

**Lodgers' Tax Advisory Board  
Minutes November 16, 2021**

**I. ADMINISTRATIVE ACTIONS**

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

**Council Liaison:** David Reagor

**Others Present:** Juanita Jennings, Public Affairs Director, City of Roswell; Linda Matteson, Deputy City Manager; Kelly Stewart, Staff Liaison; Julie Bowman, County Attorney; Dan Ungerleider, Economic Development Manager; Margaret Ambrosino, Housing Manager; Joanie Griffin, Sunny505; Melanie Pena, Discover Los Alamos; Barbara Lai, Administrative Support; and Perry Rutherford, IT.

**Call to Order**

Chair Deck called the virtual meeting to order at 12:04 pm.

**Approval of Today's Agenda**

**Chair Deck made a motion to approve the agenda. Ms. Bruell seconded. The motion passed unanimously.**

**Approval of Minutes**

**Chair Deck made a motion to approve the minutes from the October 19, 2021 meeting. Ms. Bruell seconded. The motion passed unanimously.**

**Public Comment**

No public comment.

**II. PRESENTATION/DISCUSSION**

**City of Roswell Short-Term Rentals Program Update**

Juanita Jennings, Public Affairs Director, reported that when she appeared before LTAB last year, the City of Roswell was just starting their short-term rental (STR) program in partnership with the consulting firm, Host Compliance. City staff worked with a community committee and their council to approve a new ordinance for STR. The Council's main concern was a debate over how the new tax would be allocated and for what purpose. Council decided to fund three new categories: public safety, tourist related capital projects, and sports tourism.

Short-term rental property owners in Roswell are required to obtain the following: 1) a local business license, 2) local liability insurance; and 3) Fire Marshal inspection.

After one year, only two of the identified 64 STRs in the City of Roswell are in compliance with the three requirements. Currently, the City is in the process of following up with a letter from Code Enforcement to the rest. The City is not able to

determine if the tax is collected from the STR. A question-and-answer session followed the presentation.

### **III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION**

#### **Los Alamos Short Term Rentals Study**

Margaret Ambrosino presented a report on the Short-Term-Rental Study that LAC is pursuing. She said that the RFP will most likely be advertised in January. Study results and recommendations will be incorporated into Chapter 16 development code.

Mr. Allen asked about the timeline for the study and Mr. Ungerleider said that it should take about 120 days and will include a public outreach process with community residents.

#### **2022 LTAB Meeting Calendar**

The meeting calendar was introduced and will be voted on at the December meeting.

#### **Board Vacancy Status**

There remains one vacancy in the Community-at-Large category and will be again advertised in the next newspaper publication.

#### **Lodging Field Trip**

Dan Ungerleider announced that he will work with Ms. Stewart and Chair Deck to set a schedule for visiting the lodging establishments in Los Alamos County.

#### **New Projects**

Ms. Matteson announced that the County and consultants Mullen Heller architects have begun the initial study for renovating the Women's Army Corps (WAC) building. Two Zoom meetings will be held: the first on November 30<sup>th</sup> at noon with immediate neighbors; and the second on December 1 at 5:30 p.m. with the general public.

Chair Deck inquired about the status of the former Hilltop House hotel and restaurant. Ms. Matteson replied that the Fire Marshall has inspected the building and determined the structure is not safe. The owner has been contacted and directed to secure the area with a fence. Council also passed a resolution stating that the building is a danger to the community. The County is pursuing demolition of the buildings prior to redevelopment of the area.

### **IV. MONTHLY REPORTS**

#### **Councilor Report**

Councilor Reagor

#### **Tourism Metrics**

Lodgers' Tax Revenues

Chair Deck reported that the revenues are on track with 2019 revenues.

### **Tourism Marketing Report**

Ms. Griffin with tourism marketing services contractor Sunny505, reviewed the P.R., social media and advertising distribution and reach listed on the attached reports.

### **Visitation by Attraction/Visitors Center**

Ms. Pena reported that visitation to attractions and visitor centers in 2021 exceed all previous years except for 2018. Bandelier visitation has also increased.

### **County Projects Update**

Ms. Matteson reported that the current visitor center services contract expires December 31, 2021. The RFP process has been completed, a vendor has been selected, and a new contract is currently being reviewed by the County's Procurement and Attorneys offices so that the new contract is in place by 2022. She also reported that the County is actively soliciting bids for implementing the Wayfinding Plan but has had difficulty getting proposers to respond.

Mr. Ungerleider reported that the Downtown Master Plans for Los Alamos and White Rock were approved by Council on October 19<sup>th</sup>. The MRA (Metropolitan Redevelopment Area) designation for White Rock was approved by Council on June 8<sup>th</sup> and that Los Alamos MainStreet is working with technical consultants from the New Mexico Main Street program to develop an RFP to identify projects and funding opportunities.

### **Recreation Projects Update**

Ms. Matteson reported that the Valles Caldera is now under the Bandelier umbrella. The Manhattan Project has another staff member, and the base budget may be increased for a site manager.

Mr. Ungerleider announced that he is working with the County's Community Services Department direct, as well as regional partners, to seek funding for recreational programs and improvements.

**Chair Deck adjourned the meeting at 1:41 p.m.**