



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

*Linda Deck, Vice-Chair; Matthew Allen; Katie Bruell; Julie Ruud,
Members.*

Tuesday, October 19, 2021

12:00 PM

Council Chambers

ZOOM <https://us06web.zoom.us/j/81116966137>

*You are invited to a Zoom webinar.
October 19, 2021 Lodgers Tax Advisory Board Meeting*

*Please click the link below to join the webinar:
<https://us06web.zoom.us/j/81116966137>*

Or Telephone:

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or +1 301 715 8592 or +1 312 626 6799*

Webinar ID: 811 1696 6137

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

[14608-21](#) Minutes from the Lodgers' Tax Advisory Board Meeting on June 15, 2021

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - FINAL DRAFT Minutes June 15 2021](#)

D. Public Comment for Items Not on the Agenda

II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. Welcome Julie Ruud, General Manager, Comfort Inn and Suites

B. Board Vacancy Status

C. Hybrid Meetings Format

D. Annual LTAB Presentation to Council - October 26

Vice-Chair, Linda Deck

E. FY22 Work Plan Goals Review

[15021-21](#) FY22 Work Plan Goals Review

Attachments: [Final FY22 Lodgers' Tax Advisory Board Work Plan](#)

F. New Projects?

III. PRESENTATION/DISCUSSION/Q&A:

Community Services Department (CSD) Projects Update

Cory Styron, Los Alamos County CSD Director

IV. MONTHLY REPORTS

A. Council Report-Councilor David Reagor

B. Tourism Metrics

1. Lodgers' Tax Revenue Report

[14610-21](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Revenue Report May 2021 for Jul 20 2021 Mtg](#)
[A - Revenue Report Aug 2021 for Oct 2021](#)

2. Tourism Marketing Report

[14609-21](#) Sunny505 Overview and Activity Reports

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Sunny505 Overview July](#)
[B - Sunny505 June-July Report](#)
[C - Sunny505 Overview August](#)
[D - Sunny505 Jul-August Report](#)
[E - Sunny505 Sept Overview](#)
[F - Sunny505 Aug-September Report](#)
[G - Sunny505 Oct Overview](#)
[H - Sunny505 Sept - Oct Report](#)

3. Website Analytics Kelly Stewart

[15015-21](#) Website Analytics visitlosalamos.org

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Analytics Visitlosalamos.org Overview](#)

4. Visitation by Attraction/Visitor Centers

[14709-21](#) Visitation By Attraction and Visitor Centers Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Visitation Report June 2021](#)
[B - Visitation Report July through September 2021](#)

5. Visitor Materials Distribution**C. County Projects/Updates****1. Tourism Strategic Plan Implementation (ED Funds)**

- a. Visitor Website Redevelopment
- b. Visitor Centers/Experience Refresh

2. Community Services Department Update

- a. Rec Division Monthly Report
- b. CSD Projects (See Item III)

3. Community Development Department (CDD)

- a. Downtown Master Planning
- b. Development Code Update Process (Chapter 18, Chapter 16)
- c. Mobile Food Vending Ordinance
- d. Short Term Rental Study

4. Public Works Department (PW)

- a. Urban Trail
- b. White Rock Visitor Center Restrooms and Vendor Pad Design

D. Tourism Implementation Task Force

E. Gateway 3 National Parks

- 1. *Manhattan Project National Historical Park*
- 2. *Bandelier National Monument*
- 3. *Valles Caldera National Preserve*

F. Mainstreet/Creative District Report

- 1. *White Rock Proposed Metropolitan Redevelopment Area (MRA)*
- 2. *Farmers Markets*

G. State/Regional Tourism & Outdoor Recreation Industry Updates Kelly Stewart

- 1. *NM Hospitality Association / NM Tourism Department*
- 2. *NM Outdoor Recreation Division*
- 3. *NM Economic Development Department*

H. Upcoming Events Calendar

I. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Next Meeting: Tuesday, November 16, 2021, 12-2 p.m. Council Chambers and Via Zoom

LTAB Priorities/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.