

Name : **Zadora Morin** to term ending **12/1/2020**

Other information for Council:

Due to the restrictions mandated by state statute and Los Alamos County code, this board is comprised of only 5 members (quorum: 3); additionally, the two vacancies may only be filled by lodging establishment representatives for which there are a limited number. Consequently, we respectfully request that Council approve this appointment immediately.



County Manager's Office
BOARD & COMMISSION INTERVIEW QUESTIONS

Zadora Morin
Applicant's Name

LTAB
Board or Commission

David Izraelent
Interviewer Name

12pm 9/17/20
Date/Time of Interview

Interview Conducted:
☒ Personally
☒ Telephone

NOTE TO INTERVIEW PANEL: Please remember to use this interview as an opportunity to share Council's directives and guidance for B&C's.

#	Question/Documented Response
1	Please tell us a little about yourself and then describe your experience, education, and training that qualify you for this Board or Commission. Lives in WR, 10 years. In hospital 14 years, educated in Minnesota, degrees. Was with Buffalo Thunder on a Hilton general pass. Just started with Holiday Inn. Board "right up her alley."
2	What do you believe are the greatest issues facing the County? What do you believe are the greatest issues facing the Board/commission you applied for? [Note to interview panel: If the answer to this question appears to be off base with Council's position, please explore a little more.] Adjust to "new world". Many trends will continue. Child care is an issue w/teleworking. Education very important in LA. How to drive tourism via LTAB funds, w/o violating health order.
3	How do you perceive the role of County Boards and Commissions in local government? Vital role. Integral to community. Learning about advisory role. Larger role than anticipated?
4	What specific skills do you feel are important for effective Board or Commission members? Which ones do you possess? Drive to be involved in community. Organized, timely, meet deadlines, stay on topic. "A bit of a perfectionist" Add Hotel mgmt perspective to board.
5	What could you do, specifically, to foster a collaborative relationship between staff and the Board or Commission on which you would like to serve? Open line of communication. Staff provide information ahead of time.

6	<p>Have you served on any Boards, Commissions or Committees (not only County B&Cs – but also church groups, non-profit boards, school committees, etc.) within the last five years? What do you think was your greatest contribution during your tenure?</p> <p>Just appointed to Tourism Implementation Task Force. Someone on each to provide coordination. Volunteer coaching, guest service committees</p>
7	<p>Are you familiar with the County Charter and County Code as they apply to the Board you are applying for?</p> <p>No.</p>
8	<p>Are you willing to take the time to attend training sessions to become more knowledgeable about your duties and responsibilities in an advisory capacity?</p> <p>Yes.</p>
9	<p>Are you aware that, as a member of a Los Alamos County Board or Commission, your written communications, including e-mails, are public records (even if produced on your personal computer), and as such are subject to the New Mexico Inspection of Public Records Act. If any of these public records are requested for review/inspection under the Act you may need to produce them. Is this a deterrent to your willingness to serve on this Board?</p> <p>Yes Aware, not an issue</p>
10	<p>Currently, a few boards or commissions are “live streaming” their meetings (for example, the T-Board, Parks and Recreation Board, and the Planning and Zoning Commission.) In the future, this may be required of all boards. If you’re applying for one of the boards currently streaming or if it becomes a requirement for all B&Cs to stream, is this - or will this - be a deterrent to your willingness to serve?</p> <p>Not a problem.</p>
11	<p>[Interview panel: Ask questions you think necessary for clarification of the written answers this applicant provided as part of their application.]</p> <p>None.</p>
12	<p>Do you have any questions for the interview panel?</p> <p>Time commitment? When to hear back?</p>

Notes:



County Manager's Office
BOARD & COMMISSION INTERVIEW QUESTIONS

Zadora Morin

Applicant's Name

Lodger's Tax Advisory Board

Board or Commission

Katie Bruell

Interviewer Name

September 17, 2020, 12:00 p.m.

Date/Time of Interview

Interview Conducted:

 Personally

 Telephone

 X Zoom

NOTE TO INTERVIEW PANEL: Please remember to use this interview as an opportunity to share Council's directives and guidance for B&C's.

