



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

Jennifer Olsen, Chair; Matthew Allen, Vice-Chair; Jennifer Jensen; Trevor Shuman, and Michael Wheeler, Members.

Tuesday, December 19, 2023

12:00 PM

1000 Central Avenue, Room 110

Joint Meeting with LTAB & TITF

NOTE: This meeting is in person and open to the public. However, for convenience, the following Zoom meeting link and/or telephone call in numbers may be used for public viewing and participation:

<https://us06web.zoom.us/j/85072848071>

1) ADMINISTRATIVE ACTIONS

a) Call to Order/Introductions

- i. [18167-23](#) Lodgers' Tax Advisory Board / Tourism Implementation Task Force Rosters
Presenters: Jennifer Olsen
Attachments: [A Roster](#)

b) Approval of Today's Agenda

c) Review/Approval of Meeting Minutes

- i. [18161-23](#) Minutes from the Lodgers' Tax Advisory Board Meeting on September 19, 2023.
Presenters: Anita Barela
Attachments: [B - LTAB MeetingMinutes 19-Sept 2023](#)

d) Public Comment for Items Not on the Agenda

2) PRESENTATIONS/DISCUSSIONS

a) Code of Conduct Training, Larissa Breen, LAC Assistant Attorney

- i. [18166-23](#) Ethics Presentation, Larissa Breen, Assistant County Attorney
- Presenters: Larissa Breen
- Attachments: [C - Code of Conduct Training 2023_FINAL FOR LTAB_Final](#)

3) REPORTS

a) Marketing and Tourism Update, Joanie Griffin, Sunny 505

- i. [18160-23](#) FY2023 Wrap-Up Report
- Presenters: Daniel Ungerleider
- Attachments: [D-FY2023 Los Alamos WrapUp](#)
- ii. [18168-23](#) FY2024 Tourism Marketing Plan
- Presenters: Daniel Ungerleider
- Attachments: [E-FY2024 Tourism Marketing Plan-compressed](#)
- iii. [18169-23](#) LTAB Report
- Presenters: Daniel Ungerleider
- Attachments: [F-LTAB Report-compressed](#)

b) Los Alamos Commerce and Development Corp. Update (LACDC)

- i. [18162-23](#) Visitation Reports from LACDC, Melanie Pena
- Presenters: Daniel Ungerleider
- Attachments: [G - Visitation Numbers of All Attractions in Los Alamos County](#)

ii. White Rock Refresh, Leslie Bucklin, LAC

iii. Project Oppenheimer, Lauren McDaniel, LACDC

c) Ambassador Program Update, Lauren McDaniel, LACDC

d) Lodgers Tax Data, Dan Ungerleider, LAC

- i. [18170-23](#) Lodgers Tax Data
- Presenters: Daniel Ungerleider
- Attachments: [H LodgerTaxRevenue](#)

4) NEXT MEETING(S)/FUTURE AGENDA ITEMS

a) 2024 Calendar for approval

- i. [18163-23](#) 2024 LTAB Meeting Calendar.

Presenters: Anita Barela

Attachments: [LTAB-MEETING SCHEDULE](#)

- ii. [18172-23](#) 2024 TITF Meeting Calendar.

Presenters: Anita Barela

Attachments: [J - 2024 TITF MEETING SCHEDULE](#)

5) ADJOURN

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the County Human Resources Division at 662-8040 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes can be provided in various accessible formats. Please contact the personnel in the Economic Development Department at 662-8087 if a summary or other type of accessible format is needed.