



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

Agenda - Final Lodgers' Tax Advisory Board

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

Tuesday, March 17, 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*

[21463-26](#) Minutes from the Lodgers' Tax Advisory Board Meeting on January 13, 2026

Presenters: Ellyn Felton

Attachments: [LTABMeetingMinutesDraft_01132026](#)

D. *Public Comment for Items Not on the Agenda*

II. REPORTS

[21442-26](#) DestinationIQ Report

Presenters: Ellyn Felton

Attachments: [A - DestinationIQ Update March 2026](#)

[21441-26](#) Discover Los Alamos Report

Presenters: Ellyn Felton

Attachments: [DLA 2025 Year in Review Report](#)

[21464-26](#) FY26 Lodgers' Tax Advisory Board Approved Work Plan

Presenters: Ellyn Felton

Attachments: [FY26 Lodgers' Tax Advisory Board Approved Work Plan](#)

III. **PRESENTATIONS/DISCUSSIONS**

[21443-26](#) Year 7 Progress Report Tourism Strategic Plan Discussion

Presenters: Ellyn Felton

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

[21444-26](#) Lodgers' Tax Revenue Report & FY27 Budget Approval

Presenters: Ellyn Felton

Attachments: [A - 202602FundStatementOfficialUseLodgersTax](#)
[B - Proposed LTAB Budget FY27](#)

E. Councilor Report

F. Boards & Commissions Report

G. 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.