

Council Meeting Staff Report

April 3, 2018

Agenda No.:	F.
Indexes (Council Goals):	2018 Council Goal – Economic Vitality – Build the Local Tourism Economy
Presenters:	Linda Matteson
Legislative File:	10591-18

Title

Approval of the Tourism Implementation Task Force Charter

Recommended Action

I move to approve the Tourism Implementation Task Force Charter and direct staff to begin recruitment of members.

County Manager's Recommendation

The County Manager recommends that Council approve the Tourism Implementation Task Force Charter as requested.

Body

As part of Council's action on February 27, 2018 to accept the Los Alamos Tourism Strategic Plan, the Tourism Implementation Task Force was formed and staff was directed to bring back a charter for the task force. This task force was modeled after the White Rock Master Plan Implementation committee and will provide guidance and expertise to the Council and County staff on implementation issues. This item asks Council to consider the attached draft charter and recommended process for recruitment of task force members.

This charter defines the purpose, scope of work, representation, and member term among other items. The highlights of this new Task Force are:

- Task Force is initially chartered for two years.
- Task Force will be comprised of various tourism stakeholders including the community-at-large, Business community and assets/attractions
- Total number of members not to exceed eleven (11) members
- Task Force will also include representatives from Historic Preservation, Lodgers' Tax Advisory, and Parks/Recreation Boards
- Members will be initially appointed for a two year term
- The Assistant to the County Manager will be the staff liaison to this Task Force

If this charter is approved, then staff will begin recruitment process by advertising the openings of the Task Force via multiple media. All members of the former Tourism Work Group will be invited and encouraged to apply for this committee. Similar to other Boards and Commissions, once all the letters of interest have been received, a selection team consisting of one or two Councilors and staff liaison for the Task Force will review the letters of interest and provide recommendations for membership to Council. The appointment of task force members will be brought back for Council consideration and approval in May

Alternatives

Council could not approve this charter and ask staff to bring back a revised version of the Charter.

Fiscal and Staff Impact/Planned Item

There is no fiscal or staff impact due to this item.

Attachments

A - Tourism Implementation Task Force Charter

