



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

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

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

B. Approval of Today's Agenda

A motion was made by Holsapple, 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.

[19657-25](#)

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

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

I move that the Board approve the Minutes for December 17, 2024.

E. Public Comment for Items Not on the Agenda

Local business owner, Allen Saenz, from the Los Alamos Local Business Coalition

mentioned it was nice for Anne Laurent, County Manager, to say tourism was key for local businesses in a recent Council meeting. He felt it was very positive to hear.

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](#)

Presenter, Joanie Griffin, mentioned the importance of the 2:1 match in smaller communities. Holsapple and Even asked if the total amount is 5% for GRT and if it would be lodging. Griffin mentioned she didn't think we could change it because this is the statewide amount. Olsen found a table online showing Albuquerque has the same amount. It was noted that Roswell has a hospitality fee act, which allows them to have additional fees. Even asked with fewer hotels if there was a way we could increase our percentage. Griffin mentioned Albuquerque also has set up an additional tax and there might be a way to do that. It was suggested by Griffin that Holsapple look into the chance of Los Alamos increasing the amount of Lodgers' Tax with additional fees.

IV. Lodgers' Tax Revenue Report

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

Attachments: [202412FundStatement-LodgersTax_Redacted](#)

V. Monthly Reports

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

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

While the presenter wasn't present, Felton included this report for reference. Holsapple said he heard from Visitor Center workers that they felt fewer Adventure Guides were requested in 2024. Felton mentioned the monthly amount was listed on the report. Moving forward, Felton said she would ask Melanie Pena to provide statistics for Year over Year requests.

[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](#)

During the report Felton noted only County employees and their contractors can get direct access to programs like Datafy, etc. that are used. If there is additional data people would

like, Felton mentioned she is happy to get it for them. Griffin mentioned we have base level for the program, so while it doesn't have all the bells and whistles, it is helpful to have some additional data about visitation.

19658-25

The 2025 Lodgers' Tax Advisory Work Plan.

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

Holsapple brought additional notes during this session. Due to the handout not being on the agenda, Olsen noted it would make more sense to read it over between meetings. Olsen also suggested the February meeting be longer, so we can work through the work plan and any suggestions people might have. Felton mentioned if anyone else has suggestions for the work plan, to send them to her before the next meeting.

I move that the Board approve the 2025 Work Plan.

J. Other Announcements (All)

Councilor Melanee Hand was present and spoke during this period. She was involved in the Tourism Implementation plan when she started on council. She mentioned it sound like there was a goal to increase funding for advertisement. Hand mentioned one way to do that might be worth considering a strategy to increase visitation days so there is more tax collected. Ex. 2-3 day visitation and how you can increase that. Hand suggested studying the days and times businesses/activities are open and happening, vs. when visitors are here, including looking into transportation, like busing, etc.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Olsen reminded board members that next meeting they will need to vote on a chair. In addition, she would like everyone to plan for additional time to create an actionable work plan. Holsapple handed out results from a business survey he conducted as a part of the Los Alamos Small Business Coalition. Holsapple felt these might interest the board as the more engaged businesses are, the more the board can move the needle with tourism. Even mentioned she spoke with people, but they'll say things like some entities don't want more tourism. Even went back to those entities and said there's a lot of work being done and come to the meetings, but people don't come to the meetings to learn more. Olsen mentioned Felton and Shanna Sasser at the County did a tourism debrief in November, so organizations can know what the other groups are doing and work together, making tourism more robust

VI. ADJOURN

**A motion was made by Even, seconded by Olsen, to adjourn the meeting.
The motion passed unanimously.**

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.