



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, April 19, 2022

12:00 PM

Zoom

Members of the Public can, also, join this meeting session to make public comment via Zoom by pasting into their browser the following: <https://us06web.zoom.us/j/82341982711> once the session has started.

or by 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: 823 4198 2711

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

[15820-22](#) Minutes from the Lodgers' Tax Advisory Board Meetings on February 15, and March 8, 2022.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Draft Minutes February 15, 2022](#)
[B - Draft March 8, 2022 LTAB Minutes](#)

D. Public Comment for Items Not on the Agenda

II. NEW AND PENDING ITEMS (ACTION MAY BE TAKEN ON THESE ITEMS)

A. Presentation/Discussion re Wayfinding Plan Update & Discovery Spots Signs

[15812-22](#) Presentation/Discussion re Wayfinding Plan and Update and Discovery Spots Signage

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Wayfinding Update](#)

B. Presentation/Discussion on Visitor Materials & Kiosks***C. Presentation/Discussion re Visitor Journey A2D Customer Service Training Update******D. Tourism Strategic Plan Progress Report***[15813-22](#)

Tourism Strategic Plan Progress Report

Presenters:

Marketing Specialist Kelly Stewart

Attachments:[A - DRAFT Tourism Implementation Strategic Plan Progress](#)***E. Discussion re Brand Marketing RFP Purpose & Scope******F. New Projects Introduction*****III. MONTHLY REPORTS*****A. Council Report, Councilor David Reagor******B. Tourism Data Review/Analysis***

- 1. Lodgers' Tax Revenue Report***
- 2. Visitation by Attraction/Visitor Centers***
- 3. Visitor Materials Distribution***
- 4. Datafy Analysis Sunny505***
- 5. Tourism Marketing Report Sunny505***
- 6. Parks, Recreation & Open Space Report***

[15821-22](#)

April 2022 Monthly Reports

Presenters:

Lodgers' Tax Advisory Board

Attachments:[A - April Monthly Reports](#)***C. Other Announcements (All)*****IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS*****Next Meeting: Tuesday, May 17, 2022, 12-2 p.m. Via Zoom and Room 330******LTAB Priorities/Agenda Items for Next Meeting*****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.