



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

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

The meeting was called to order at 12:10 p.m. by Vice Chair Tharp.

Present 3 - Board Member Tharp, Board Member Holsapple and Board Member Ruiz

Absent 2 - Board Member Olsen and Board Member Even

B. Approval of Today's Agenda

A motion was made by Member Holsapple, seconded by Member Ruiz to approve the agenda. The motion passed unanimously for those in attendance, 3-0.

C. Review/Approval of Meeting Minutes

20415-25 Minutes from the Lodgers' Tax Advisory Board Meeting on May 6, 2025

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

A motion was made by Member Holsapple, seconded by Member Ruiz to approve the agenda. The motion passed unanimously for those in attendance, 3-0.

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

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

- A. [20410-25](#) NMTTrue 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 Ac](#)

III. MONTHLY REPORTS

- A. [20411-25](#) Sunny505 Report

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

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

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

After discussion, Member Holsapple agreed to be a part of this Working Group. Chair Olsen is working to confirm members before she sends out an email to all who will be a part of this working group.

V. Other Announcements (All)

Vice Chair Tharp noted the next meeting is planned to be a training. Member Holsapple addressed a couple of points he felt were important during this time as a report. It was noted County Staff Member Felton is still working on responding to his questions from earlier this year that have since had follow-ups regarding the Sunny505 contract

deliverables and tourism/staff available. Holsapple also noted he had questions regarding the Year 7 Progress Report Tourism Strategic Plan 1.1 and 1.2 status updates. Felton noted this will be included in the next full meeting. Holsapple also noted he felt next year LTAB should be able to be given the chance to discuss and present suggestions for what to include in the submission to the NMTrue Grant. No discussion entailed regarding Holsapple's report.

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

VII. ADJOURN

The meeting was adjourned at 1:43 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.