#	Question/Documented Response
1	<p>Please tell us a little about yourself and then describe your experience, education, and training that qualify you for this Board or Commission.</p> <p>Lives in WR. Been here 10 years, moved here from Minnesota. Husband at LANL. In hospitality for 14 years. Started working in hospitality during college. Most recently was with Hilton-managed properties, including being at Buffalo Thunder for 6 years. Corporate positions were cut, so she moved to this most recent position. This board position is right up her alley, a natural fit for her as part of the hospitality community in Los Alamos.</p>
2	<p>What do you believe are the greatest issues facing the County? What do you believe are the greatest issues facing the Board/commission you applied for? <i>[Note to interview panel: If the answer to this question appears to be off base with Council's position, please explore a little more.]</i></p> <p>County: Every county is facing similar issues—struggling to adjust to COVID restrictions. Childcare is a big issue. Education/learning from home is very challenging. These are all issues around the country. We pride ourselves on our education system, so there's an opportunity for us to for us to be leaders on this.</p> <p>LTAB: How do we drive tourism using the money that we have available in a way that is applicable to the new environment we're living in? For example, how do we get travelers and visitors here from within the state, maybe?</p>
3	<p>How do you perceive the role of County Boards and Commissions in local government?</p> <p>They play a vital role. Definitely an important part of the community. Board recommendations might not always be taken 100%, but it's clear that they (council/government) trust the expertise and recommendations of the boards.</p>
4	<p>What specific skills do you feel are important for effective Board or Commission members? Which ones do you possess?</p> <p>First and foremost, drive to be involved in your community. Someone who is organized, timely, able to meet deadlines, stay on topic, etc. She is definitely more than good at all of those—a bit of a perfectionist. Looking forward to providing additional insight to the board in terms of hospitality.</p>
5	<p>What could you do, specifically, to foster a collaborative relationship between staff and the Board or Commission on which you would like to serve?</p> <p>Having the open line of communication is important—not a one-way street. Share information without waiting for staff to ask for it. Call or email—whatever is preferred. Find out how to best communicate.</p>

6	<p>Have you served on any Boards, Commissions or Committees (not only County B&Cs – but also church groups, non-profit boards, school committees, etc.) within the last five years? What do you think was your greatest contribution during your tenure?</p> <p>Was just awarded a seat on the tourism task force. Thinks it's a good idea to have someone on both of those boards. She has been a volunteer on other boards, but not a county board. These include coaching, and being on committees within the hospitality community (i.e., guest services).</p>
7	<p>Are you familiar with the County Charter and County Code as they apply to the Board you are applying for?</p> <p>No</p>
8	<p>Are you willing to take the time to attend training sessions to become more knowledgeable about your duties and responsibilities in an advisory capacity?</p> <p>Yes, happy to.</p>
9	<p>Are you aware that, as a member of a Los Alamos County Board or Commission, your written communications, including e-mails, are public records (even if produced on your personal computer), and as such are subject to the New Mexico Inspection of Public Records Act. If any of these public records are requested for review/inspection under the Act you may need to produce them. Is this a deterrent to your willingness to serve on this Board?</p> <p>No. Would only ask to change communication to business email.</p>
10	<p>Currently, a few boards or commissions are “live streaming” their meetings (for example, the T-Board, Parks and Recreation Board, and the Planning and Zoning Commission.) In the future, this may be required of all boards. If you’re applying for one of the boards currently streaming or if it becomes a requirement for all B&Cs to stream, is this - or will this - be a deterrent to your willingness to serve?</p> <p>Yes, that’s fine.</p>
11	<p><i>[Interview panel: Ask questions you think necessary for clarification of the written answers this applicant provided as part of their application.]</i></p> <p>None.</p>
12	<p>Do you have any questions for the interview panel?</p> <p>For current board initiatives, what is the time commitment needed?</p> <p>Next steps—when will she hear back from us? She’ll know the recommendation to Council by tomorrow. What is the regularly scheduled meeting time for this board?</p>

Notes:



County Manager's Office
BOARD & COMMISSION INTERVIEW QUESTIONS

Zadora Morin
Applicant's Name

LTAB
Board or Commission

Kelly Stewart
Interviewer Name

Thu 9/17/20 Noon
Date/Time of Interview

Interview Conducted:
 X ZOOM
 Telephone

NOTE TO INTERVIEW PANEL: Please remember to use this interview as an opportunity to share Council's directives and guidance for B&C's.

