



County of Los Alamos
BCC Meeting Minutes
Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

Jennifer Olsen, Chair; Matthew Allen, Vice-Chair; Jennifer Jenson; Trevor Shuman, and Michael Wheeler, Members.

Tuesday, March 19, 2024

12:00 PM

1000 Central Avenue, Room 110

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

Present 4 - Board Member Allen, Board Member Olsen, Board Member Wheeler and Board Member Shuman

Absent 1 - Board Member Jenson

B. Approval of Today's Agenda

A motion was made by Member Shuman, seconded by Member Allen, that the agenda be approved. The motion passed unanimously.

C. Review/Approval of Meeting Minutes

[18585-24](#) Minutes from the Lodgers' Tax Advisory Board Meeting(s) on January 23, 2024

Attachments: [LTABMeetingMinutes_Jan23-2024](#)

I move that the Board approve the Minutes for January 23, 2024.

D. Public Comment for Items Not on the Agenda

II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. FY25 Budget Introduction and Discussion

18588-24 Consideration of FY25 Lodgers' Tax Fund Revenue and Expenditures

Attachments: [Lodger Tax Revenues](#)
[20240311 LTAB FY2025 Proposed Budget](#)

A motion was made by Shuman, seconded by Allen, that the proposed budget be approved. The motion passed unanimously.

B. Survey Results; Ellyn Felton

18587-24 2024 Tourism Implementation Priorities & Work Groups Survey Results

Attachments: [2024 Tourism Implementation Priorities & Work Groups Survey Results](#)

Ellyn Felton, CDD Marketing Specialist, discussed the results of the short Tourism Implementation Priorities and Work Groups Survey.

The survey will be used to identify what the Lodgers' Tax Advisory Board and Tourism Implementation Task Force feel are the most important priorities for 2024. She was able to determine what the top priorities are for the Tourism Work Groups.

Lauren McDaniel, with LACDC, asked if one of the work groups could incorporate Project Oppenheimer. Ms. Felton said that she would talk to NM Tourism to see where in their priorities it fall. Mr. Ungerleider discussed items that can be added to each of the priorities. Team Oppie could be reconvened quarterly to touch base.

Linda Matteson, Deputy County Manager, explained to the group the difference between a Work Group and a Subcommittee. She suggested that the Tourism Task Force could become a Tourism Work Group in the future.

C. 2025 Work Plan and Discussion

A motion was made by Member Shuman, seconded by Member Allen, that the 2024 Work Plan be approved. The motion passed unanimously.

18586-24 FY2025 LTAB Work Plan

Attachments: [FY2024 LTAB Work Plan](#)

III. PRESENTATIONS/DISCUSSIONS**A. Sunny 505 Report**

Jamie Dickerman, from Sunny 505, went over the reports that were submitted to the board. Dana Even, from Holiday Inn Express, asked that perhaps next year the marketing could be targeted towards Spring Break and New Mexico being a destination.

Ms. Felton asked the group to check out a website called, Only in New Mexico to see the weekend trips that are suggested for our area.

[18589-24](#) Datify Reports from Sunny 505

Attachments: [LTABMarch](#)

B. LACDC Visitor Centers Report, Melanie Peña

IV. Other Reports - Discussions

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

VI. ADJOURN

Adjournment 1:30 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.