

**Date/Time**

Tuesday, January 16, 2018, 12PM-2PM

**Location**

Los Alamos County Municipal Building  
B & C Room 110

**Members**

- Ryn Herrmann (Chair), Public-At-Large Representative, **Present**
- Linda Deck (Vice Chair), Tourism Industry Representative (Bradbury Science Museum Director), **Present**
- Katie Bruell, Tourism Industry Representative (PEEC/Los Alamos Nature Center Director), **Present**
- Catherine Mockler, Lodging Industry Representative (North Road Inn Owner/Operator), **Present**
- Elizabeth Allen, Lodging Industry Representative (Pueblo Canyon Inn & Gallery Owner/Operator), **Present**

**County Staff Present**

- Kelly Stewart, Economic Development Division Marketing Specialist and County Staff Liaison
- Linda Matteson, Assistant to the County Manager/Project Manager for Manhattan Project National Historical Park, Tourism Strategic Plan and Wayfinding Plan
- Barbara Lai, Senior Management Analyst, Community Development Department

**Others Present**

- David Empey, Griffin and Associates (County Tourism Marketing Services Contractor)
- Melanie Pena, Los Alamos Commerce and Development Corporation (County Visitor Center Services Contractor)
- Jack Mitchell, General Manager, Hampton Inn
- Clay Moseley, President, Southwest Nordic Ski club

**I. ADMINISTRATIVE ACTIONS**

**A. Call to Order/Introductions**

As a quorum was present, the meeting was called to order at 12:03 pm.

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

The agenda was approved.

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

The LTAB Minutes of December 19, 2018 were approved with revisions.

### **D. Public Comment for Items Not on the Agenda**

No Public Comment.

## **II. PRESENTATIONS/DISCUSSION**

### **A. Snow Making on Los Alamos Golf Course**

Mr. Moseley presented an idea to make snow on the Golf Course to develop cross country ski area on the Los Alamos County Golf Course during the months when the course is closed to golfing. He explained that this project would provide a needed outdoor recreation alternative to Pajarito Mountain Ski Area and would enable senior residents, children, and people with accessibility issues to enjoy the winter sport.

Mr. Moseley stated that as a result of water infrastructure and re-engineering improvements, use and expense of electricity and high-power water pumps are no longer necessary. During the winter, when the weather is cold enough, the water can be mixed with high pressure air and create snow. He brought along a manifold that he made to demonstrate how easy and inexpensive it would be make snow. Mr. Mosely recommended that the County start small to test the process by developing 1K and 3K loops on the fairways just outside of the clubhouse. In past years when snow was plentiful, as many as 30 to 40 children have used the golf course for cross country ski training and competitive events. In addition, snowboarding and snowshoeing would also be possible. He also brought up the possibility of hosting events and bringing in people from outside the County, even as far away as southern Colorado. He also stated that a fee could be charged to make the project sustainable.

The Board recommended that Mr. Moseley put together a draft proposal including costs, contracts, maintenance issues, etc. and bring back the information to the Board.

## **III. NEW PENDING PROJECTS**

### **A. Regional Tourism Summit Summary**

Ms. Stewart reported that the New Mexico Hospitality Association (NMHA) had delivered a summary of issues and opportunities recorded during the October 25 Regional Tourism Economic Summit held at Fuller Lodge. Ms. Stewart will release the results, along with the FY18 Tourism Marketing Plan developed with Griffin and Associates, when it is completed. Ms. Stewart also reported that NMHA President and CEO Jen Schroer also had some ideas for how Los Alamos may pursue a new hotel. Ms. Stewart will follow up with Ms. Schroer as soon as possible and report back to LTAB at a future date.

**B. FY19 Work Plan Draft**

Ms. Stewart mentioned that she will incorporate goals and recommendations from the Tourism Strategic Plan into the LTAB FY19 Work Plan as the plan includes recommendations for utilizing Lodgers' Tax as a resource to pursue specific objectives.

Ms. Stewart also stated that both the tourism marketing services contract and the visitor center operations and management services contract will end June 30, 2018. Ms. Stewart will revise the scope of each contract to include recommendations from the Tourism Strategic Plan (pending Council approval), as well as the LTAB Work Plan and initiate a Request For Proposal process in late March/early April to ensure that the contractors are in place and functioning by the start of the new fiscal year, July 1, 2018. Ms. Stewart acknowledged LTAB's priority to determine a data collection and assessment system to inform marketing decisions moving forward. This priority will be a part of both contracts.

**C. REPORTS**

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

1. Art in Public Places Board – No report.
2. Historic Preservation Advisory Board – No report.
3. Library Board – The Library Board did not respond to Ms. Bruell. No report.
4. Parks and Recreation Board – No report.
5. Planning and Zoning Board

Catherine Mockler reported that she did attend the P & Z meeting and gave the LTAB an update on the plan for a mixed use residential/retail project at 555 and 557 Oppenheimer.

