

**Lodgers' Tax Advisory Board
Minutes November 17, 2020**

I. ADMINISTRATIVE ACTIONS

Members Present: Katie Bruell, Linda Deck, Stacy Baker, and Zadora Morin

Council Liaison: Councilor David Izraelevitz

Others Present: Juanita Jennings, Public Affairs Director; Stephanie Mervine, Tourism Director; Kelly Stewart, Staff Liaison; Linda Matteson, CMO; Joanie Griffin, Sunny505; Dianne Marquez, PROS; and Barbara Lai, Administrative Support

Call to Order

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

Approval of Today's Agenda

Ms. Stewart said she will assume unanimous approval unless there are objections. There were no objections. The agenda was approved.

Approval of Minutes

Ms. Deck moved to approve the minutes for September and October. Ms. Bruell seconded. There were no objections, so the minutes were approved by the board.

LTAB Membership Status

Appointments were made at the October meeting and the Acting Chair is Katie Bruell and the Acting Vice Chair is Zadora Morin. LTAB members requested that the vote to approve the chair and vice chair for FY21 be delayed pending appointment of the fifth board member representing the lodging industry.

Public Comment

No public comment.

II. PRESENTATIONS/DISCUSSIONS

City of Roswell Lodgers' Tax Revenue Ordinance/Process

Juanita Jennings, Public Affairs Director, and Stephanie Mervine, Tourism Director, presented the City of Roswell's Lodgers' Tax Ordinance and process to the board. The approval process took six months and included presentations and discussions with city committees, the City Attorney and other city departments before going to a public hearing to gain input from residents. The new Lodgers' Tax Ordinance was unanimously approved by the County Finance Committee on July 2, followed by ratification by the County Council in August.

The presentation was followed by an extensive question/answer session with LTAB members.

III. NEW AND PENDING ITEMS/PROJECTS

Lodgers' Tax Ordinance/Development Code Update

The Board members discussed at length the legal questions involved; the many complicated implementation issues of the new tax; the benefit of the tax to hotels and to Los Alamos County; and community concerns. It was recommended that the board conduct a survey to gather community and business input concerning short-term rentals. County staff agreed to consult County staff first.

Los Alamos Destination Program Status

Per the public health orders issued by the governor and the County, restaurants and retail businesses are restricted to 25% indoor capacity and 75% outdoor, and museums are closed through at least November 30. Los Alamos tourism marketing efforts are restricted to virtual offerings only.

State Economic Development Initiatives

New Mexico Hospitality Association – Lodgers' Tax Handbook. Ms. Stewart urged members to review the handbook and provide feedback. She asked if the members requested their businesses to be NM State Certified as Covid Safe. She encouraged those that have not done so to attend the training and get certified.

NM Tourism Department – Ms. Stewart informed the board that she is working with the NMTD Recovery Readiness Team and two interns from UNM-LA's Community Internship Collaboration (CIC) program to check and enhance the Google listings for 125 hospitality businesses. Ms. Stewart is also investigating an NMTD FLEX grant opportunity to improve the existing web site.

IV. MONTHLY REPORTS

Tourism Metrics

Ms. Griffin reported that based on her conversations with Governor Michelle Lujan Grisham's deputy, she expects the public health order restrictions will continue through the end of the year. She conveyed the gravity of the impacts of the shutdown on businesses statewide. She also said that she is creating a one-hour ZOOM Fan Trip video to increase interest in NM.

Ms. Stewart reported that Sunny505 has launched a new @VisitLosAlamos Instagram account.

Tourism Implementation Task Force Report

Ms. Matteson reported that the task force is defining new priority projects from the Tourism Strategic Plan, including issuance of a new request for proposal (RFP) for revamping the White Rock and Los Alamos visitor centers.

Los Alamos: Gateway to 3 National Parks

Manhattan Project National Historical Park (MAPR) Superintendent Kris Kirby announced the development of a new app for MAPR park that will be launched before the end of the year.

MainStreet/Creative District Report

In compliance with the current public health order, Los Alamos MainStreet is planning to conduct a stationary version of the WinterFest Electric Light Parade. Floats will be constructed by groups of no more than 5 people, practicing social distancing and

wearing masks, in private parking lots in downtown Los Alamos. Then spectators will drive around the floats in the parking lots to view the floats from the safety of their cars.

Community Development Department Update

The Planning Division is scheduled to go to Council to present a draft of the Downtown Master Plan in the new year.

Community Services Department Update

Ms. Marquez said that the Parks Division is setting up decorations for the holidays. Ms. Stewart congratulated Ms. Marquez, who is now the Parks, Recreation and Open Space Manager.

Councilor Report

Councilor David Izraelevitz said that he has nothing new to add.

Upcoming Events Calendar

Tue Nov 17 is the final day of the MAPR 5 Year Anniversary Celebration week, concluding with a spy talk at 6:00 p.m., hosted by the Los Alamos Historical Society. WinterFest is scheduled for December 4-6.

Other Announcements

Nothing to report.

V. NEXT MEETING/FUTURE AGENDA ITEMS

The next scheduled meeting will be on December 15, 2020, at 12:00 noon via ZOOM.

VI. ADJOURN

Ms. Stewart adjourned the meeting at 1:58 p.m.