



**County of Los Alamos**  
**Minutes**  
**Lodgers' Tax Advisory Board**

1000 Central Avenue  
Los Alamos, NM 87544

*Linda Deck, Chair; Katie Bruell, Vice Chair; and Catherine Mockler, Members*

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Tuesday, January 15, 2019

12:00 PM

1000 Central Avenue, Room 110

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**I. ADMINISTRATIVE ACTIONS**

**A. Call to Order/Introductions**

**Members Present:** Linda Deck, Chair; Katie Bruell, Vice Chair; Catherine Mockler, Member

**Others Present:** Linda Matteson, County Manager's Office; Jamie Dickerman, Sunny 505 (on the phone); Stacy Baker, Bradbury Science Museum; Melanie Pena, Los Alamos Commerce and Development Corporation; Lauren McDaniel, Executive Director, Los Alamos MainStreet; Barbara Lai, Admin Support.

The Meeting was called to order at 12:09 pm.

**B. Approval of Today's Agenda**

Ms. Mockler moved to approve the agenda. Vice Chair Bruell seconded the motion. The motion passed unanimously.

**C. Review/Approval of Meeting Minutes**

1. [11553-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on December 21, 2018.

**Attachments:** [December 21, 2018 Minutes](#)

The board reviewed the minutes of the previous meeting. Vice Chair Bruell moved to approve the minutes as corrected. Member Mockler seconded the motion. The motion passed.

**D. Board Updates**

1. [11558-19](#) Announcement of the Merger of Griffin and Associates and HK Advertising.

Jamie Dickerman reported that Griffin and Associates merged with HK Advertising and that the new company is known as Sunny 505. Ms. Dickerman told the board that the County will work with Sunny 505 to make the legal changes to the contract due to the merger of the companies.

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

No comment.

**II.****A. Inter-Board-Commission Liaisons Update**

## 1. Art in Public Places Advisory Board (Linda Deck)

No report.

## 2. Historic Preservation Advisory Board (Barbara Lai)

Ms. Lai reported that Catherine Ozment, Vice Chair of the Art in Public Places Board, asked HPAB support to place a metal sculpture depicting Los Alamos historic theme/symbols on the corner of Fuller Lodge lawn adjacent to the sidewalk and the Post Office. She also reported that the HPAB ranked implementation of the following projects in the Fuller Lodge Interpretive Plan as high priorities: a steward/manager for Fuller Lodge with the goal of keeping the Lodge open on weekends for tourists; materials for guided or self-guided tours of the Lodge; interpretive wayside signage; a photo memories station; a 1960s hotel room; and, an immersive audio-visual experience.

## 3. Library Board (Katie Bruell)

No report.

## 4. Parks and Recreation Board (Vacant)

Ms. Matteson reported that Parks is reviewing options to make the cave at Hells Hole safer for visitors.

## 5. Planning and Zoning Commission (Catherine Mockler)

No report.

## 6. Transportation Board (Kelly Stewart)

Ms. Matteson reported that a study of the traffic pattern will be done on Trinity to accommodate bike lanes and the new housing developments.

## 7. Tourism Implementation Task Force (Katie Bruell &amp; Kelly Stewart)

Nothing new to report.

**B. State/Regional Tourism & Hospitality Report (Kelly Stewart)**

No report.

**C. Mainstreet/Creative District Report (Lauren McDaniel & Jennifer Loveless)**

Ms. McDaniel reported that plans are underway for ScienceFest and the theme is 'Eureka'. The final report for Winter Fest is completed and will be forwarded to

the board. This year's festival had more out-of-town promotions, visitors, and parade entries than in 2017. Ms. McDaniels is working with a traffic mitigation specialist to reduce the impact on visitors and businesses due to the upcoming roundabout and other DP road street improvements. She also reported on upcoming downtown activities and dates to the board.

**D. Branding Update (Kelly Stewart)**

Linda Matteson reported that the Discoveries Action Team Meeting will be held at Fuller Lodge on Thursday, January 17, at 11:00 am.

**E. Tourism Marketing Report (Floyd Vasquez)**

Ms. Dickerman reported there are several projects underway in the public relations, marketing, and advertising plan with Kelly Stewart and the NM Tourism Department. USA Today ran an article which named Los Alamos as the third (of the top 25) most desirable place to raise a family.

**F. Lodgers' Tax Revenue Report Review (ALL)**

1. [11571-19](#) December Lodgers' Tax Revenue Report

**Attachments:** [A - Revenue Accrual Report](#)

Vice Chair Bruell asked about the spikes in the graph and requested that footnotes be added to explain the anomalies. Chair Deck noted that the tax collected in November was the second highest tax revenue collected ever.

**G. Visitation by Attraction/Visitor Centers (Melanie Pena)**

1. [11577-19](#) Visitation by Attraction/Visitor Centers Reports

**Attachments:** [A - December 2018 Monthly Visitation by Attraction Report](#)

Ms. Pena reported that the Los Alamos Visitors Center is closed, but that the White Rock Visitor Center is open. The new Los Alamos center will open in March. Visitor numbers are on track with previous years. Some of the lower visitor counts may be attributable to the weather (snow storms) and lower programming of activities during the holidays.

Ms. Baker asked about Ski Pajarito and if skiers are going to the hill. Ms. Mockler mentioned that two of the lifts are down, so skiers are discouraged from coming to Los Alamos to ski and to stay overnight.

**H. Group Marketing Events/Opportunities (All)**

Catherine Mockler mentioned that there is a ski movie coming to the Reel Deal Theater featuring back country skiing. She says that the movie is great and that it sells out every year.

**I. County Recreation Report**

No report.

**J. Tourism Materials Distribution Update (Fun & Games) (Melanie Pena)**

Ms. Pena reported that she distributed the Fun and Games report to the managers of the attractions. She reported that she still has six pallets of the Visitor Guide, which is enough for the summer and into next year.

**K. Other Announcements (All)**

No announcements.

**III. NEW AND PENDING ITEMS/PROJECTS****A. FY20 Work Plan Priorities****1. [11557-19](#) FY20 Work Plan Priorities**

**Attachments:** [A - LTAB Approved FY19 Work Plan](#)  
[B - DRAFT FY20 Work Plan Template](#)

Chair Deck reported that after County Council holds its Strategic Leadership meeting, the board will begin work on its FY20 Work Plan. Ms. Matteson reported that the meeting will be held on January 22 as originally planned. Chair Deck mentioned that she is waiting for Kelly Stewart to schedule a meeting with Victoria Greg from the NM Tourism Department to review and interpret the trend data that the Tourism Department gathers. Ms. Stewart will invite Ms. Greg to attend the next LTAB meeting.

A few of the work plan items are the responsibility of the LACDC. Ms. Pena provided an update on the Customer Service Training, adding that a questionnaire is being worked on and will be ready in April. The board will be participating in the field text. Chair Deck mentioned that the board will address the future of AirBNB. She said that she will distribute the information received from Taos and ask the board to make recommendations on how an AirBNB would function in Los Alamos.

Ms. Mockler brought up the issue of the board's purpose and how it relates to the relationship of tourists to the business community. Vice Chair Bruell stated that the purpose is clearly stated in the LA Strategic Leadership Plan and the work comes when implementing the plan by the board. Chair Deck mentioned that Joanie Ahlers will be invited to a board meeting to discuss the issue further.

**IV. PRESENTATIONS/DISCUSSION ITEMS**

No presentations or discussion items.

**V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

A. The next LTAB meeting is scheduled for February 19, 2019 in Room 110 at 12:00 pm.

**VI. ADJOURN**

The meeting adjourned at 1:22 pm.

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