



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### Lodgers' Tax Advisory Board

*Linda Deck, Matthew Allen, Julie Ruud,  
Jennifer Jenson, and Jennifer Olsen Members.*

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Tuesday, December 21, 2021

12:00 PM

ZOOM <https://us06web.zoom.us/j/86178878410>

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*You are invited to a Zoom webinar.*

*When: Dec 21, 2021 12:00 PM Mountain Time (US and Canada)*

*Topic: Lodger's Tax Advisory Board Meeting*

*Please click the link below to join the webinar:*

<https://us06web.zoom.us/j/86178878410>

*Or Telephone:*

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

*Webinar ID: 861 7887 8410*

## **I. ADMINISTRATIVE ACTIONS**

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

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

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

[15301-21](#) Minutes from the Lodgers' Tax Advisory Board Meeting on November 16, 2021.

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - DRAFT Minutes November 16 2021](#)

### **D. Public Comment for Items Not on the Agenda**

## **II. PRESENTATIONS/DISCUSSIONS**

### **A. Tourism Data Software Demonstration**

Joanie Griffin, Sunny505 & Candie Perkins, CMO, Datafy (Consultant)

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

### **A. Welcome New LTAB Members Jennifer Jenson & Jen Olsen**

**B. LTAB 2022 Meeting Calendar**

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

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - LTAB 2022 MEETING DATES DRAFT](#)

**C. Election of Chair and Vice Chair****D. Lodging Field Trips****E. FY2023 LTAB Work Plan Template**

[15295-21](#) FY23 Work Plan Template

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - FY23 Workplan Template](#)  
[B - Final FY22 Work Plan](#)

**F. New Projects Introduction?****IV. Monthly Reports****A. Council Report Councilor David Reagor****B. Tourism Metrics****1. Lodgers' Tax Revenue Report**

[15286-21](#) Lodgers' Tax Revenue Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Lodgers' Tax Revenue Report Oct. for Dec.](#)

**2. Tourism Marketing Report (Sunny505)**

[15293-21](#) Tourism Marketing Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Sunny505 December LTAB Overview](#)  
[B - Sunny505 December Media Report](#)

**3. Website Analytics****4. Visitation by Attraction/Visitor Centers**

[15294-21](#) Visitation by Attraction/Visitor Center

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - November 2021 Visitation Report](#)

**5. Visitor Materials Distribution**

**C. Mainstreet/Creative District Report**

**1. WinterFest 2021 Report**

**2. Farmers Markets Winter Weeklies; Holiday Markets**

**3. MainStreet Amendment**

**4. White Rock Proposed Metropolitan Redevelopment Area (MRA)**

**D. Upcoming Tourism Events Calendar Updates**

**E. County Projects/Updates**

**1. Brand Action Plan Implementation Reboot**

- a. Creative Campaign Process
- b. Community Pride and Ambassador Campaign / Discoveries Action Team
- c. Spring Break Tourism Campaign / a-HA! Events & Itineraries

**2. Tourism Strategic Plan Implementation (ED Funds)**

- a. Tourism Implementation Task Force Report
- b. Visitor Website Redevelopment (Pending County Website Contract)
- c. Visitor Centers/Experience Refresh (Issue RFP in 2022)

**3. Community Services Department**

- a. PROS Monthly Report

[15300-21](#) PROS Monthly Report

**Presenters:** Lodgers' Tax Advisory Board

Attachments:      [A - PROS Nov 2021 Report](#)

- b. CSD Projects ADA Audit, Integrated Master Plan Project, Pueblo Canyon Project

#### **4. Community Development Department**

- a. Downtown Master Planning Update
- b. Development Code Update Process (Chapter 18, Chapter 16) pending process completion
- c. Mobile Food Vending Ordinance Sobia Sayeda

#### **5. Public Works Department**

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

### **F. State/Regional Tourism & Outdoor Recreation Industry Updates**

#### **1. NM Hospitality Association / NM Tourism Department**

#### **2. NM Outdoor Recreation Division**

#### **3. NM Economic Development Department**

### **G. Gateway 3 National Parks**

#### **1. Manhattan Project National Historical Park**

#### **2. Bandelier National Monument**

#### **3. Valles Caldera National Preserve**

### **H. Other Announcements (All)**

## **V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

**Next Meeting: Tuesday, January 18, 2021, 12-2 pm Council Chambers & Via Zoom**

**NOTE: Day after MLK Jr. Day Jan 17th**

**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.*