



County of Los Alamos

Los Alamos, NM 87544
www.losalamosnm.us

Agenda - Final County Council - Work Session

*David Izraelevitz, Council Chair; Susan O'Leary, Council Vice
Chair; Christine Chandler; James Chrobocinski; Antonio
Maggiore; Rick Reiss; and Pete Sheehey, Councilors*

Tuesday, November 7, 2017

6:00 PM

Council Chambers - 1000 Central Avenue
TELEVISED

1. OPENING/ROLL CALL

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENT

4. APPROVAL OF AGENDA

5. PRESENTATIONS, PROCLAMATIONS AND RECOGNITIONS

- A. [9649-17](#) Briefing to Council by Ryn Herrmann, Chair of the Lodgers' Tax Advisory Board.

Presenters: Loryn 'Ryn' Herrmann, Chair of the Lodgers' Tax Advisory Board

Attachments: [A - LTAB Presentation to Council Nov 7 2017.pdf](#)
[B - FY18 LTAB Work Plan.pdf](#)

- B. [9879-17](#) Presentation of Parks and Recreation Advisory Board Recommendation Regarding Tennis Courts Evaluation

Presenters: Melanee Hand, Chair of the Parks and Recreation Board

Attachments: [A - Tennis Court and Sites Assessment.pdf](#)
[B - LA Tennis Club Survey.pdf](#)
[C - Request for Verification of 5 Courts for USTA Matches eMail.pdf](#)
[D - Urban Park Court.pdf](#)
[E - NMAA Interscholastic Court Complexes Letter.pdf](#)
[F - PRB Tennis Presentation to County Council.pdf](#)

6. BUSINESS

- A. [10079-17](#) Action to Suspend Council Rules for Work Session

Presenters: County Council - Work Session

- B. [10064-17](#) County Council Minutes for October 10, 2017 and October 17, 2017.

Presenters: Naomi Maestas, County Clerk

Attachments: [A - Draft Council Meeting Minutes for October 10, 2017.pdf](#)
[B - Draft County Council Minutes for October 17, 2017.pdf](#)

- C. [9986-17](#) Revisit Nuisance Enforcement

Presenters: James T. Chrobocinski, Councilor

Attachments: [A - Code Enforcement Activity May 8 through September 25, 2017.pdf](#)
[B - Notices per Officer.pdf](#)
[C - Notices per Person.pdf](#)
[D - Pop per Officer.pdf](#)
[E - CE Discussions.pdf](#)
[F - Citizens in Action Presentation.pdf](#)

7. PUBLIC COMMENT

8. ADJOURNMENT

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 Office of the County Manager at 663-1750 if a summary or other type of accessible format is needed.



County of Los Alamos

Staff Report

November 07, 2017

Los Alamos, NM 87544
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Agenda No.: A.

Index (Council Goals):

Presenters: Loryn 'Ryn' Herrmann, Chair of the Lodgers' Tax Advisory Board

Legislative File: 9649-17

Title

Briefing to Council by Ryn Herrmann, Chair of the Lodgers' Tax Advisory Board.

Body

Council leadership has requested that each Board/Commission or Committee Chair make a presentation to the Council once a year focused on what has been completed and what they are currently working on, and what challenges or opportunities they see coming up in the future .

..Attachment

A - LTAB Presentation to Council Nov 7 2017
B - FY18 LTAB Work Plan

LODGERS' TAX ADVISORY BOARD UPDATE

**Ryn Herrmann
Chairperson, LTAB**

**County Council Meeting
November 7, 2017**

LTAB Board Members:

- **Ryn Herrmann**, Chair, Public at Large Representative, Los Alamos Commerce & Development Corporation
- **Linda Deck**, Vice Chair, Tourism Industry Representative, Bradbury Science Museum
- **Katie Bruell**, Tourism Industry Representative, PEEC The Nature Center
- **Catherine Mockler**, Lodging Industry Representative, North Road Inn
- **Elizabeth Allen**, Lodging Industry Representative, Pueblo Canyon Inn & Gallery

LTAB MISSION

- *To advise the Administrator and Council on the expenditures of funds received through Lodgers' Tax for advertising, publicizing and promoting tourist attractions, facilities and events in and around the County of Los Alamos.*

LTAB Helps guide the County's two tourism-related contracts:

