



LOS ALAMOS

County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

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

Tuesday, January 21, 2025

12:00 PM

1000 Central Avenue, Room 110

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

[19657-25](#)

Minutes from the Lodgers' Tax Advisory Board Meeting on December 17, 2024.

Attachments:

[Attachment A - LTABMeetingMinutes17-Dec-2024](#)

E. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

[19656-25](#)

Open Meeting Law Presentation

Attachments:

[Attachment A - Open Meeting Law Training](#)

III. Tourism Marketing Report

[19651-25](#) New Mexico True FY24 End of Year Marketing Report

Attachments: [Los Alamos County FY24 EOY Marketing Report NMTrue](#)

IV. Lodgers' Tax Revenue Report

[19659-25](#) 2024 Lodgers' Tax Fund Statement

Presenters: Ellyn Felton

Attachments: [202412FundStatement-LodgersTax_Redacted](#)

V. Monthly Reports

[19638-25](#) November 2024 Monthly Discover Los Alamos Report

Attachments: [November 2024 Monthly Report LTAB](#)

[19653-25](#) SUNNY 505 Monthly Report

Attachments: [Attachment A - January 2025 - LTAB Overview Sunny 505](#)

[Attachment B - January 2025 LTAB Report - Earned and Social Media](#)

[Attachment C - Datafy January 2025 LTAB Report](#)

[19658-25](#) The 2025 Lodgers' Tax Advisory Work Plan.

Presenters: Ellyn Felton

Attachments: [Attachment A - 2025 LTAB Work Plan BC Goals](#)

J. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next meeting will be held February 18, 2025 at 12 p.m. in Council Chambers at the Municipal Building.

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.