



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

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

Tuesday, February 15, 2022

12:00 PM

Zoom Webinar ID: 890 2371 2343

*You are invited to a Zoom webinar.
February 15, 2022 Lodgers' Tax Advisory Board Meeting*

*Please click the link below to join the webinar:
<https://us06web.zoom.us/j/89023712343>*

*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: 890 2371 2343

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 January 18, 2022.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - DRAFT LTAB Minutes January 18 2022](#)

E. Public Comment for Items Not on the Agenda

II. NEW AND PENDING ITEMS (Items for Possible Action)

A. Draft FY23 LTAB Work Plan

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

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - LTAB DRAFT FY23 Work Plan](#)

B. FY22 LTAB Work Plan – Feb-Jun 2022 Actions

[15396-22](#)

FY22 Work Plan

Presenters:

Lodgers' Tax Advisory Board

Attachments:[A - Final FY22 Lodgers' Tax Advisory Board Work Plan](#)***C. Tourism Strategic Plan/Implementation Task Force Priorities/Projects******D. Branding Reboot***

Marketing Plan RFP, Action Plan, Spring Break Campaign-a-HA!

[15556-22](#)

Brand Action Plan

Presenters:

Lodgers' Tax Advisory Board

Attachments:[A - Brand Action Plan Final 3-28-17](#)**III. MONTHLY REPORTS*****A. Councilor Report - Sean Williams******B. Tourism Data Review/Analysis***[15557-22](#)

Tourism Data Review and Analysis

Presenters:

Lodgers' Tax Advisory Board

Attachments:[A - Tourism Data Reports](#)***C. Lodging Reports & Support***

Discussion of Hospitality Association Resources and Trends, Short-Term-Rentals

D. County Projects Update

White Rock Metropolitan Redevelopment Area, Mobile Vending, WAC Building, Wayfinding,

Visitor Centers, Deacon Street, Manhattan Project

E. Gateway 3 National Parks

Manhattan Project National Historical Park, Valle Caldera, Bandelier

F. Community Development Department

Downtown Master Planning & Development Code Update Process

https://losalamosnm.us/government/departments/community_development/planning_division

G. Community Services Department

ADA Audit, Integrated Master Plan Project, Pueblo Canyon Project

https://www.losalamosnm.us/government/projects/community_services_projects9

H. Public Works Department

K. Other Announcements (All)

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next meeting is March 15, 2022 at 12:00 pm.

V. 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.