Each of these contracts is funded* by Lodgers' Tax revenues

1. Tourism Marketing Services
 - Contract executed by **Griffin and Associates**
 - In final year of four-year contract
2. Visitor Operations and Management
 - Contract executed by **Los Alamos Commerce & Development Corporation (LACDC)**
 - In final year of three-year contract

**Visitor Center contract is funded ~75% LTR; Tourism Marketing is ~25% LTR; both are also funded by ED budget.*

Tourism Marketing Services

Griffin and Associates executes the following:

- **Public Relations** – wrote/distributed **24** press releases distributed to regional & national media to promote events & tourism to travel writers in the drive circle resulting in 9 stories in “A” list media (500,000+ circulation/viewership) in *Time*, *Care 2*, *Phoenix Business Journal*, *SF Gate* (2), *Only in Your State*, *The Guardian*, *AZ Central*, *Fox News Travel* for 110,400,000 earned impressions.
- **Graphic Design** - for tourism, marketing media & communications
- **Event Support** - identified and supported events positioned to generate visitors to Los Alamos County, including 2 days at Balloon Fiesta mass ascensions and the New Mexico True/Gathering of Counties Day at the State Fair
- **Web Marketing/Social Media** - Ski Pajarito, Gateway to 3 Parks Facebook campaigns; Spring/Drive Market campaign; ScienceFest Promotion; Facebook general marketing resulting in 6,688,676 paid impressions, 2,360 Facebook “Likes,” and 175,354 unique page views generated by 75,000 unique visitors on VisitLosAlamos.org.
- **Visitor Guide Design & Production** -150,000 copies

Visitor Operations and Management

LACDC's Meeting & Visitor Bureau executes the following services:

- **Visitor Center Operations** – Provide visitor assistance, telephone assistance, facilities maintenance and business display case management
- **Visitor Information Management** – Visitor Guide storage, inventory, distribution and request fulfillment, relocation information request fulfillment, weekly event calendar updates at 16 Los Alamos locations & 100+ email distribution
- **Official Tourism Website & Traffic Reports** – VisitLosAlamos.org website maintenance
- **Collection of Visitor Data** – Visitor Center attendance, tourist origin, attraction attendance and attendance analysis

FY17 GOALS/RESULTS

FY17	GOAL	RESULTS
WEBSITE Visitlosalamos.org	48,025 views	175,354 views
FACEBOOK	2,200 Likes	2,360 likes
EARNED ADVERTISING	85M impressions 9 A-List Placements	110M impressions 9 A-List Placements
PAID ADVERTISING	6,500,000 gross impressions	6,688,676 gross impressions
VISITOR CENTERS ATTENDANCE	125,980 walk-ins	113,069 walk-ins
LODGERS' TAX REVENUES	6% from \$271,000	10% to \$281,820

ATTACHMENT A

FY16-FY18 Trends

Measures	Actual FY16	Actual FY17	Target FY18	Predicted FY18
Visitor Center walk-ins	112,467	113,096	117,010	114,000
Website Traffic Page views	42,500	175,354	52,000	80,000
Paid Media Digital, Social, Print, Broadcast				
Gross Impressions New Facebook Likes	4,554,554 545	6,688,676 710	7,150,000 700	7,150,000 270
Total Facebook Likes	1,720	2,430	2,500	3,700
Earned Media Impressions Gross Impressions A-List Media Placements	127,000,000 9 publications	110,000,000 9 publications	90,000,000 7 publications	100,000,000 9 publications

LTAB Top Priorities

- **Tourism Strategic Plan**
- **Wayfinding Plan**
- **Brand Action Plan**
- **Local Lodging Trends** Occupancy & Avg. Daily Rate
- **Local Business Tourism Opportunities**
- **Customer Service** Education & Training
- **Gateway to Three National Parks** Promotion
- **Metrics** Data Collection & Trend Analysis

Continued Focus

- **New Mexico True Campaign**
- **New Mexico Hospitality Assoc.** Training, Advocacy and Recognition

Challenges/Council Assistance

- Lodging/Conference Product
- Lodging Data Collection Occupancy, ADR

Success Highlights

- **Full Board!**
- **Exceeded Lodgers' Tax Revenue and Social Media/Website goals**
- **Social Media Trending UP**
- **Visitor Guide Delivered**
- **New Mexico Hospitality Association Top HAT award finalists (3)**
- **New Mexico Tourism Department multiple grant awards, webinar panelists, regional board members**
- **New Mexico Magazine editorial coverage**

Thank you.
Questions?



