



LOS ALAMOS

County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

Agenda - Final Lodgers' Tax Advisory Board

*Linda Deck, Chair; Matthew Allen, Vice-Chair; Jennifer Jenson;
Jennifer Olsen; and Julie Ruud, Members.*

Tuesday, September 20, 2022

12:00 PM

Zoom

Members of the Public can, also, join this meeting session to make public comment via Zoom by pasting into their browser the following:

<https://us02web.zoom.us/j/88112049893?pwd=dG5KcXBmUWhTNY9VUFMzeFBHZzdlldz09>

once the session has started.

or by Telephone:

US: +1 669 444 9171

Webinar ID: 881 1204 9893

Passcode: 437668

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

[16415-22](#) August 2022 Meeting Minutes

Presenters: Linda Deck, Chair of the Lodgers' Tax Advisory Board

Attachments: [A - LTAB_DRAFT MINUTES Aug 23 2022](#)

D. Public Comment for Items Not on the Agenda

II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. SALA Event Center & losalamos.com - Allan Saez & Eric Burnside

B. County Projects

C. New Projects**III. MONTHLY REPORTS****A. Councilor Report (K. Lepsch)****B. Tourism Data Review/Analysis****1. Lodgers' Tax Revenue Report (attached) - K. Stewart**

[16413-22](#) Lodgers' Tax Revenue Report (July 2022)

Presenters: Linda Deck, Chair of the Lodgers' Tax Advisory Board

Attachments: [A - Lodgers' Tax Revenue Report \(July 2022\)](#)

2. Visitation by Attraction Report (attached) - M. Pena

[16416-22](#) Visitation by Attraction/Visitor Centers Report

Presenters: Linda Deck, Chair of the Lodgers' Tax Advisory Board

Attachments: [A - LTAB VISITATION REPORT \(August 2022\)](#)

3. Ambassador Training Update - M. Pena**4. Tourism Marketing Reports (attached) - J.Griffin**

[16414-22](#) Tourism Marketing Reports

Presenters: Linda Deck, Chair of the Lodgers' Tax Advisory Board

Attachments: [A - Tourism Marketing Reports \(Aug 2022\)](#)

C. RELEVANT TOPICS REPORTS**1. Group Marketing Opportunities****2. Tourism Implementation Task Force - K.Stewart****3. State & Regional Initiatives****4. MarketingLosAlamos****D. OTHER ANNOUNCEMENTS - All**

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS**A. Next Meeting: October 18, 2022, Noon-2 (in person?)****B. 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.