



LOS ALAMOS

# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### Lodgers' Tax Advisory Board

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

Tuesday, January 18, 2022

12:00 PM

Zoom Webinar ID: 831 1175 7786

**This meeting will be conducted over Zoom**

*To join the meeting:*

*Please click this URL to join. <https://us06web.zoom.us/j/83111757786>*

*Or join by phone:*

*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: 831 1175 7786*

#### **I. ADMINISTRATIVE ACTIONS**

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

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

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

[15426-22](#)

Minutes from the Lodgers' Tax Advisory Board Meeting on December 21, 2021.

**Presenters:**

Lodgers' Tax Advisory Board

**Attachments:**

[A - LTAB\\_DRAFT Minutes December 21 2021](#)

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

#### **II. PRESENTATIONS/DISCUSSIONS (ITEMS/PROJECTS FOR POSSIBLE ACTION)**

##### **A. FY23 LTAB Work Plan**

[15396-22](#)

FY23 Work Plan Template

**Presenters:**

Lodgers' Tax Advisory Board

**Attachments:**

[A - FY23 Workplan Template](#)

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

**A. Lodging Field Trips (LTAB Member Lodging Establishments)****B. Film Projects Update/Opportunities****C. County Annual Report****D. New Projects Introduction?****IV. MONTHLY REPORTS****A. Councilor Report****B. Tourism Metrics****1. Lodgers' Tax Revenue Report**

[15395-22](#) Lodgers' Tax Revenue Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Lodgers' Tax Revenue Nov for Jan](#)

**2. Visitation by Attraction/Visitor Centers**

[15427-22](#) Visitation by Attraction Report

**Presenters:** Lodgers' Tax Advisory Board

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

**3. Datafy LIVE Analysis****4. Tourism Marketing Report**

[15394-22](#) Tourism Marketing Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Sunny505 Overview January](#)  
[B - Sunny505 Social Media](#)

**5. Visitor Materials Distribution****C. Mainstreet/Creative District Report****1. WinterFest 2021 Report**

[15429-22](#) WinterFest 2021 Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - LACDC Arts and Cultural District 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 [fyilosalamos.com](#)**

**E. County Projects/Updates**

**1. Brand Action Plan Implementation Reboot**

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

**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 (CSD)**

- a. PROS Division Monthly 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

**5. Public Works Department (PW)**

- a. Urban Trail
- 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 TRENDS Conf (Jan 25)*
- 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**

**A. Next Meeting: Tuesday, February 15, 2022, 12-2 p.m. Via Zoom**

**B. 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.*