FY18 Work Plan for Los Alamos County Boards and Commissions

(Fiscal Year 2018: July 1, 2017 – June 30, 2018)

Board and Commission Name: Lodgers' Tax Advisory Board (LTAB)

Date prepared: Dec 20, 2016 Date approved by Council: June 6, 2017

Prepared by: Kelly Stewart, County Staff Liaison

This work plan will be accomplished in the following time frame:
from Jul 1, 2017 to Jun 30, 2018

Chairperson: Ryn Herrmann Term: Dec 2015 to Present

Members and terms:

Loryn "Ryn" Herrmann – Dec 2 2015 - Dec 1 2018

Linda Deck – Dec 2 2016 - Dec 1 2019

Katie Bruell – Dec 2 2015 - Dec 1 2018

Vacant - Dec 2 2016 - Dec 1 2019

Vacant - Dec 2 2014 - Dec 1 2017

Department Director: Joanie Ahlers, Economic Development Division.

Work plan developed in collaboration with Department Director?(Y/N?)_ _

Staff Liaison: Kelly Stewart, Marketing Specialist, Economic Development Division

Administrative Support provided by: Barbara Lai, Community Development Department

Council Liaison: Antonio Maggiore Reviewed by Council Liaison? Yes

1.0 Provide a brief Summary of your Board or Commission’s activities over the past twelve months. Please describe your Board or Commission’s accomplishments and identify constraints. List any “lessons learned” and identify the greatest challenges faced by the Board or Commission.

LTAB FY16 ACTIVITIES

- Produced two new promotional bookmarks, each featuring a food and beverage business, an attraction and a retail business and a % discount for the consumer with a call to action to present the bookmark at the businesses to redeem the discount. LTAB worked with tourism marketing services contractor Griffin and Associates and local businesses to monitor visitor redemption of the bookmarks distributed at Los Alamos visitor centers, welcome bags, and other venues.
- Los Alamos County’s Economic Development Division worked with tourism materials service vendor, Fun and Games, to establish a consolidated contract offering distribution services of visitor guides to hotels, visitor centers and events statewide to all Los Alamos attractions for a reduced rate. In addition to the County’s visitor guide distribution, Fun and Games now distributes brochures from the Bradbury Science Museum, the Los Alamos Nature Center/PEEC and the Manhattan Project National Historical Park/Gateway to 3 National Parks. The new agreement was transferred to LACDC to manage as part of its existing contract for visitor center operations and management services.
- LTAB presented to Council in October 2016 regarding priority items regarding destination and tourism marketing efforts, including: customer service training for hospitality businesses/staff; the Manhattan Project National Historical Park and Los Alamos as the gateway to three national parks campaigns; opportunities for local businesses to participate and benefit from tourism and—above all—the need for a new, quality hotel product, preferably with a co-located conference center.
- Developed Los Alamos Gateway to 3 National Parks brand and leveraged marketing with the NMTD’s “Find Your NM True National Parks” campaign
- Promoted Los Alamos’ trail system, Pajarito Mountain and bike tourism opportunities to biking enthusiasts throughout the state and the southwest region through promotion of the second annual Los Alamos EnduroFest event.
- Hosted the governor’s press conference on tourism to announce record-breaking visitor spending resulting from tourism marketing (October 13, 2016).
- Worked with NM Tourism Dept., the NM Hospitality Association and the state and National Main Street organization to leverage all opportunities for positive exposure to target audiences, including article placement in several national magazines and statewide and southwest regional awards/recognition for Los Alamos assets and marketing efforts, e.g., ScienceFest which experienced record attendance and national recognition in 2015.
- LTAB facilitated local lodging participation in a Ski Pajarito package developed and promoted internationally by Sipapu. Also coordinated with Sipapu on regional promotion, including a Facebook video contest.
- Advised County on the Tourism Marketing Services contract and Visitor Center Operations and Management activities, highlights listed below:

Tourism Marketing Services Activities:

