



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, November 16, 2021

12:00 PM

ZOOM <https://us06web.zoom.us/j/82982776983>

*You are invited to a Zoom webinar.
November 16, 2021 Lodgers Tax Advisory Board Meeting
Please click the link below to join the webinar:
<https://us06web.zoom.us/j/82982776983>*

*Or Telephone:
US: +1 253 215 8782 or +1 346 248 7799 or +1 720 707 2699 or +1 301 715 8592 or
+1 312 626 6799 or +1 646 558 8656*

Webinar ID: 829 8277 6983

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

[15136-21](#) Minutes from the Lodgers' Tax Advisory Board Meeting on October 19, 2021.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - DRAFT Minutes October 19, 2021 .docx](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

City of Roswell Short-Term Rentals Program Update

Juanita Jennings, Public Affairs Director, City of Roswell

[15137-21](#) City of Roswell Short-Term Rentals Program Update

Presenters: Lodgers' Tax Advisory Board

Attachments: [Attachments A through D](#)

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION***A. Los Alamos Short-Term Rentals Study, Housing Manager, Margaret Ambrosino***

[15148-21](#) Los Alamos Short-Term Rentals Program Update

Presenters: Margaret Ambrosino

Attachments: [A - Short Term Rental Presentation](#)

B. 2022 LTAB Meetings Calendar

[15149-21](#) 2022 LTAB Meeting Calendar

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - 2022 Calendar Dates - DRAFT 11.16](#)

C. Board Vacancy Status***D. Lodging Field Trips - Schedule******E. New Projects?*****IV. Monthly Reports*****A. Council Report - Councilor David Reagor******B. Tourism Metrics******1. Lodgers' Tax Revenue Report***

[15147-21](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Revenue Report for September 2021](#)

2. Tourism Marketing Report

[15150-21](#) Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Sunny505 Overview November 2021](#)

[B - Sunny505 November 2021 PR](#)

3. Website Analytics

4. Visitation by Attraction/Visitor Centers***5. Visitor Materials Distribution******C. County Projects/Updates******1. Tourism Strategic Plan Implementation (ED Funds)******a. Tourism Implementation Task Force Report******2. Community Services Department******a. Rec Division Monthly Report******b.CSD Projects******3. Community Development Department******a. Downtown Master Planning******b. Development Code Update Process (Chapter 18, Chapter 16)******c. Mobile Food Vending Ordinance******4. Public Works Department******a. Urban Trail******D. Gateway 3 National Parks******1. Manhattan Project National Historical Park******2. Bandelier National Monument******3. Valles Caldera National Preserve******E. Mainstreet/Creative District Report******1. White Rock Proposed Metropolitan Redevelopment Area (MRA)******2. Farmers Markets***

F. State/Regional Tourism & Outdoor Recreation Industry Updates***1. NM Hospitality Association / NM Tourism Department -All Events Moved to 2022******2. NM Outdoor Recreation Division******3. NM Economic Development Department******G. Upcoming Tourism Events Calendar Updates******H. Other Announcements (All)*****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS*****Next Meeting: Tuesday, December 21, 2021, 12-2 p.m.******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.