

**Lodgers' Tax Advisory Board Meeting
June 18, 2019, 12:00 p.m.
Room 110, Municipal Building**

I. ADMINISTRATIVE ACTIONS

Members Present: Linda Deck, Katie Bruell, Stacy Baker, and Jacqueline Shen-

Members Not Present: Catherine Mockler

Council Liaison Not Present: James Robinson

Others Present: Linda Matteson, Assistant to the County Manager; Kelly Stewart, Marketing Specialist; Barbara Lai, Administrative Support; Floyd Vasquez, Sunny 505 (by telephone); Melanie Pena, LACDC

A. Call to Order

Meeting called to order at 12:06 pm by Chair Deck.

B. Approval of Today's Agenda

Motion:

Member Bruell moved to accept today's Agenda. Member Baker seconded. The motion passed (4/0).

C. Approval of Minutes from May 14, 2019

Motion:

Chair Deck moved to accept the minutes with corrections. Vice Chair Bruell seconded. The motion passed (4/0).

D. Public Comment: No public comment.

II. PRESENTATIONS AND DISCUSSIONS

A. Visitor Journey A2D Training Program Survey/Plan

Melanie Pena reported that training consultant at the Visitor Engagement Academy with whom LACDC is developing the on-line and in-person customer service training program, missed the June 10th deadline to deliver the on-line module in time for Ms. Pena to present at the June LTAB meeting. Due to software issues, VEA has delayed the completion of the on-line module until mid- to late-July. However, all programs will undergo an update in September. LACDC must decide whether to push to get the program in July or wait until after the September software update. Once the on-line program is delivered, VEA will conduct a train-the-trainer program with LACDC staff. LACDC will promote the program to the public and determine a schedule for conducting the training. The training will be open to all interested persons for free.

Ms. Stewart relayed her experience taking the Santa Fe A2D training, hosted by the Santa Fe Chamber of Commerce. She also stated that the Farmington Convention and Visitors Bureau was the first city in New Mexico to become trained and offer the program. Based on feedback from the FCVB Executive Director, the challenge is first getting people to sign up, making sure you have enough to justify the in-person training

class (1.5-2 hours) and then making sure all participants have completed the on-line module prior to the class.

Ms. Matteson stated that the Visitor Journey A2D customer service training project is managed by LACDC who obtained a grant to cover the cost of development and registration fees. While the County may make suggestions as to the training participants, the decision is with LACDC.

III. NEW AND PENDING ITEMS/PROJECTS

A. June 18 Council Work Session on ED Investments and Metrics

Ms. Stewart and Ms. Matteson encouraged LTAB and team members to attend the June 18 Council Work Session where Linda Matteson and Joanie Ahlers give a presentation on FY20 Economic Development and Tourism priorities. Council requested this presentation/discussion following the budget hearings, and it is the first opportunity to get feedback from the current council regarding tourism. Two other boards are scheduled to give their annual reports first, so Ms. Matteson suggested members to arrive at the White Rock Fire Station conference room at 6:30 pm.

B. Tourism Projects Status

1. Data Collection, Reporting, Assessment
No report.
2. Rural Pathways Project Process
No report.

C. LTAB Priorities per FY20 LTAB Work Plan

1. Planning Calendar
Chair Deck suggested that LTAB should populate a comprehensive calendar of annual events and activities for FY20 to provide LTAB the opportunity to provide input into the planning and marketing process for future events.
2. Economic Vitality Strategic Plan 2018 (EVSP19)
3. Tourism Strategic Plan
4. Brand Action Plan

Ms. Stewart suggested that the board review the EVSP19, the Tourism Strategic Plan and the Brand Action plan to determine and comment on the goals, actions and tactics that apply to LTAB's goals and priorities. Ms. Stewart will email or provide a link for each plan to the team in July. The group will discuss the Board's findings at the August 20th meeting.

D. Manhattan Project National Historic Park

1. BSM Public Outreach Specialist
Chair Deck stated that the Lab/Bradbury Science Museum will be hiring a new, full-time public outreach specialist who will be responsible for coordinating the tours and exhibits for the Manhattan Project National Historical Park.
2. *Truth, Lies, Secrets, and Spies* Presentations at Main Gate Park

Ms. Matteson reported that the Manhattan Project National Historical Park Ranger, Valerie Lewinsky, is piloting a presentation, a 20-minute presentation at Main Gate Park at 10:00 a.m. each Saturday during the month of June.