Public Relations: 22 media releases to travel writers in the drive circle to promote tourism and signature events, as well as national and regional media, plus seven A-List Media Placements in publications of 500,000 circulation. **Online Advertising:** Google ad words campaign spotlighting Los Alamos: Gateway to 3 National Parks. **Digital Marketing:** Spring and summer campaigns that coordinated with New Mexico Tourism Department’s media buys and drive market demographics featuring Los Alamos history and recreation attractions. **Print Advertising:** April issue of *Texas Monthly*, 2016, full page placement in *New Mexico Adventure Guide* 2016/17. **Destination Development:** “Visit Los Alamos” bookmark for distribution at various events and local attractions. **Digital/Social Media Campaign:** content management and promotion of “Visit Los Alamos” Facebook page. **Videos:** Directing, producing, posting a professional quality “evergreen” video “What Can You

Say” featuring Los Alamos’ summer attractions for spring 2017 ad campaign. **Promotions:** Winter Facebook contest encouraging visitors to “Like” the Visit Los Alamos Facebook page and post photos as part of a contest for prize. Coordination of National Park Service “Find Your Park” campaign for Los Alamos attractions. **Key Events:** Represented Los Alamos at the New Mexico State Fair at the Gathering of Counties and New Mexico True Days in September and the International Balloon Fiesta in October, providing visitor information, crafting customized itineraries, distributing giveaways and facilitating contests to encourage visits and tie measurable traffic back to the Visit Los Alamos Facebook web pages. **ScienceFest:** press release development and distribution, Pandora radio ads, Facebook ads, produce Comcast cable television ads.

Visitor Center Operations and Management Activities: LACDC’s Meeting and Visitor Bureau maintains, operates and staffs two visitor centers providing a quality visitor experience 7 days a week. In addition, they promote and facilitate the Bandelier Shuttle Services, fulfill all visitor guide requests, and maintain 13 auxiliary kiosk locations with a weekly up-to-date event calendar. The kiosks are also stocked with our Los Alamos Visitor Guides. LAMVB updates VisitLosAlamos.org (the County’s official tourism website), and has applied for, implemented and solicited for matching dollars from the New Mexico Tourism Department’s Marketing Co-op Grant. LAMVB regularly collaborates with the County and the Tourism Marketing Services on advertising, marketing, print materials and events. LAMVB provides logistical, marketing and visitor welcome services for any event that requests Visitor Center services and or materials. LAMVB continues to manage the rotation of two local business display cases inside the White Rock Visitor Center.

METRICS

MARKETING METRICS	MEASURES	FY16 ACTUAL	FY17 PREDICTED	FY18 TARGET
Lodgers’ Tax Revenues	\$\$\$	\$256.512	\$271,000	\$288,000
Visitor Centers Walk-ins <i>Los Alamos & White Rock centers</i>	visits	112,467	114,716	117,010
Web Traffic <i>VisitLosAlamos.org</i>	page views	42,500	48,025	52,000
Facebook Community	Likes	1,720	2,200	2,500
P.R./Earned Media	gross impressions	127,000,000*	85,000,000	90,000,000
Advertising/Paid Media <i>Digital, Social, Print, TV, Radio</i>	gross impressions	4,554,554	6,500,000	7,150,000

*Surge of media coverage attributed to designation of Manhattan Project National Historical Park and the WGN television series “Manhattan.” Gross impressions are on track to level out in FY17 and FY18.

2.0 Describe the future work plans for this Board or Commission using the following items and showing the relationship to those items: (Please remember that Council approval of this work plan does not constitute official Council approval of proposed projects, assignments, or anticipated recommendations included in this work plan that have budget implications.)

MISSION: To advise the County Manager and Council on the expenditures of funds received through Lodgers’ tax for advertising, publicizing and promoting tourist attractions and facilities in and around the County of Los Alamos.

GOALS:

- I. Maximize every opportunity to put heads in beds.
- II. Influence a positive visitor experience at every interface, e.g., a tourism visit is the potential first of several economic development visits.
- III. Develop measures for tourism interfaces/experiences.
- IV. Support projects that drive tourists to other local businesses, like retail and restaurants.
- V. Serve as a conduit between the public and the County Council.

COUNCIL VISION: Los Alamos is a world-renowned community where discovery and innovation are inspired by its dramatic history and magnificent mountain setting. We offer extraordinary education, recreational and cultural opportunities in a vibrant, small-town atmosphere.

