

**Lodgers' Tax Advisory Board  
DRAFT Minutes September 15, 2020**

**I. ADMINISTRATIVE ACTIONS**

**Members Present:** Katie Bruell, Vice Chair; Members Linda Deck, and Stacy Baker

**Council Liaison:** Councilor David Izraelevitz

**Others Present:** Kelly Stewart, Staff Liaison; Linda Matteson, CMO; Jamie Dickerman, Sunny505; and Barbara Lai, Administrative Support; Lauren McDaniel; Zadora Morin, General Manager, Holiday Inn.

Also present: Dave Jolly, Dave Schiferl, Connie Verde, Robbie Garetson, Micheline Devaurs, Greg White, Councilor James Robinson, Jonathan Creel, Clay Mosely, Councilor Antonio Maggiore.

**A. Call to Order**

Meeting called to order at 12:05 pm by Kelly Stewart.

**B. Approval of Todays Agenda**

**The Board approved the agenda (3/0).**

**C. Approval of Minutes**

**Member Deck made a motion to approve the Minutes as revised. Minutes approved (3/0).**

**D. Public Comment:**

No public comment.

**II. NEW AND PENDING ITEMS/PROJECTS**

**A. Los Alamos Tourism Marketing Update** - Marketing and PR Reports

Ms. Dickerman reported that Sunny505 is working on promoting only virtual visits due to state and County COVID-19 restrictions discouraging visitation. Last month Sunny505 distributed tourism news releases regarding the Bear Festival and Bandelier National Park. Ms. Dickerman stated that the Chicago Sun Times did a story as a result of a news release regarding the 75<sup>th</sup> Anniversary of the Atomic Bomb that was distributed earlier.

Sunny505 is developing a virtual media tour for travel writers featuring Los Alamos attractions.

**B. State Tourism Initiatives - NM Hospitality Association**

Ms. Stewart shared the final draft of the Lodgers' Tax Handbook with the group. Updating and publishing the handbook is on pause due to COVID.

Ms. Stewart will submit the state Lodgers Tax Handbook to Dekker Perich Sabbatini (DPS), the consultants conducting the Downtown Master Planning, as well as the consultant that will be hired to revise the County's Development Code, to ensure

short term rental requirements and the latest state legislation is incorporated into the applicable code updates.

Ms. Stewart introduced the New Mexico Safe Certified Program, training and certification sponsored by the New Mexico Tourism Department and the New Mexico Hospitality Association for business owners and employees to take to establish themselves as the safest place to visit/destination during COVID. She encouraged the businesses to visit the website, register for training and get certified.

#### New Mexico Tourism Department

Ms. Stewart reported that as part of NMTD's Recovery Readiness Program, they are offering free services from a Google consultant to help destination marketing organizations (DMOs) help their businesses to improve the effectiveness of their listings on Google. The Google DMO program consists of two phases: Phase I is auditing and updating 100 local businesses/attractions and Phase II is assisting with development of branding, placement of street views, 360 photospheres, and virtual tours. NMTD videographers and photographers will shoot footage at specified attractions and businesses in Oct/Nov.

Ms. Stewart announced that on September 23, NMTD will conduct a town hall for the North Central Regional and asked the board and tourism partners to encourage Los Alamos business owners and community members to participate in the virtual meeting/work session. The purpose of the town hall is to gather input regarding the impact of COVID on tourism and the local economy.

Clay Moseley spoke about the increase in outdoor recreation in many communities during the pandemic.

#### **C. LTAB/Task Force Action Items**

Ms. Stewart asked the members to register and participate in the Sept. 23 North Central Tourism Town Hall and the October 6 Tourism Summit. She also encouraged everyone to update their Google business listings with complete information—phone numbers, websites—and quality photos.

### **III. NEXT MEETING/FUTURE AGENDA ITEMS**

The next meeting will be on October 20, 2020, at 12:00 pm, via ZOOM.

### **IV. ADJOURN**

Ms. Stewart adjourned the meeting at 1:00 p.m.