



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## Agenda - Final Lodgers' Tax Advisory Board

*Linda Deck, Chair; Matthew Allen, Vice-Chair; Jennifer Jenson;  
Jennifer Olsen; and Julie Ruud, Members.*

---

Tuesday, July 19, 2022

12:00 PM

Zoom

---

Members of the Public can, also, join this meeting session to make public comment via Zoom by pasting into their browser the following:

<https://us06web.zoom.us/j/89619981406> once the session has started.

or by Telephone:

US: +16694449171

Webinar ID: 896 1998 1406

### **I. ADMINISTRATIVE ACTIONS**

- A. *Call to Order/Introductions***
- B. *Approval of Today's Agenda***
- C. *Review/Approval of Meeting Minutes***
- D. *Public Comment for Items Not on the Agenda***

### **II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION**

#### **A. *Ambassador Training Program Review and Feedback***

[16154-22](#) Ambassador Training Program Review and Feedback

**Presenters:** Marketing Specialist Kelly Stewart, Marketing Specialist

**Attachments:** [A - Ambassador Training Program Module](#)

#### **B. *Wayfinding Plan/Discovery Spots Review and Recommendation***

[16155-22](#) Wayfinding Plan/Discovery Spot Signs

**Presenters:** Marketing Specialist Kelly Stewart, Marketing Specialist

**Attachments:** [B - Wayfinding Discovery Spots Sign Design](#)

**C. New Projects**

**III. MONTHLY REPORTS**

**A. Councilor Report**

**B. Tourism Data Review and Analysis**

**1. Lodgers' Tax Revenue Report**

[16156-22](#) Lodgers' Tax Revenue Report

**Presenters:** Marketing Specialist Kelly Stewart, Marketing Specialist

**Attachments:** [1 - Lodgers' Tax Revenue Report July 2022](#)

**2. Visitation by Attraction Report**

[16157-22](#) Visitation by Attraction Report

**Presenters:** Marketing Specialist Kelly Stewart, Marketing Specialist

**Attachments:** [2 - Visitation by Attraction Report July 2022](#)

**3. Datafy Analysis Reports**

[16158-22](#) Datafy Analysis Reports

**Presenters:** Marketing Specialist Kelly Stewart, Marketing Specialist

**Attachments:** [A - DATAFY REPORTS JUL 2022](#)

**4. Tourism Marketing Reports**

[16159-22](#) Tourism Marketing Reports

**Presenters:** Marketing Specialist Kelly Stewart, Marketing Specialist

**Attachments:** [4 - Tourism Marketing Reports July 2022](#)

**C. Other Announcements (All)**

**IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS****A. Next Meeting: Tue Aug 16, 2022, Noon-2pm - Proposed Agenda**

[16164-22](#) Proposed Agenda for August 16, 2022 LTAB Meeting

**Presenters:** Marketing Specialist Kelly Stewart, Marketing Specialist

**Attachments:** [A - Draft August 16 2022 LTAB Agenda](#)

**B. FY23 LTAB Work Plan Priorities**

[16165-22](#) FY23 LTAB Work Plan Priorities Summary

**Presenters:** Marketing Specialist Kelly Stewart, Marketing Specialist

**Attachments:** [B - FY23 LTAB Work Plan Priorities Summary](#)

**V. 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.*