COMMUNITY ASSET AREAS: 3 National Parks. History. Science. Recreation.

AREAS OF FOCUS: National Parks Trifecta including Manhattan Project National Historical Park, High Altitude Sports & Recreation, Hospitality Industry, Branding & Marketing and Destination Vitality.

2.1 List any special projects or assignments given to this Board or Commission by Council or the Department director:
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Research economic development opportunities for exploring or utilizing local businesses.
Coordinate with the current CMO Tourism Strategic Planning effort.

2.2 List the guiding documents/plans (with approval or revision dates listed) used by this Board or Commission.
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- FY17 Tourism Marketing Services Marketing Plan (Approved November 2016)
- Lodgers' Tax Fund and Accrued Revenue reports (Los Alamos County Finance Department)
- Lodgers' Tax Actual Revenue reports (Los Alamos County Finance Dept. and ED Division)
- Tourism Marketing Report (Griffin and Associates, tourism marketing services contractor)
- P.R./Social Media Data Report (Griffin and Associates)
- Visitor/Attraction Trends reports (LACDC-Meeting and Visitor Bureau Program, visitor center operations and management contractor)
- Recreation Division monthly reports

2.3 Other projects/assignments proposed by the Board or Commission: <i>(Any projects or activities proposed in this section should be discussed with the Council Liaison prior to listing it in this work plan.)</i>

I. MAXIMIZE EVERY OPPORTUNITY TO PUT "HEADS IN BEDS."

- 1) Coordinate with County Economic Development Division, local businesses and community organizations regarding support of projects and programs that will have the most positive impact on Lodgers' Tax Revenues, including: the Manhattan Project National Historical Park, the completion of the Jemez Mountain Trail National Scenic Byway, the Bandelier Loop Trail, and the development of the Valles Caldera National Preserve as a National Park.
- 2) Establish key contact(s) and ongoing communications with the three National Parks; identify and maximize collaborative promotional efforts to market Los Alamos as the central base.
- 3) Proactively welcome, orient and inform participants/families/fans traveling to Los Alamos for a competitive event.
- 4) Provide marketing and customer service support, including advance marketing, welcome bags/information, posting of welcome banners, business promotions and hotel packages.
- 5) Coordinate event, advertising and promotional efforts with New Mexico Tourism Department's New Mexico True campaign. Work with NMTD North Central Region 5 to identify Los Alamos area itineraries and accolades to cross-promote with the rest of the North-Central Region 5.
- 6) Fine-tune trends analysis tool for Lodgers' Tax using: revenue and payment dates; weather; economics; and events. Predict future trends from more analysis with additional time series data and geospatial information.
- 7) Identify sources of lodging and Lodgers' tax revenue data trends that will assist in identifying markets, monitor occupancy trends, promote opportunities and determine the demand for new hotel products.
- 8) Continue working with LANS/LANL to identify local conference, lodging and visitor orientation opportunities.

II. INFLUENCE A POSITIVE VISITOR EXPERIENCE AT EVERY INTERFACE.

- 1) Determine level of participation and ROI with the New Mexico Tourism Department and the newly formed New Mexico Hospitality Association.
- 2) Develop a new and improved visitor guide for distribution in 2017.
- 3) Work with the County and contractors to determine an effective strategy for applying for and matching grant funds from the New Mexico Tourism Department, including the Marketing Cooperative Grant, the Special Event Grant and the Tourism Infrastructure grant.
- 4) Help determine best approach for providing visitors with a seasonal publication during high tourism season (May 14-Oct 18).

III. SUPPORT PROJECTS THAT DRIVE TOURISTS TO HOSPITALITY AND RETAIL BUSINESSES.

- 1) Work with Los Alamos Chamber and other local hospitality businesses to identify issues and improve customer service.
- 2) Collaborate with local attraction docents and tour guides to assess, revise and transition Ambassador Training Program content and materials for implementation in FY16.
- 3) Work with Sipapu to cross-promote Pajarito Mountain events along with other Los Alamos offerings throughout the year.
- 4) Assess and modify/continue managing the local business display case at the White Rock Visitor Center.