#	Question/Documented Response
1	<p>Please tell us a little about yourself and then describe your experience, education, and training that qualify you for this Board or Commission.</p> <p>Has lived in White Rock for 10 years. Moved from Minnesota. Husband works at Lab. Been in hospitality for 14 years since attending University of Minnesota. Before this was with Hilton managed properties, including Buffalo Thunder. Was part of Hilton corporate, traveling to different properties. Those jobs were eliminated after COVID. She took opportunity to apply for Local general manager position at the Los Alamos Holiday Inn and Express. Has worked there since July. Property doing well given impacts of global pandemic.</p>
2	<p>What do you believe are the greatest issues facing the County? What do you believe are the greatest issues facing the Board/commission you applied for? [Note to interview panel: If the answer to this question appears to be off base with Council's position, please explore a little more.]</p> <p>Los Alamos County is facing the same struggles as the municipalities in the nation are facing—adapting to the new way of life during a pandemic. The county has done a good job accommodating working at home and doing business these days. Childcare is still an issue for people working from home. Education and learning at home is another big challenge. As a County, There is an opportunity to step up to the plate and come up with solutions for others to follow.</p> <p>LTAB has opportunity to help decide how to drive tourism to Los Alamos—in alignment with the public health order for the State. Until the state and Los Alamos is open to visitors from outside the state, LTAB can guide efforts to attract tourism from within the state.</p>
3	<p>How do you perceive the role of County Boards and Commissions in local government?</p> <p>Board and commissions are vital to health of government. Looking forward to seeing how the County and Council accept and apply the advice, expertise offered by LTAB members.</p>
4	<p>What specific skills do you feel are important for effective Board or Commission members? Which ones do you possess?</p> <p>Board members should have an internal drive to be involved in the community; be organized; meet deadlines; stay on topic during Meetings. She holds herself to those standards (“perfectionist”). Looks forward to providing insight of the lodging industry to LTAB.</p>
5	<p>What could you do, specifically, to foster a collaborative relationship between staff and the Board or Commission on which you would like to serve?</p> <p>Determine best way to maintain open, two-way communication amongst LTAB team, including board members, County staff. All should feel comfortable sharing relevant information at any time.</p>

6	<p>Have you served on any Boards, Commissions or Committees (not only County B&Cs – but also church groups, non-profit boards, school committees, etc.) within the last five years? What do you think was your greatest contribution during your tenure?</p> <p>In the past have volunteered as a coach in the community. Also served on committees at work that focus on specific areas. Council recently approved her appointment to the Tourism Task Force. She is very interested in serving on both boards as there is overlapping goals and projects. Will work to avoid duplication of effort and add value.</p>
7	<p>Are you familiar with the County Charter and County Code as they apply to the Board you are applying for?</p> <p>No. Looking forward to learning more about it.</p>
8	<p>Are you willing to take the time to attend training sessions to become more knowledgeable about your duties and responsibilities in an advisory capacity?</p> <p>Yes.</p>
9	<p>Are you aware that, as a member of a Los Alamos County Board or Commission, your written communications, including e-mails, are public records (even if produced on your personal computer), and as such are subject to the New Mexico Inspection of Public Records Act. If any of these public records are requested for review/inspection under the Act you may need to produce them. Is this a deterrent to your willingness to serve on this Board?</p> <p>No, not at all. Would like to use work email as primary mode of electronic communication.</p>
10	<p>Currently, a few boards or commissions are “live streaming” their meetings (for example, the T-Board, Parks and Recreation Board, and the Planning and Zoning Commission.) In the future, this may be required of all boards. If you’re applying for one of the boards currently streaming or if it becomes a requirement for all B&Cs to stream, is this - or will this - be a deterrent to your willingness to serve?</p> <p>Not at all.</p>
11	<p><i>[Interview panel: Ask questions you think necessary for clarification of the written answers this applicant provided as part of their application.]</i></p> <p>Kelly Stewart asked: Have you connected with any of the other Los Alamos hoteliers? Z. Morin: Is in contact with Julie, the general manager at the Comfort Inn and has mentioned the LTAB vacancy. Will follow up to Encourage her to apply. Has hired a new assistant manager and is taking them to the Hampton Inn to meet the gm and tour the hotel.</p>
12	<p>Do you have any questions for the interview panel?</p> <p>Is the time commitment still 8-10 hours per month as documented in the FY21 LTAB Workplan (final draft pending Council approval) – Usually less.</p> <p>When will the decision be made? Interview panel must provide recommendation by tomorrow (Fri Sep 18) and Council approval by Tue Sep 29.</p>

