



LOS ALAMOS
where discoveries are made

Tourism Implementation Task Force Charter

Revised 3/31/20

I. Purpose

The Tourism Implementation Task Force (“Task Force”) was created through an action of the County Council on February 27, 2018 when the Council formally accepted the Los Alamos County Tourism Strategic Plan. The initial charter was approved by Council on April 3, 2018. The Task Force serves as an advisory body to the County Council for the purpose of building the tourism economy as a way to economic development through implementation of the principles, objectives and associated actions as provided in the Tourism Strategic Plan. The Task Force provides guidance and serves as a resource to the County Council and staff in the formulation, development, championing and execution of specific actions and projects. The committee will also serve a valuable role in communicating implementation of the Tourism Strategic Plan recommendations to the general public and County Council.

II. Scope of Work

The Tourism Strategic Plan is a practical roadmap detailing the strategies and actions needed to develop the tourism economy while improving community quality for residents, businesses and LANL. The Task Force’s mission is to be primary stakeholder group that helps to lead this economic development effort and works closely with Staff and other members of the community. The Task Force will also advise staff in the process of implementing the recommended tactics and actions delineated in the Tourism Strategic Plan. The Task Force will advocate for the promotion of tourism as an economic driver for the County. Meetings of the Task Force will also serve as a venue for communicating and receiving information from the general public on plan implementation.

III. Task Force Representation

The Task Force will be comprised of volunteers representing the various tourism stakeholders within the County including: the community-at-large, Business Community (Retail, Hospitality, and Service), and assets/attractions such as Los Alamos History Museum, Nature Center, Pajarito Mountain and Bradbury Science Museum. Historic Preservation, Lodgers’ Tax Advisory, Transportation and Parks/Recreation Boards shall select one member from their board to serve on the Task Force and also select an alternate to attend meetings in case the member cannot attend. The total number of members shall not exceed eleven (11) persons including the representatives from Council Advisory Boards.

Committee members will be individually appointed by the County Council.

IV. Member Term

The term of all task force members will be for two years. There is no limit to the number of terms that any member can serve.

V. Quorum

A quorum of the committee is defined as a simple majority of the appointed committee members. Committee actions can be taken and considered valid only if a quorum has been established at the meeting. Information can be shared during a meeting even if a quorum is not established.

VI. Resources

The County will provide a staff project manager responsible for coordinating the committee in its exploration and development of implementation actions including meeting logistics and other needs. Other County staff will be available based upon identified needs or specific topics of discussion but all staff members will be non-voting members of the Task Force.

VII. Meetings

Meeting dates and frequency will be established by the Task Force and staff. All meetings will be open to the public. Meetings will also serve as a venue for communicating and receiving information from and to the general public on project implementation.

VIII. Subcommittees

The existing Manhattan Project National Historical Park (MAPR) subcommittee is being transitioned over to this Task Force. This subcommittee will focus on the issues that must be addressed to support the implementation of the new national park.

The Task Force may form any additional subcommittees it deems appropriate but all recommendations to the Council should be that of the full committee, as indicated by a majority vote of the committee members. The subcommittees may include persons not otherwise identified as a member of the committee, however subcommittee membership does not convey an ability to vote on any recommendations.