



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, July 15, 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

[20415-25](#) Minutes from the Lodgers' Tax Advisory Board Meeting on May 6, 2025

Recommendation: I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from May 6, 2025.

Attachments: [LTAB Drafted Meeting Minutes May 2025](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. [20410-25](#) NMTrue CoOp Marketing Plan Update

Attachments: [Attachment A - Los Alamos County NM True CoOp Marketing Plan Update](#)

B. [20412-25](#) Year 7 Progress Report Tourism Strategic Plan: 1.1 and 1.2

Implementation Action Plan

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

III. MONTHLY REPORTS**A. [20411-25](#) Sunny505 Report**

Attachments: [Attachment A - SUNNY505 LTAB Overview June 2025](#)
[Attachment B - June 2025 LTAB Report-SUNNY505](#)
[Attachment C - Datafy Executive Summary Report](#)

B. [20414-25](#) Discover Los Alamos Monthly Report

Attachments: [Attachment A - March 2025 Monthly Report](#)
[Attachment B - April 2025 Monthly Report](#)
[Attachment C - May 2025 Monthly Report](#)

C. [20413-25](#) Approved 2025 Lodgers' Tax Advisory Board Work Plan

Attachments: [Attachment A - 2025 Lodgers' Tax Advisory Board Work Plan](#)

IV. Chair Report**A. [20416-25](#) Creation of a Working Group**

Attachments: [Attachment A - LodgersTaxAdvisoryBoardWorkingGroupJuly2025](#)

V. Other Announcements (All)**VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

The next meeting is scheduled for August 19, 2025. The meeting will be held in Council Chambers located at 1000 Central Ave. Los Alamos, New Mexico.

VII. 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.