



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

Agenda - Final Lodgers' Tax Advisory Board

Jennifer Olsen, Chair; Matthew Allen, Vice-Chair; and Jennifer Jensen, Members.

Tuesday, February 21, 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?](https://us02web.zoom.us/j/89975143858?pwd=RnMvWHVEWStLeWhtTFBKMDRqMWlyQT09)
[pwd=RnMvWHVEWStLeWhtTFBKMDRqMWlyQT09](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. *Review/Approval of Meeting Minutes*

[16856-23](#) Draft Minutes of November 15, 2022 LTAB Meeting

Presenters: Jennifer Olsen, Chair of the Lodgers' Tax Advisory Board

Attachments: [A - LTAB Draft Minutes November 15, 2022](#)

D. *Board Transition/Vacancies*

E. *Public Comment for Items Not on the Agenda*

II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. FY24 Tourism Budget & Projects Update

1. [17095-23](#) Consideration of FY24 Lodgers' Tax Fund Revenue and Expenditures

Presenters: Daniel Ungerleider, Economic Development
Administrator and Marketing Specialist Kelly Stewart

Attachments: [A- FY2024 Lodgers Tax Budget for Board Approval](#)

2. Status of Tourism Projects

- B. [16857-23](#)** FY24 LTAB Work Plan

Presenters: Jennifer Olsen, Chair of the Lodgers' Tax Advisory
Board

Attachments: [A - FY24 Lodgers' Tax Advisory Board Work Plan For
LTAB Approval](#)

- C. [17093-23](#)** Proposed Shift to Quarterly Meetings in 2024

Presenters: Marketing Specialist Kelly Stewart

Attachments: [A- 2023 2 17 LTAB-TITF Quarterly Calendar](#)

D. Tourism Trends, Opportunities & Priorities

1. [17094-23](#) Jan 24 NMHA TRENDS Conference Report

Presenters: Jennifer Olsen

Attachments: [A - NMTD New Programs Presentation](#)
[B - NMTD Tourism Exchange Brochure](#)

2. Tourism Implementation Task Force Report

E. Project Oppenheimer Update**F. New Projects Introduction****III. MONTHLY REPORTS****A. Council Report****B. Tourism Data Review/Analysis Highlights**

1. [16858-23](#) Lodgers' Tax Revenue Report (Nov 2022 for Jan 2023 Mtg) and
Lodgers' Tax Revenue Report (Dec 2022 for Feb 2023 Mtg)

Presenters: Jennifer Olsen, Chair of the Lodgers' Tax Advisory Board

Attachments: [A - Lodgers' Tax Revenue Report \(Nov 2022 for Jan 2023 Mtg\)](#)
[B - Lodgers' Tax Revenue Report \(Dec 2022 for Feb 2023 Mtg\)](#)

2. [16859-23](#) Visitation by Visitor Centers and Attractions Report (Nov 2022 and Dec 2022)

Presenters: Jennifer Olsen, Chair of the Lodgers' Tax Advisory Board

Attachments: [A - Visitation by Visitor Centers and Attractions Report \(Nov 2022\)](#)
[B - Visitation by Visitor Centers and Attractions Report \(Dec 2022\)](#)
[C - 2021 Year End Report](#)

3. [16863-23](#) Datafy Visitation Reports

Presenters: Jennifer Olsen

Attachments: [A- Datafy Visitation Reports \(December 2022\)](#)
[A - FEB 2023 DATAFY REPORTS \(Lab vs. Recreation Visitors\)](#)

4. [16864-23](#) Tourism Marketing Reports (December 2022 and January 2023)

Presenters: Jennifer Olsen

Attachments: [A -TOURISM MARKETING REPORTS \(DEC 2022\)](#)
[B - TOURISM MARKETING REPORTS \(JAN 2023\)](#)

C. Other Announcements

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS

- A. Next Meeting: Tuesday, March 21, 12-2 p.m. Rm 110/Via Zoom**

V. 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.