Notes:

Councilor Izraelevitz gave a brief orientation stating that County Charter requires Council to appoint boards and commissions. LTAB is unique in that it also is required by state statute because of its oversight of Lodgers’ Tax revenue. LTAB meetings are subject to the Public Meetings Act and must be noticed 72 hours in advance so that the public has the opportunity to attend. Councilor Izraelevitz is serving currently as the Council Liaison to LTAB. In this role, he does not vote or direct LTAB’s actions, rather, he serves as an information conduit between the Council and LTAB.

General Information

All County Board and Commission members must be residents of Los Alamos County. Lodgers' Tax Advisory Board members, except the at-large community member, do not need to be residents if they are employed/represent an attraction or hotel.

Once a resident fills out and submits this application, an interview is scheduled with the B&C's County Council liaison, the relevant staff liaison, and the B&C Chair. After the interviews, the applicants' names are presented to the full Council during a regularly scheduled Council meeting, where a vote is taken regarding the appointment of each applicant. Each applicant will be notified if they are appointed or not.

Only on-line applications will be considered.

If you are interested in applying for Labor Relations Board, please contact Denise Cassel at 505-662-8047.

Profile

Board and Commission Application

Note: Please be aware that as a public entity, the County of Los Alamos, is obligated to furnish this information to the public if requested. Note also that current LANL employees, if appointed to a Board or Commission, may be required by LANL to complete a 701 form.

Zadora

First Name

Morin

Middle Initial

Last Name

49 La Paloma Drive

Street Address

Suite or Apt

Los Alamos

City

NM

State

87544

Postal Code

zadoramorin@gmail.com

Email Address

Mobile: (763) 300-7040

Primary Phone

Business: (505) 661-2646

Alternate Phone

Party affiliation as registered: (Select one of the following) *

☒ Republican

Registered to vote in Los Alamos?

☒ Yes ☐ No

How did you learn of this Board/Commission vacancy?

Linda Matteson

Do you currently serve on any County Board or Commission?

☐ Yes ☒ No

If yes, which one? (Los Alamos County law prohibits residents from serving concurrently on more than one County board except as expressly approved in writing by the County Council before the appointment is made.)

Interests & Experiences

Which Boards would you like to apply for?

Lodgers' Tax Advisory: Submitted

Why would you like to serve on this particular Board or Commission?

As a hotel General Manager I am interested in assisting current board regarding Lodging Tax funds for advertising and promoting tourism in Los Alamos.

What volunteer or professional activities have you participated in that could apply to this appointment?

Previous hotel marketing, clear understanding of hotel and hospitality tourism.

The time involved may be 10-15 hours per month or more. Are you able to serve the volunteer hours and attend training needed to perform your duties as an appointee?

Yes.

What would you like to accomplish during your tenure on this Board or Commission? (Please identify any special interests you have that led you to become interested in serving on this Board or Commission.)

Assist in advising how best to spend the Lodgers Taxes to continue to promote tourism in our community.

Have you had any direct or indirect involvement with this Board or Commission or with the County staff supporting this Board or Commission or County Councilors? If so, please explain.

No.

Are there any issue or matters, financial or otherwise, that you are now or might become involved in that may come before the Board or Commission for which you seek appointment?

I have also applied to the new Tourism Implementation Task Force Board as I am very interested in being involved in the communities tourism efforts.

If you have any questions, please contact Barbara Lai at 505-663-3436 or barbara.lai@lacnm.us