



# County of Los Alamos

## BCC Meeting Minutes

### Lodgers' Tax Advisory Board

1000 Central Avenue  
Los Alamos, NM 87544

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

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Tuesday, May 6, 2025

12:00 PM

1000 Central Avenue, Council Chambers

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**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**

The meeting was called to order at 12 p.m. by Chair Olsen.

Present 5 - Board Member Olsen, Board Member Tharp, Board Member Even, Board Member Holsapple and Board Member Ruiz

##### **B. Approval of Today's Agenda**

**A motion was made by Member Even, seconded by Member Holsapple to approve the agenda. The motion passed unanimously.**

##### **C. Review/Approval of Meeting Minutes**

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

**Attachments:** [LTABMeetingMinutes\\_Feb\\_18\\_2025](#)

A motion was made by Member Even, seconded by Member Holsapple to approve the agenda. The motion passed unanimously.

**I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from February 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](#)

Member Holsapple provided an update on inquiries he began in December.

**B. 19946-25 Tourism Marketing Services Contract Discussion**

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

After much discussion, it was determined the Board wanted someone who could provide a more expanded view on spending and tourism visitation for data and analysis. The Board suggested the contractor should be an established company. In addition, they requested the RFP for services ensures the metrics and return on investments are clearly listed. The Board also noted it is important to ensure the "buckets" of funding are not too specific, so they don't restrict the contractor too much.

**C. 20183-25 Lodgers' Tax FY26 Budget Update**

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

Felton provided an update on the FY26 Budget. Assistant County Attorney Larissa Breen noted is not within the purview of the Board to give insight on the budget as it is an operational need.

**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](#)

The timing of other discussions ran long so a presentation was not given. However, Felton included this report for reference.

**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](#)

The timing of other discussions ran long so a presentation was not given. However, Felton included this report for reference.

**C. Other Announcements (All)**

Felton noted the work plan was approved by Council. This will be added for reference to the next agenda, but printed copies were available at the

meeting.

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

**V. ADJOURN**

The meeting was adjourned by Chair Olsen at 1:45 p.m.

*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.*