



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, June 20, 2023

12:00 PM

1000 Central Avenue, Room 110/Zoom

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://us02web.zoom.us/j/89975143858?pwd=RnMvWHVEWStLeWhtTFBKMDRqMWlyQT09>

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. Public Comment for Items Not on the Agenda

II. PRESENTATIONS

A. Los Alamos County Code of Conduct; Discussion, Dep. County Attorney Katie Thwaits

III. COUNTY ROLES, RESPONSIBILITIES & SUPPORT, Kelly Stewart

A. Goals & Priorities

[17536-23](#)

COUNTY ROLES, RESPONSIBILITIES & SUPPORT

Presenters:

Marketing Specialist Kelly Stewart

Attachments:

[2023 Strategic Leadership Plan](#)

B. Projects & Funding

IV. TOURISM & VISITOR CAMPAIGNS

A. Contract Updates for Tourism Marketing and Visitor Center Services

B. Other Campaigns & Activities; Discussion, Lauren McDaniel

[17537-23](#) TOURISM & VISITOR CAMPAIGNS

Presenters: Marketing Specialist Kelly Stewart

Attachments: [A TOURISM AND VISITOR CAMPAIGNS](#)

V. ROLES OF LTAB & TOURISM IMPLEMENTATION TASK FORCE

A. Lodgers' Tax Advisory Board (LTAB); Discussion, Chair Jen Olsen

B. Tourism Implementation Task Force (Task Force); Discussion, Vice Chair Lauren McDaniel

[17538-23](#) ROLES OF LTAB & TOURISM IMPLEMENTATION TASK FORCE

A. Lodgers' Tax Advisory Board (LTAB) Chair Jen Olsen

B. Tourism Implementation Task Force (Task Force) Vice Chair Lauren McDaniel

Presenters: Marketing Specialist Kelly Stewart

Attachments: [ROLES OF LTAB AND TOURISM IMPLEMENTATION TASK FORCE](#)

C. Group Discussion; All, Action Item

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Next Meeting(s): Wednesday, December 6, 12-2 p.m. Room 110/Via Zoom

[17539-23](#) NEXT MEETING(S)/FUTURE AGENDA ITEMS:
Next Meeting(s): Wednesday, December 06, 12-2 p.m. Room 110/Via Zoom

Presenters: Marketing Specialist Kelly Stewart

Attachments: [FY23 TITF-LTAB Quarterly Meeting Calendar](#)

VII. 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.

