



LOS ALAMOS

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 Jenson; Trevor Shuman, and Michael Wheeler, Members.

Tuesday, September 19, 2023

12:00 PM

1000 Central Avenue, Room 110

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://us02web.zoom.us/j/89975143858?pwd=RnMvWHVEWStLeWhTFBKMDRqMWlyQT09>

Or Telephone:

Dial(for higher quality, dial a number based on your current location): US: +1 346 248 7799 or +1 669 444 9171 or +1 669 900 9128 or +1 719 359 4580 or +1 253 205 0468 or +1 253 215 8782

Webinar ID: 899 7514 3858

Passcode: 683643

I. ADMINISTRATIVE ACTIONS

- A. Call to Order/Introductions
- B. Approval of Today's Agenda
- C. Review/Approval of Meeting Minutes

[17814-23](#) Draft Minutes of April 18, 2023 LTAB Meeting

Presenters: Jennifer Olsen

Attachments: [A - LTAB Draft Minutes April 18, 2023](#)

- D. Public Comment for Items Not on the Agenda

II. OLD BUSINESS

- A. Lodger's Tax Numbers Monthly

B Visitation Data

[17806-23](#) Visitation Data from Los Alamos Visitor Attractions

Presenters: Jennifer Jenson

Attachments: [A- Visitation Numbers of All Attractions in Los Alamos County 2023](#)

C. Sunny505 Summary Report (excluding LANL)

[17807-23](#) Sunny505 Summary Report

Presenters: Daniel Ungerleider

Attachments: [FY23 Sunny505 Summary Report](#)

D. Earned Media Report

[17808-23](#) Earned Media Report September 2023

Presenters: Daniel Ungerleider

Attachments: [September 2023 Earned Media](#)

E Special Projects/Case Study - Science Fest Datafy buy - Results

[17809-23](#) ScienceFest Datafy report

Presenters: Daniel Ungerleider

Attachments: [A- ScienceFest Report Datafy](#)

III. NEW BUSINESS**IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

December 6, 2023, Joint meeting with LTAB & TITF

V. ADJOURNMENT

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.