



# 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*

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Tuesday, November 18, 2025

12:00 PM

1000 Central Avenue, Council Chambers

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**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 Olsen, Board Member Tharp, Board Member Holsapple and Board Member Ruiz

Absent 1 - Board Member Even

##### **B. Approval of Today's Agenda**

**A motion was made by Vice Chair Tharp, seconded by Member Ruiz to approve the agenda. The motion passed unanimously, 4-0 for those in attendance.**

Present 4 - Board Member Olsen, Board Member Tharp, Board Member Holsapple and Board Member Ruiz

Absent 1 - Board Member Even

##### **C. Review/Approval of Meeting Minutes**

**A motion was made by Vice Chair Tharp, seconded by Member Ruiz to approve the agenda. The motion passed unanimously, 4-0 for those in attendance.**

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

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

**I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from 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 2.](#)

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

**Attachments:** [B- AGR26-05 DestinationiQ\\_RECORDED](#)  
[A- LTAB Meeting Deck\\_DestinationiQ](#)

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