



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, November 18, 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

- i. [20779-25](#) Minutes from the Lodgers' Tax Advisory Board Meeting on August 19, 2025

Recommendation: I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from August 19, 2025.

Attachments: [A - Minutes from the Lodgers' Tax Advisory Board Meeting on August 19, 2025](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

- A. [20777-25](#) Year 7 Progress Report Tourism Strategic Plan: 2.1, 2.2, 3.1, and 3.2 Implementation Action Plan

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

- B. [20772-25](#) DestinationiQ Introductory Presentation

Attachments: [A- LTAB Meeting Deck_DestinationiQ](#)
 [B- AGR26-05 DestinationiQ_RECORDERD](#)

- C. [20774-25](#) Holsapple Recommendations for Characterizing and Improving the Economic Benefit of Tourism to Los Alamos County

Attachments: [A - Improving Economic Benefits - Holsapple](#)

- D. [20775-25](#) Holsapple Recommendations for Enriching Our Attractions and Downtowns and Celebrating the Natural Beauty of the Los Alamos County Setting

Attachments: [A - Enriching Attractions - Holsapple](#)

III. Monthly Reports

- A. [20776-25](#) Discover Los Alamos

Attachments: [A - June 2025 Monthly Report](#)
 [B - July 2025 Monthly Report](#)
 [C- August 2025 Monthly Report](#)

- B. [20770-25](#) Sunny505 Report

Attachments: [A - September 2025 - LTAB Overview - Sunny505](#)
 [B - September 2025 LTAB Report-Sunny505](#)
 [C - September Executive Summary Report Datafy - Sunny 505](#)
 [D - September 2025 - LTAB Overview - Sunny505](#)
 [E - September 2025 LTAB Report-Sunny505](#)
 [F - August 2025 Datafy Report - Sunny505](#)

- C. [20778-25](#) Lodgers' Tax Revenue Report

Attachments: [A - FY25 Lodgers' Tax](#)
 [B - 202510FundStatementOfficialUse](#)

D. Other Announcements (All)

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next meeting is scheduled for December 16, 2025. The meeting will be held at 12 p.m. in Council Chambers located at 1000 Central Ave. Los Alamos, New Mexico.

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.