IV. REPORTS

A. Councilor Report

No report.

B. Inter-Board-Commission Liaisons Update

No reports.

C. State/Regional Tourism & Hospitality Report

1. FY20 North Central Board Goals

No report.

2. FY20 Co-Op Marketing Grant Award

Ms. Stewart reported that the County is working with Sunny505 and the NMTD to close out the FY19 grant and to get the agreement in place for the new FY20 grant. She added that FY19 FLEX funds were allocated to purchase time on local channels to run the new Los Alamos True video with a banner promoting ScienceFest.

3. FY20 Clean & Beautiful Grant Award

Vice Chair Bruell reported that the County was awarded a \$10,000 Clean and Beautiful grant which will fund the zero-waste Earth Day Festival 2020 and the installation of an outdoor recycling/education exhibit.

D. Tourism Implementation Task Force

Ms. Matteson reported that the Task Force's primary priority is to develop a job description for a new proposed Tourism Manager to present to Council during the FY21 budget session.

E. Tourism Marketing Report

1. Los Alamos True Video

Chair Deck reported that the True video is very positive advertising of Los Alamos.

2. FY19 Co-Op Report

Mr. Vasquez updated the board on the advertising plans.

3. Senior Games Report

Ms. Stewart asked for volunteers to staff the Los Alamos booth at the National Senior Games at the Albuquerque Convention Center, June 14, 15, 16 and 17.

4. **Monthly Marketing Reports**

Mr. Vasquez reported on marketing activities.

During the meeting, both Mr. Vasquez and Ms. Pena received notification that the visitosalamo.org website was taken off line by its host site. Mr. Vasquez mentioned that the disruption in service directly impacts the current digital advertising campaign, initiated on June 1 through July that drives all traffic to the visitor website.

F. Lodgers' Tax Revenue Report

Ms. Stewart reported Lodgers' Tax Revenues continue to track over and above the FY19 Tourism Marketing Plan goal of 3% over FY18. Per the June meeting report, he Lodgers' Tax Revenues reported through April 2019 totaled 13% over the previous year.

G. Visitation by Attraction/Visitors Centers

Ms. Pena reported that she has not received visitation data from Bandelier that historically is based on Bandelier Shuttle bus ridership. All other visitation data is tracking just above the previous year.

H. Mainstreet/Creative District Report

No report.

I. Branding Update

Ms. Stewart announced that the next Discoveries Action Team (DAT) meeting will be held Thursday, 11:00 a.m. to 12:30 p.m. in Council Chambers. The theme for this month's meeting is "new ideas." LTAB members were encouraged to attend.

J. Economic Development Division (EDD) Update

Ms. Stewart reported that Council passed an ordinance to sponsor an IRB (industrial revenue bond) to assist Pebble Labs in its plans to expand its biolab operations at Entrada Business Park, including purchase of the New Mexico Consortium facility. On June 17, Council is holding a special meeting to approve Pebble Lab's application for a Local Economic Development Assistance (LEDA) grant as part of the same effort.

K. County Recreation Report

Ms. Marquez announced the upcoming activities at the Aquatics Center. She explained the Community Services Departments new process for supporting "mega" concerts (5,000-plus attendees) as part of the Secret City Summer Concert Series, that have a large public event, like ScienceFest "Discovery Day," the following Saturday. Events that may conflict with the mega concerts have been moved, e.g., the Los Alamos Triathlon has been moved up one week to July 20.

L. Events

No other reports.

M. Boards & Commissions Luncheon Report

Chair Deck reported that the Boards and Commission luncheon held Thursday, June 13, 11:30 a.m. – 1:00 p.m. was the best one that she has attended. Councilor Robinson facilitated a substantive discussion that included free exchange of ideas by all representatives. Chair Deck encouraged other board members to attend these meetings, when possible.

N. Other Announcements

No other announcements.

V. PUBLIC COMMENT

No public comment.

VI. NEXT MEETING/FUTURE AGENDA ITEMS

The next meeting will be Tuesday, July 23 in Room 110 at 12:00 pm. *This meeting was later moved to Council Chambers.*

VII. ADJOURN

Chair Deck adjourned the meeting at 2:07 pm.

Approved by LTAB July 23, 2019

Linda Deck, Board Chair