



County of Los Alamos
Meeting Minutes - Action Only
Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

Jennifer Olsen, Chair; Conner Tharp, Vice-Chair; Dana Even; and Sonia Ruiz, Brandi Engemen, Members

Tuesday, March 17, 2026

12:00 PM

1000 Central Avenue - Council
Chambers

NOTE: This meeting is in person and open to the public. However, for convenience, the following Zoom meeting link and/or telephone call in numbers may be used for public viewing and participation:

<https://us06web.zoom.us/j/85072848071>

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 253 215 8782 or +1 346 248 7799 or +1 669 900 6833 or +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099

Webinar ID: 850-7284-8071

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

Present 3 - Board Member Olsen, Board Member Tharp and Board Member Even

Absent 2 - Board Member Ruiz and Board Member Engeman

B. Approval of Today's Agenda

A motion was made to approve the agenda as presented by Vice Chair Tharp, seconded by Member Even. The motion was approved 3-0.

C. Review/Approval of Meeting Minutes

A motion was made to approve the minutes from the January 13 meeting by Vice Chair Tharp, seconded by Member Even. The motion was approved 3-0.

i. Minutes from the Lodgers' Tax Advisory Board Meeting on January 13, 2026

Attachments: [LTABMeetingMinutesDraft_01132026](#)

I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from January 13, 2026

D. Public Comment for Items Not on the Agenda

II. REPORTS

- i. DestinationiQ Report

Attachments: [A - DestinationiQ Update March 2026](#)

- ii. Discover Los Alamos Report

Attachments: [DLA 2025 Year in Review Report](#)

- iii. FY26 Lodgers' Tax Advisory Board Approved Work Plan

Attachments: [FY26 Lodgers' Tax Advisory Board Approved Work Plan](#)

III. PRESENTATIONS/DISCUSSIONS

- i. Year 7 Progress Report Tourism Strategic Plan Discussion

Attachments: [A - LAC Tourism Strategic Plan 2018](#)
[B - Year 7 Progress Report Tourism Strategic Plan Implementation Action Plan](#)

After much discussion, Vice Chair Tharp moved to recommend completion of the following three items within the 2018 Tourism Strategic Plan: Item 2.1, identifying parcels for an RV park (58:15); Item 3.2, reducing downtown blight (1:08); and Item 4.3, conducting visitor surveys to measure performance and guide marketing efforts (1:15). The motion was seconded by Even and passed unanimously, 3-0.

Following a discussion of the Implementation Action Plan and status of items, it is recommended the board provide Council with 3-5 immediate items they would like the County to focus on completing. In addition, it is recommended the Board identify 3-5 items as part of a "Phase II" for County staff and Council to complete. These items should be identified and voted upon, with understanding that the Chair and/or Vice Chair will bring these items to Council for recommendation of completion.

- ii. Lodgers' Tax Revenue Report & FY27 Budget Approval

Attachments: [B - Proposed LTAB Budget FY27](#)
[A - 202602FundStatementOfficialUseLodgersTax](#)

A motion was made by Chair Olsen, seconded by Member Even. The motion passed 3-0.

I move to approve the proposed budget, with the understanding we anticipate the amount to stay the same as 2026.

E. Councilor Report**F. Boards & Commissions Report****G. Other Announcements (All)**

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS**V. 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.