IV. SERVE AS A CONDUIT BETWEEN THE PUBLIC AND THE COUNTY COUNCIL.

- 1) Participate in all efforts related to comprehensive, area-wide tourism marketing approach.
- 2) Advise County on the Tourism Marketing Services contract and Visitor Center Operations and Management activities.
- 3) Participate in the County's Branding process and incorporate appropriate elements per the implementation plan into tourism and destination marketing.
- 4) Measure, assess and regularly report on return on investment of tourism marketing and visitor center operations to County.
- 5) Coordinate with partner organizations: MainStreet (Creative District, Los Alamos ScienceFest), Chamber of Commerce, County Recreation Division, Manhattan Project National Historical Park Committee, and others as identified.

<p>3.0 Identify any interfaces for the goals/tasks in this work plan with County Departments and other Boards and Commissions. Specify the coordination required.</p>
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LTAB interfaces with the County Recreation Division and the Community Services Department regarding event-related support and marketing targeting audiences outside of the Los Alamos region. LTAB also interfaces with the Planning Division and Public Works department re capital improvement projects that enhance Los Alamos as a tourist destination. Boards and Commissions including the Parks and Recreation, Arts in Public Places, MainStreet Futures, and Los Alamos ScienceFest planning committees (MainStreet). Participate in the tourism strategic planning effort and interface with the Tourism Master Plan/ Economic Development Strategic Plan Steering Committee, as requested.

4.0 List any special public information or involvement meetings or efforts to be conducted by this Board or Commission:

N/A

5.0 List the current subcommittees for this Board or Commission.

N/A

5.1 For subcommittees with members that are not members of the parent board or commission:

List the subcommittee members and their terms.

Explain how sub- committee members are selected or appointed.

Provide a description of each subcommittee's charter or purpose.

Describe the expected duration for the subcommittee and their work plan(s) demonstrating how they support the Board or Commission:

Attachment A: Provide a copy of your Board or Commission's "Purpose" and "Duties and Responsibilities" from Chapter 8 of the County Code:

Sec. 8-101. Purpose

A lodger's tax advisory board is established to advise the county manager and council on the expenditure of funds authorized by NMSA 1978, § 3-38-22 for advertising, publicizing and promoting tourist attractions and facilities in and around the county. (Ord. No. 02-078, § 2, 10-3-2006)

Sec. 8-102. Membership, terms and qualifications.

The lodger's tax advisory board is established and its members shall be appointed in accordance with NMSA 1978, § 3-38-22. Only the member representing the general public must be a resident of the county. The term of each member of the lodger's tax advisory board shall be three years beginning on December 2 and ending on December 1. (Ord. No. 02-078, § 2, 10-3-2006)

Sec. 8-103. Duties and responsibilities. (Ord. No. 02-078, § 2, 10-3-2006)

The lodger's tax advisory board shall serve in an advisory capacity to the county council and shall have the following functions, responsibilities and duties:

- 1) Provide citizen input to staff and council on ways and means for improving the county's use of lodger's tax funds. For this purpose, the board shall gather public input in ways appropriate to the circumstances, which may include public hearings dedicated to specific topics.
- 2) Review and act upon all lodgers' tax related matters submitted to the board by council.

Attachment B: Using the chart below, place an X in the column on the right if the Council Goal is related to the work of the Lodgers’ Tax Advisory Board:

Mark all that apply

Economic Vitality	
<u>Economic Vitality:</u>	
• Priority Area – Build the local tourism economy	X
• Priority Area - Revitalize and eliminate blight in Los Alamos and White Rock	
• Promote a strong and diverse economic base by encouraging new business growth	
• Collaborate with Los Alamos National Laboratory as the area’s #1 employer	
<u>Financial Sustainability</u>	
• Encourage the retention of existing businesses and assist in their opportunities for growth	
• Support spinoff business opportunities from LANL	
• Significantly improve the quantity and quality of retail business	
Quality of Life	
<u>Housing:</u>	
• Priority Area -- Promote the creation of a variety of housing options for all segments of the Los Alamos Community, including infill opportunities as appropriate	
• Priority Area -- Support development of affordable workforce housing	
<u>Education:</u>	
• Support Los Alamos Public Schools’ goal of ranking among the top public schools in the nation	
• Partner with Los Alamos Public Schools and the University of New Mexico – Los Alamos; and support, as appropriate, the delivery of their educational services to community standards	
<u>Quality Cultural and Recreational Amenities:</u>	
• Implement a comprehensive range of recreational and cultural amenities that enhance the Los Alamos community	
<u>Environmental Stewardship:</u>	
• Enhance environmental quality and sustainability balancing costs and benefits including County services and utilities	
<u>Mobility:</u>	
• Maintain and improve transportation and mobility	

