



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; Stacy Baker, and
Zadora Morin, Members*

Tuesday, November 17, 2020

12:00 PM

ZOOM Meeting

Due to COVID-19 Concerns, the meeting will be conducted remotely.

I. ADMINISTRATIVE ACTIONS

You are invited to a Zoom webinar.

When: November 17, 2020

12:00 PM Mountain Time (US and Canada)

Topic: Lodgers' Tax Advisory Board Meeting

To attend and/or give public comment, the link to join the webinar is:

<https://zoom.us/j/95572215303?pwd=aGdBdzRzNU13aGNDbnQrTUZXK1lrZz09>

Any questions, please email: barbara.lai@lacnm.us

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [13556-20](#) Minutes from the Lodgers' Tax Advisory Board Meeting on September 15, 2020 and October 20, 2020.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - LTAB DRAFT Minutes September 15 2020](#)
[B - LTAB DRAFT Minutes October 20 2020](#)

D. LTAB Membership Status

E. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. City of Roswell Lodgers' Tax Revenue Ordinance/Process

Juanita Jennings, Public Affairs Director; Stephanie Mervine, Tourism Director

1. [13555-20](#) City of Roswell Lodgers' Tax Revenue Ordinance/Process

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Lodgers' Tax Ordinance Update](#)
[B Lodgers' Tax Fee Form](#)

III. NEW AND PENDING ITEMS/PROJECTS

A. Lodgers' Tax Ordinance/Development Code Update All

B. Los Alamos Destination Programs Status

1. County Policies per Governor's Public Health Order
2. Visitor Centers and Attractions Status
3. New Visitor Materials & Information Kiosks

C. State Economic Development Initiatives

1. New Mexico Hospitality Association

- a. Lodgers' Tax Handbook

1. [13570-20](#) Lodgers' Tax Handbook

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Lodgers Tax Best Practices Handbook \(NMHA\)](#)

- b. New Mexico Safe Promise/Certified Programs – Los Alamos Compliance

2. New Mexico Tourism Department

- a. Tourism Summit Highlights

- b. Recovery Readiness Initiative Programs

- (1) Google DMO Programs

- (2) Content Creation – Oct 9 Video-Photo Shoot; Oct 19-23 Google StreetViews, PhotoSpheres

- (3) Social Media Audit – Vi Google DMO Programs

- (4) sitLosAlamos.org, Facebook, Instagram

(5) Website Enhancement Flex Grant

3. Outdoor Recreation Division Update

D. New Projects

IV. MONTHLY REPORTS

A. Tourism Metrics

1. Tourism Marketing Report Sunny505

1. [13561-20](#) Sunny505 Marketing Reports

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Nov Sunny505 Overview](#)
[B - Nov Sunny505 Activity Report](#)

2. Lodgers' Tax Revenue Report

1. [13571-20](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - REVENUE ACCURAL RPT \(thru Sep 2020 for Nov 17 2020 Mtg\) 97-03](#)

3. Visitation by Attraction/Visitor Centers

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

C. Gateway 3 National Parks

1. Manhattan Project National historical Park (Linda Matteson)

2. Bandelier National Monument

3. Valles Caldera National Preserve

D. Mainstreet/Creative District Report (Kelly Stewart)

E. Community Development Department Update

1. Downtown Master Plan/Redevelopment Plan Update

2. Dark Skies Corridor Initiative/Consortium

F. Community Services Department Update

G. Councilor Report (Councilor Robinson)

H. Boards & Commissions Reports (All)

I. Upcoming Events Calendar (All)

J. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next meeting is December 15, 2020 12:00 to 2 pm via ZOOM

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.