



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final Lodgers' Tax Advisory Board

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

Tuesday, July 21, 2026

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

[21971-26](#)

Minutes from the Lodgers' Tax Advisory Board Meeting on May 19, 2026

Recommendation: I move the board approve the Lodgers' Tax Advisory Board meeting minutes from May 19, 2026.

Presenters: Ellyn Felton

Attachments: [A - Drafted May 19, 2026, LTAB Meeting Minutes](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. [21979-26](#) Manhattan Project National Historical Park Update

Presenters: Ellyn Felton

Attachments: [A - MAPR-LA Presentation July 2026](#)

B. [21954-26](#) DestinationiQ Report

Presenters: Ellyn Felton

Attachments: [A - DestinationiQ July 2026 Update](#)

C. [21970-26](#) NMTrue CoOp Program Update

Presenters: Ellyn Felton

Attachments: [A - NMTrue CoOp Overview](#)
 [B- Los Alamos County 360 Plan](#)

D. [21955-26](#) Discover Los Alamos Report

Presenters: Ellyn Felton

Attachments: [A - January 2026 Monthly Report](#)
 [B - February 2026 Monthly Report](#)
 [C - March 2026 Monthly Report](#)
 [D - April 2026 Monthly Report](#)
 [E - May 2026 Monthly Report](#)
 [F - 2025 Tourism Data Report](#)

E. [21953-26](#) Lodger's Tax Revenue Report

Presenters: Ellyn Felton

Attachments: [A - June 2026 Lodger's Tax Revenue Report](#)

F. Councilor Report

G. Other Announcements (All)

III. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next LTAB meeting is scheduled for 12 p.m. on September 15, 2026, in Council Chambers at the Municipal Building.

IV. 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.