



LOS ALAMOS

County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

Linda Deck, Chair; Katie Bruell, Vice Chair; Zach Aikey; Stacy Baker; and Jacqueline Shen, Members

Tuesday, February 25, 2020

12:00 PM

Council Chambers

I. ADMINISTRATIVE ACTIONS **12:00**

A. Call to Order/Introductions

B. Approval of Today's Agenda

1. [12838-20](#) Minutes from the Lodgers' Tax Advisory Board Meeting on January 28, 2020.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - DRAFT LTAB Minutes January 28, 2020](#)

C. Review/Approval of Meeting Minutes

D. Training

1. Roberts Rules of Order – Wed Feb 26, 11:30AM-1:30PM, Council Chambers
2. County Code of Conduct – April 21 LTAB Meeting, Rm 110

E. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS **12:05**

A. Review County Council's Strategic Leadership Plan 2020

B. Review Draft LTAB Workplan

III. NEW AND PENDING ITEMS/PROJECTS (FOR POSSIBLE ACTION) **12:30**

A. Lodgers' Tax Revenue Proposed Expenditures Kelly Stewart/Linda Matteson

B. LTAB Priority Projects/Subcommittees – Assignments/Status/Updates

1. Data Collection, Reporting, Assessment Update Kelly Stewart/Linda Deck
2. Short Term Lodging Policy/Process Jacqueline Shen/Katie Bruell
3. Hospitality Best Practices Stacy Baker/Zack Aikey

C. LTAB-Affiliated Projects - Status/Updates Kelly Stewart

1. Rural Pathways Project Process Kelly Stewart
2. Critical Plans Review, Input, Application N/A
3. Planning Calendar Functionality Report All

IV. TOURISM & HOSPITALITY REPORTS 1:15

A. Councilor Report (Councilor Izraelevitz)

B. Boards & Commissions Reports (All)

C. State/Regional Tourism & Hospitality Report

1. FY20 NMTD North Central Board Update Kelly Stewart
2. NMTD Tourism Grants Kelly Stewart
3. NMTD/NM Hospitality Association Events/Activities Kelly Stewart

D. Tourism Implementation Task Force (Katie Bruell & Kelly Stewart)

1. Tourism Office/Management Options

E. Tourism Marketing Report (Sunny505)

1. [12839-20](#) Tourism Marketing Reports
Presenters: Lodgers' Tax Advisory Board
Attachments: [February 2020 LTAB Overview Sunny505](#)
[February 2020 LTAB Activity Report Sunny505](#)

F. Lodgers' Tax Revenue Report Review (ALL)

1. [12842-20](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [Tax Revenue Report](#)

G. Visitation by Attraction/Visitor Centers (Melanie Pena)

1. [12843-20](#) January Visitation by Attraction/Visitor Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [January 2020 Tourism Visitation](#)

H. Gateway 3 National Parks

1. Manhattan Project National historical Park (Linda Matteson)
2. Bandelier National Monument
3. Valles Caldera National Preserve

I. Mainstreet/Creative District Report (Kelly Stewart)

J. Branding Update (Kelly Stewart)

1. New Focus: Destination Development and Marketing RFP
2. Discoveries Action Team Projects Update
3. Local Business Assistance Program
4. Relocation Services Program
5. Tournament Tourism

K. EDD Update (Kelly Stewart)

M. Upcoming Visitor Events (All)

N. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS 1:55

A. Next Meeting: Tuesday, Mar 24, 2020, 12-2 p.m.

Municipal Building, BCC Room 110

B. Agenda Items: Approve FY21 Work Plan; Presentation on Lodgers' Tax Legislation &

Short Term Rental Policies, Practices

VI. ADJOURN 2:00

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.