



LOS ALAMOS

County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

*Katie Bruell; Stacy Baker, Linda Deck; and Zadora Morin,
Members*

Tuesday, January 19, 2021

12:00 PM

ZOOM

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

I. ADMINISTRATIVE ACTIONS

You are invited to a Zoom webinar.

When: December 15, 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/94370625884?pwd=ZytMbXA2RFduaEISSGJOM0dXaHJ4Zz09>

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. [13672-20](#) Minutes from the Lodgers' Tax Advisory Board Meeting on November 17, 2021.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - LTAB Draft Minutes November 17, 2020](#)

D. LTAB Membership Status

E. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. Tourism Data Collection Resources

Randy Randall, Executive Director, TOURISM Santa Fe

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. 2021 LTAB Meeting Calendar

1. [13673-20](#) Draft 2021 Meeting Calendar

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Draft LTAB 2021 Meeting Dates](#)

B. Letter of Recommendation to Council to Update Lodgers' Tax Ordinance

1. [13677-20](#) Letter of Recommendation to Council to Update Lodgers' Tax Ordinance

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Short Term Rentals Letter to Council](#)

C. 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****D. State Economic Development Initiatives****1. New Mexico Hospitality Association**

a. Lodgers' Tax Handbook

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

2. New Mexico Tourism Department

a. Tourism Summit Highlights

b. Recovery Readiness Initiative Programs

3. Outdoor Recreation Division Update**E. New Projects****IV. MONTHLY REPORTS****A. Tourism Metrics**

1. Tourism Marketing Report

1. [13674-20](#) Tourism Marketing Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - December 2020 Sunny505 Overview](#)
[B - December 2020 Sunny505 Activity Report](#)
[C - January 2021 Sunny505 Overview](#)
[D - January 2021 Sunny505 Activity Report](#)

2. Lodgers' Tax Revenue Report

2. [13675-20](#) Lodgers' Tax Revenue Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - Revenue Accrual Report Oct - Dec.](#)
[B - Revenue Accrual Report Nov 20 for Jan 19 Meeting](#)

3. Visitation by Attraction/Visitor Centers

3. [13676-20](#) Visitation by Attraction/Visitor Centers
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - September 2020 Visitation Report](#)
[B - October 2020 Visitation Report](#)

B. Tourism Implementation Task Force**C. Gateway 3 National Parks****1. Manhattan Project National Historical Park****2. Bandelier National Monument****3. Valles Caldera National Preserve****D. Mainstreet/Creative District Report****E. Community Development Department Updates****1. Lodgers' Tax Ordinance/Development Code Update****2. Downtown Master Plan/Redevelopment Planning**

3. Development Code Update Process**4. Dark Skies Corridor Initiative/Consortium****F. Community Services Department Update****G. Councilor Report****H. Boards & Commissions Reports****I. Upcoming Events Calendar****J. Other Announcements (All)****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS****A. LTAB Priorities****B. Next Meeting: February 16, 2021 at 12:00 pm.****C. 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.