



**County of Los Alamos**  
**BCC Meeting Minutes**  
**Lodgers' Tax Advisory Board**

1000 Central Avenue  
Los Alamos, NM 87544

*Jennifer Olsen, Chair; Dana Even; Kevin Holsapple; and Conner Tharp, Members*

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Tuesday, December 17, 2024

12:00 PM

1000 Central Avenue, Room 110

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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 3 - Board Member Olsen, Board Member Even and Board Member Holsapple  
Absent 1 - Board Member Tharp

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

A motion was made by Olsen, seconded by Even, that the agenda for today be approved. The motion passed unanimously.

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

A motion was made by Even, seconded by Olsen, that the meeting minutes be approved. The motion passed unanimously.

[18690-24](#) Minutes from the Lodgers' Tax Advisory Board Meeting on March 19th, 2024.

**Attachments:** [LTABMeetingMinutes19-Mar-2024](#)

I move that the Board approve the Minutes for March 19, 2023.

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

none

## **II. PRESENTATIONS/DISCUSSIONS**

### **19497-24** Sunny 505 Report

**Attachments:** [Sunny505 Executive Summary December 2024](#)

Ms. Griffin, Founder of SUNNY505, discussed the data provided within the report. She noted people can find out how the data is collected via cell phones at <https://www.datafy.com/data>.

### **19498-24** Discover Los Alamos Visitor Center Report

**Attachments:** [September 2024 Monthly Report - Discover Los Alamos](#)

Ms. Pena presented on September's Visitor Center Report. She noted shuttles do appear to impact visitation at the Los Alamos and White Rock Visitor Centers.

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

### **18586-24** Creation of FY2025 LTAB Work Plan

**Attachments:** [FY2024 LTAB Work Plan](#)  
[FY2025 LTAB Work Plan Template](#)

It was determined the work plan will be drafted by staff liaison, Ms. Felton, and brought to the next meeting for approval.

**I move that the Board approve the 2024 LTAB Work Plan**

### **19499-24** Consideration of 2025 Meeting Times

**Attachments:** [Lodgers' Tax Advisory Board 2025 Meeting Times](#)

**A motion was made by Olsen, seconded by Even, that the meeting times be approved. The motion passed unanimously.**

## **J. Other Announcements (All)**

## **V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

## **VI. 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.*