

**Lodgers' Tax Advisory Board
Minutes January 18, 2022**

I. ADMINISTRATIVE ACTIONS

Members Present: Linda Deck, Chair; Matthew Allen, Vice Chair; Jennifer Jenson, Jennifer Olsen and Julie Ruud, Members.

Council Liaison: David Reagor

Others Present: Dan Ungerleider, Economic Development Manager; Kelly Stewart, Staff Liaison; Joannie Griffin, Sunny505; Melanie Pena, Discover Los Alamos; Barbara Lai, Administrative Support; and IT.

Call to Order

Acting Chair Deck called the virtual meeting to order at 12:08 pm.

Approval of Today's Agenda

Chair Deck moved approval of the agenda. Jennifer Jenson seconded. The motion passed unanimously.

Approval of Minutes

Chair Deck moved approval of the January minutes. The motion passed unanimously.

Public Comment

No public comment.

II. PRESENTATION/DISCUSSION

FY23 LTAB Work Plan

Ms. Stewart introduced the FY22 Work Plan Goals and the accomplishments. Mr. Ungerleider suggested that he and Ms. Stewart meet to develop a structure for the board to review and approve at the next meeting.

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

Lodging Field Trips

Ms. Stewart will reach out to lodgers to set up quarterly tours.

Film Projects Update/Opportunities

Ms. Stewart updated the board on the progress of the Oppenheimer filming in Los Alamos. She said that the WAC building, Fuller Lodge, the Pond and other County historic landmark/facilities will be used in the film. Filming will begin in mid-March.

IV. MONTHLY REPORTS

Councilor Report

Councilor Reagor reported the Council is discussing the Lodgers' Tax. Ms. Stewart asked about Council priorities that might be relevant to LTAB. Councilor Reagor mentioned that broadband and selecting a new counselor are priorities at this point.

Lodgers' Tax Revenue

Chair Deck reported that the tax is almost to the level collected in all of 2021. The 2022 revenues are on a good projectory.

Visitation by Attraction/Visitors Center

Ms. Pena reported visitation is only slightly down from previous years. Adventure Guides are being distributed at a steady rate.

Datafy LIVE Analysis

Ms. Griffin explained the Datafy platform. She reviewed the data from the last two years and pointed out the most pertinent statistics to the Board. She also said the analysis as well as the training is a work in progress.

Tourism Marketing Report

Ms. Griffin, Sunny505, discussed the growth in the Social Media sites and the increased publications coverage. She highlighted the coverage for Los Alamos in the AAA Explorer magazine.

Mainstreet/Creative District Report

Ms. Pena reported on the success of the WinterFest event.

Chair Deck adjourned the meeting at 1:57 p.m.