6. Transportation Board – Linda Matteson reported that the County has received grant funds to complete design of a tunnel under NM502 between the Entrada and the Canyon Rim Trailhead to connect the Canyon Rim Trail.

**B. State/Regional Tourism & Hospitality Report**

Chair Herrmann reported she, Ms. Stewart and Ms. Pena are going to the annual Hospitality and Tourism TRENDS Conference sponsored by the New Mexico Hospitality Association at the Hotel La Fonda on the Plaza on Tuesday, January 30, 2018. Kelly Stewart will be representing Los Alamos at the New Mexico Tourism Department (NMTD) All Regions meeting and the Governor's Tourism Commission quarterly meeting at La Fonda on Monday, January 29. Chair Herrmann, Ms. Stewart and Ms. Pena will also attend Tourism Day at the Roundhouse on Wednesday, January 31 and plan to thank legislators for their support of the New Mexico Tourism Department and the New Mexico True campaign that has been so beneficial to Los Alamos. Ms. Stewart informed the group that true to the request from the group at the December meeting, she submitted a request to NMHA if LTAB members would be able to get a reduced rate to attend the conference. Ms. Stewart relayed NMHA's message that

conferences like TRENDS were benefits of membership and that LTAB members were invited to join.

Chair Herrmann reported that she submitted an application for an NMTD Rural Pathways Project grant to develop a Scientist Walk of Fame in the brick areas of the downtown streetscape in the Los Alamos townsite. The proposed project would launch at ScienceFest.

Ms. Stewart mentioned that Suzy Lawrence at NMTD's Tourism Development Division has offered to come to Los Alamos to conduct a day-long visioning exercise used in the Rural Pathways Project process to assist the members of LTAB, and any other tourism stakeholders, in developing a strategy and content for a project like the Scientist Walk of Fame.

C. Tourism Strategic Plan

Ms. Matteson reported that over 400 comments were received from the public on the draft Tourism Strategic Plan. The priority concerns are the relocation of the Visitor Center and how the County should structure tourism manager and support to implement the plan. Ms. Matteson expects to receive a revision of the Plan the week of January 22. The next meeting of the Strategic Work Group is Friday, January 26. The revised Strategic Plan will go to the County Council work session on Tuesday, February 6 in White Rock. The Plan will be considered for approval by Council on the last Friday in February.

D. Tourism Marketing Report

David Empey reported the major public relations media release issued on January 9<sup>th</sup> was one entitled "Top Ten Aha-Adventures in Los Alamos." As of the January 16 meeting, the release had already been picked up by several media outlets. Mr. Empey also noted that the Facebook photo contest challenging locals and visitors to take photos at Los Alamos' National Parks during winter break had received 17 great photo submissions as of January 16. The contest ends January 31, at which time, a winner would be selected and awarded a Los Alamos weekend getaway, including complementary hotel, meals and attractions passes. On February 1, the Ski Pajarito Facebook Memorable Experience contest will kick off through the month of February, and will challenge residents past and present to recount their favorite experiences on Pajarito Mountain using photos and narrative. This contest ends February 28 and a winner will be awarded another weekend getaway package on March 1.

In the PR-Social Activity report, cross country skiing on the Valles Caldera National Preserve was noted as one of Nine Perfectly Romantic Winter Travel Destinations in the world, in company with attractions in Switzerland, Finland, Colorado, Canada, Japan, and New York.

- E. Lodgers' Tax Revenue Reports  
Tax revenues increased in the month of December.
- F. Visitation by Attraction/Visitor Centers  
Ms. Pena reported that the number of Bandelier visitors were up in December. The remaining attractions visitor numbers are lower than in 2016. California sent the most visitors to Los Alamos.
- G. Materials Distribution  
The Board reviewed the Fun and Games Distribution report. The Board expressed their frustration that the Sunport in Albuquerque does not consistently display the Los Alamos Visitor Guide and other area attraction brochures. Melanie Pena agreed to follow up with the Sunport to find out what can be done. Ms. Mockler mentioned that the Lamy/Amtrak Train Station is not on the distribution list and should be.
- H. Group Marketing Events/Opportunities  
This weekend there is a hockey tournament at the ice rink. There are two Olympic training groups coming to the Aquatics Center from Canada and Japan. Mr. Mitchell with the Hampton Inn reported that the Inn has set aside a block of rooms for guests to the Jemez Trail Runs.
- I. County Recreation Report  
The Board reviewed the report submitted by Ms. Marquez.
- J. Other Announcements  
There were no other announcements.

#### **IV. NEW PROJECTS/INITIATIVES**

- A. Coordinated Visitation Metric Project  
The metric project was discussed in agenda item *B. FY19 Work Plan Draft*. The data metric project will be coordinated with the Tourism Strategic Plan. Ms. Matteson suggested developing a report that shows what is being collected, how the data is being collected, etc.

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

February 20, 2018 in the Municipal Building, Room 110, County Council Chambers

#### **VI. ADJOURN**

The meeting adjourned at 1:58 pm.

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