



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda

Lodgers' Tax Advisory Board

*Jennifer Olsen, Chair; Conner Tharp, Vice-Chair; Dana Even;
Kevin Holsapple; and Sonia Ruiz, Members*

Tuesday, May 6, 2025

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

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

- i. [19932-25](#) Minutes from the Lodgers' Tax Advisory Board Meeting on February 18, 2025

Recommendation: I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from February 18, 2025.

Attachments: [LTABMeetingMinutes_Feb_18_2025](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

- A. [19940-25](#) Holsapple Inquiries Report

Attachments: [A - Holsapple February Inquiries Report](#)

- B. [19946-25](#) Tourism Marketing Services Contract Discussion

Attachments: [AGR21-58 Griffin and Associates Marketing RECORDED](#)

- C. [20183-25](#) Lodgers' Tax FY26 Budget Update

Attachments: [A- FY2026-proposed-LTAB-budget](#)

III. Monthly Reports

- A. [19944-25](#) January and February 2025 Monthly Discover Los Alamos Report

Attachments: [A-January 2025 Monthly DLA Report](#)

[B-February 2025 Monthly DLA Report](#)

- B. [19931-25](#) SUNNY505 Monthly Report

Attachments: [A - April-May 2025 - LTAB Overview Sunny505](#)

[B - March-April 2025 Earned Media Report - Sunny505](#)

[C - July 2024-March 2025 Los Alamos Visitation Trends Sunny505](#)

C. Other Announcements (All)

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next LTAB meeting is scheduled for June 17 at 12 p.m. in Council Chambers at the Los Alamos County Municipal Building.

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.