



LOS ALAMOS

# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## Agenda - Final Lodgers' Tax Advisory Board

*Linda Deck, Chair; Matthew Allen, Vice-Chair; Jennifer Jenson;  
Jennifer Olsen; and Julie Ruud, Members.*

Tuesday, August 16, 2022

12:00 PM

Zoom

**Members of the Public can, also, join this meeting session to make public comment via Zoom by pasting into their browser the following:**

**<https://us06web.zoom.us/j/82915403494>**

**once the session has started.**

**or by Telephone:**

**US: +1 346 248 7799**

**Webinar ID: 829 1540 3494**

*MEETING CANCELLED DUE TO LACK OF QUORUM*

### **I. ADMINISTRATIVE ACTIONS**

**A. *Call to Order/Introductions***

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

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

**[16279-22](#) July 19, 2022 LTAB Minutes**

**Presenters:** Marketing Specialist Kelly Stewart, Marketing Specialist

**Attachments:** **[A - July 19, 2022 LTAB Meeting Minutes](#)**

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

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

**A. *Los Alamos Tourism Marketing Overview (Joanie Griffin)***

**[16281-22](#) Los Alamos Tourism Marketing Overview**

**Presenters:** Marketing Specialist Kelly Stewart, Marketing Specialist

**Attachments:** [1 - Los Alamos FY2022 Wrap-Up Report](#)  
[2 - Los Alamos FY2023 Marketing Plan](#)

**B. Tourism Services (Kelly Stewart)**

**C. New Projects**

**III. MONTHLY REPORTS**

**A. Councilor Report (Keith Lepsch)**

**B. Lodgers' Tax Revenue Report**

[16280-22](#) Lodgers' Tax Revenue Report

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:** [B - Lodgers' Tax Revenue Report](#)

**C. Visitation by Attraction/Visitor Centers (Melanie Pena, Discover LA)**

**D. Datafy Analysis (Joanie Griffin, Sunny505)**

[16286-22](#) Datafy Analysis Reports

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:** [D - Datafy Analysis](#)

**E. Tourism Marketing, P.R. and Social Media Reports (Joanie Griffin, Sunny505)**

[16284-22](#) Tourism Marketing, P.R. and Social Media Reports

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:** [E - Tourism Marketing, P.R. and Social Media Reports](#)

**IV. RELEVANT TOPICS (All)**

**A. Tourism Implementation Task Force**

**B. State and Regional Initiatives**

**C. Strategic Projects**

**D. Events****V. OTHER ANNOUNCEMENTS (All)****VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS****A. Tuesday, September 20, 2022, 12-2 p.m. via Zoom****B. LTAB Priorities and Agenda Items for Next Meeting****VII. 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.*