

Date/Time

Tuesday, March 21, 2017, 12PM-2PM

Location

Los Alamos County Municipal Building
Suite 150 Conference Room (Noon-2PM)
1000 Central Avenue, Los Alamos, NM 87544

Members Present

- Ryn Herrmann (Chair), Public-At-Large Representative
- Linda Deck (Vice Chair), Tourism Industry Representative
- Katie Bruell, Tourism Industry Representative

Staff Present

- Kelly Stewart, Marketing Specialist, Staff Liaison
- Linda Matteson, Assistant to the County Manager
- Dianne Marquez, Recreation Program Manager
- Barbara Lai, Senior Management Analyst

Others Present

- David Empey, Griffin and Associates (County Tourism Marketing Services Contractor)
- Melanie Pena, Los Alamos Commerce and Development Corporation (County Visitor Center Operations and Management Services Contractor)
- John Bosio, Principal of MERJE
- Jess Church, Designer of MERJE
- Jacqueline Shen, Local Business Owner
- Antonio Maggiore, County Council Representative

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:02 PM.

B. Approval of Today's Agenda

The agenda was approved without objection.

C. Review/Approval of Meeting Minutes

Minutes from December and January were approved.

D. Public Comment for Items Not on the Agenda

There was no public comment.

II. PRESENTATION/DISCUSSION

A. Wayfinding Plan Presentation

John Bosio and Jess Church from MERJE, the wayfinding consultant for the County, presented an overview of their work to date on the Wayfinding Plan. Mr. Bosio mentioned that this is their first stakeholder meeting and is relying on input from the community to contribute to this phase of the project. MERJE has expertise in community wayfinding, including signage for environmental spaces, technology landmarks, and art and natural elements. The firm supports information for brochures, maps, tourism initiatives, and administration of the system, including signage that shows how to get from Point A to Point B. The consultant also supports the design and how it incorporates the new County brand.

III. PENDING PROJECTS

A. Legistar Deadlines/Streaming Update

Barbara Lai reported that the meetings are now being streamed live. The video will be available on the County website for viewing. The Minutes will continue to be sent out to the Board for review. No action was taken.

B. Board Terms and Vacancy Status

Chair Herrmann reported that Jacqueline Shen is attending today's meeting and is interested in a possible Board appointment. She just received her business license to operate Canyon Inn Bed and Breakfast. No action was taken.

C. FY18 LTAB Workplan

The FY18 Workplan was presented to the Board. Councilor Maggiore recommended that gross impressions for media coverage be increase for FY18. Tourism marketing services contract representative David Empey recommended a 5% increase. A motion was made by Linda Deck to approve the Plan with changes and Ryn seconded. The Plan was approved by the Board.

D. Short Term Rentals

The members discussed the companion bills, Senate Bill 254 and House Bill 266 which aim to compel short term rentals via Airbnb and other platforms to acquire a business license and pay Lodgers' Tax. Ms. Shen discussed her interest in educating prospective short term rental participants regarding the process, requirements and potential issues that must be navigated per County Code (e.g., zoning, parking, etc.). No action was taken.

E. Visitors Guide

Mr. Empey reported that the Visitors Guide is being revised. The next version will be provided to the review committee for review in 3-4 weeks. No action was taken.

F. STAR Report Status

Ms. Stewart reported that the County's Economic Development Division (EDD) is reviewing the costs and data options from Smith's Travel Accommodations Report (STAR), the service used by many hotels to track local occupancy (OCC) and average daily rate (ADR) trends. Los Alamos commercial realtors have advised EDD that hotel developers require the last 12 months of a community's OCC/ADR to determine whether or not to build a hotel and the 2016 County Council has directed EDD to subscribe to a service that provides this information. Ms. Stewart stated that EDD is striving for a decision as soon as possible and will provide a status report at the next meeting. No action was taken.

IV. REPORTS

A. Tourism Marketing Report

David Empey presented the reports to LTAB and then presented to Kelly Stewart the Silver Addy Award for Film & Video, given by the American Advertising Federation New Mexico for *What Can You Say*, the tourism marketing video produced last summer by Griffin and Associates that is the centerpiece of Los Alamos' 2017 spring digital tourism marketing campaign. No action was taken.

B. State/Regional Tourism & Hospitality

This item was not reported.

C. Lodger's Tax Revenue Reports (Accrued/Actual) Review

Kelly Stewart presented the Revenue reports. No action was taken.

D. Lodging Reports/Trends

This item was not reported.

E. Visitation by Attraction/Visitor Centers

Ms. Pena reported on activity at the attractions. No action was taken.

G. Group Marketing Events/Opportunities

Ms. Pena and Ms. Marquez reported. Ms. Marquez circulated a draft calendar of events that take place during the "100 Days of Summer," the County's Communications & Public Relations Office's marketing campaign. Several meeting attendees added their scheduled events to the draft document. Ms. Marquez stated that the final version will be circulated to all listed attractions/organizations, as well as the visitor centers and customer care staff to enhance customer service and encourage cross-promotion. Ms. Stewart agreed to make sure the final version was distributed to the LTAB team. No action was taken.

H. County Recreation Report

Ms. Marquez report on recreational activities coming in the next few weeks and months. Ms. Marquez asked Ms. Pena to include County Recreation Department promotional materials in welcome bags. No action was taken.

I. Tourism Materials Distribution Update (Fun and Games)

Ms. Pena reported that 20 boxes of the visitor guide were provided to Fun & Games to distribute at hospitality businesses and upcoming events. David Empey confirmed that there are plenty of guides left to carry through to the June delivery of the new visitor guide. No action was taken.

J. County Tourism Strategic Plan Update

Ms. Stewart reported that the evaluation committee is currently conducting the contractor selection process. No action was taken.

K. Other Announcements

Ms. Stewart announced that Los Alamos County's new website is going live today (10PM, March 21). Ms. Marquez added that the new site allows for easy sorting of events.

Ms. Herrmann reminded the group of LACDC's digital bulletin boards called "LA Live" which are used to display community events and programs. There are LA Live monitors at several locations throughout town, as well as new sites on and around Lab property, including Hot Rocks Java Café, the Research Park and at the Lab's public library. Those interested should contact Ryn Herrmann at ryn@losalamos.org to obtain design specifications for submitting upcoming programs and events. It was also announced that there is an urgent shortage of temporary/rental housing for Lab summer students, with

an average of 20 students competing for each slot. Ms. Pena stated that the Los Alamos and White Rock visitor centers offer a current listing of rentals.

III. PROJECTS, INITIATIVES AND ANNOUNCEMENTS

Nothing to report.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Tue., April 18, 2017, 12-2PM, Municipal Bldg, Rm 110

Agenda Items: Short Term Rentals.

VI. ADJOURN

The meeting was adjourned at 2:03 P.M.

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 Community and Economic Development Department at 662-8006 if a summary or other type of accessible format is needed.

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