

**Lodgers' Tax Advisory Board
Minutes October 19, 2021**

I. ADMINISTRATIVE ACTIONS

Members Present: Linda Deck, Chair; Katie Bruell, Matthew Allen, and Julie Ruud, Members.

Council Liaison: David Reagor

Others Present: Kelly Stewart, Staff Liaison; Linda Matteson, CMO; Cory Styron, Director Community Services; Joannie Griffin, Sunny505; Melanie Pena, Discover Los Alamos; Dianne Marquez, PROS; Barbara Lai, Administrative Support; and Perry Rutherford, IT.

Call to Order

Chair Deck called the virtual meeting to order at 12:05 pm by Chair Deck.

Approval of Today's Agenda

Ms. Deck made a motion to approve the agenda. Ms. Ruud seconded. The motion passed unanimously.

Approval of Minutes

Ms. Bruell made a motion to approve the minutes from the June 15, 2021 meeting. Mr. Allen seconded. The motion passed unanimously.

Public Comment

Wren Propp, resident, commented on the Air BNB issue.

II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

Welcome

Chair Deck welcomed Julie Ruud, General Manager of the Comfort Inn and Suites, as a new member of LTAB. Ms. Ruud updated the Board on the status of the improvements at the hotel.

Chair Deck and Ms. Stewart will work together to schedule field trips to the various lodging sites in the County.

Board Vacancy Status

Chair Deck said that there is still one vacancy, the member from the community at large. The board members were encouraged to recruitment folks.

Hybrid Meetings Format

The concept of the hybrid meeting was discussed and the board will hold their meetings in that format.

Annual LTAB Presentation to Council – October 26

Chair Deck thanked Ms. Stewart for preparing a power point update for the Council presentation on October 26.

FY22 Work Plan Goals Review

Ms. Stewart reviewed the Work Plan with the members. She updated the progress on the short-term rental RFP Process. She said there is a budget for a consultant to conduct a study. Board members and Councilor Reagor made comments on the issues surrounding short-term rentals.

Ms. Stewart explained the data collection project and the new marketing services contract to Sunny505. Ms. Griffin explained how data will be collected where visitors came from and where they go when they are visiting the County.

Ms. Stewart explained the inclusion of outdoor recreation, trails, and the Historic Walking Tour in the Plan and their importance to generating tourism.

New Projects

No new projects to report.

III. PRESENTATION/DISCUSSION

Community Services Department

Cory Styron, CSD Director reported on the direction of new sports programming and the outdoor recreation movement. He also discussed bringing new businesses into the County that may support activities in which tourists would like to partake.

IV. MONTHLY REPORTS

Councilor Report

Councilor Reagor raised some concerns on the topic of short-term rentals. He mentioned parking issues as a priority concern.

Tourism Metrics

Lodgers' Tax Revenues

Chair Deck reviewed the revenue situation with the Board and said that all payments are coming in on time in FY22 and is trending upward to match FY2019, pre-COVID.

Tourism Marketing Report

Ms. Griffin, Sunny505, addressed the activity highlights. She, and Ms. Stewart, have been working very closely with the Tourism Department and applied for a grant of \$103,000 and were awarded 100 percent of funds. Ms. Griffin reported that the photo shoot was canceled due to weather conditions. The photo shoot will be rescheduled for May.

Ms. Griffin also reported that Sunny505 staff attended the State Fair and the Balloon Festival to greet visitors and market Los Alamos.

Ms. Griffin reported on activities utilizing the Tourism Grant. She said that Los Alamos qualified for a two-day video shoot which will result in twelve videos and photos for the County. She also explained the social outreach program and increasing digital presence. She explained the six-month YouTube campaign. She went on to explain the PR reports.

Website Analytics

Ms. Stewart explained how the NM Tourism Department is researching how to use The NM True logo in tourism marketing.

Visitation by Attraction/Visitors Center

Ms. Pena reported that Bandelier visitation is having the busiest year in the last six years. Los Alamos visitation is lower than last year.

Due to time constraints, Ms. Stewart summarized relevant information on the following items:

- She said that additional kiosks were added, now totaling 28, to access Los Alamos materials.
- Ms. Marquez reported that PROS facilities have been very busy. A lot of the visitors are from out of town. She said that tournaments haven't taken place at the Aquatics Center and the Golf Course. The new lockers rooms are completed and staff is busy getting the ice rink ready for opening.

Ms. Stewart encouraged everyone to read the County Manager's Monthly Report to stay updated on the many activities underway in the Community Development department. She encouraged Board members to take the Mobile Vending survey.

Chair Deck reminded the members to attend the Council meeting to hear the LTAB update and Ms. Ambrosino's presentation on short-term rentals.

The next meeting is in November 19.

Chair Deck adjourned the meeting at 1:55 p.m.