Quality Governance		
	<u>Operational Excellence:</u>	
	<ul style="list-style-type: none"> • Priority Area – Implement the Comprehensive Plan with an emphasis on neighborhoods and zoning 	
	<ul style="list-style-type: none"> • Priority Area – Simplify permit requirements and improve the overall development and building code processes to become easier to work with for all participants 	
	<ul style="list-style-type: none"> • Maintain quality essential services and supporting infrastructure 	
	<ul style="list-style-type: none"> • Invest in staff development to create a high performing organization 	
	<ul style="list-style-type: none"> • Manage commercial growth well following an updated, concise, and consistent comprehensive plan 	
	<ul style="list-style-type: none"> • Establish and implement a mechanism for effective Utility policy setting and review 	
	<u>Communication:</u>	
	<ul style="list-style-type: none"> • Improve transparency in policy setting and implementation 	x
	<ul style="list-style-type: none"> • Create a communication process that provides measurable improvement in citizen trust in government 	x
	<u>Intergovernmental Relations:</u>	
	<ul style="list-style-type: none"> • Strengthen coordination and cooperation between County government, LANL, and the regional and national partners 	
	<ul style="list-style-type: none"> • Actively pursue land transfer opportunities 	



County of Los Alamos

Staff Report

November 07, 2017

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: B.

Index (Council Goals):

Presenters: Melanee Hand, Chair of the Parks and Recreation Board

Legislative File: 9879-17

Title

Presentation of Parks and Recreation Advisory Board Recommendation Regarding Tennis Courts Evaluation

Body

County Council asked the Parks and Recreation Board to take on the tennis court project as identified at their January 10, 2017 regular meeting and to complete the project by November 1, 2017.

Through continued investigation and evaluation efforts, the Parks and Recreation Board has conducted a collaborative public process. To date, a thorough investigation on court assessment has led to the development of the Tennis Courts and Site Assessment - May 2017, document. This baseline establishes the present level of service, location and multi-uses provided at these 18 courts which are strategically located throughout the community in 8 park sites.

The LA Tennis Club and local pickleball enthusiasts have been active participants in the tennis court discussions. The American Sports Builders Association and the National Recreation and Park Association benchmarks gave us a clear picture of national standards. Two school sites were investigated for development of an (8) court complex. At this time, the school district is not ready to move forward with additional tennis courts. The LA Tennis Club has recommended a fifth court be designed at Urban Park, thus providing a (5) court complex. A stakeholder neighborhood meeting was held on this proposal and received no support due to its location and extensive impacts to the surrounding neighborhood and park character.

Re-purposing selected tennis courts throughout the community could provide exciting options to revitalize these neighborhood amenities. Ideas include Futsal (soccer), half court basketball conversions, dog parks, outdoor exercise areas, strider bike courses, pump tracks and more.

Melanee Hand, Parks and Recreation Chair, will provide a presentation which will more fully describe the project evaluation process and its outcomes (Attachment F).

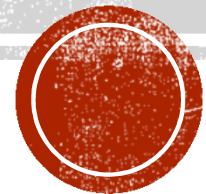
Attachments

- A - Tennis Court and Sites Assessment
- B - LA Tennis Club Survey
- C - Request for Verification of 5 Courts for USTA Matches eMail

D - Urban Park Court
E - NMAA Interscholastic Court Complexes Letter
F - PRB Tennis Presentation to County Council

LOS ALAMOS COUNTY TENNIS COURTS AND SITES

ASSESSMENTS MAY 2017



LOS ALAMOS
where discoveries are made

BARRANCA MESA TENNIS COURTS

- THREE CONCRETE SLAB COURTS
- PLAYING SURFACE IN POOR CONDITION
- FENCING GREEN VINYL COATED IN VERY GOOD CONDITION
- POST AND NETS IN GOOD CONDITION
- PARKING ON STREET OR AT TOT LOT
- TWO SMALL HITTING WALLS
- RESTROOMS, PAVILION, TOT LOT, SOCCER FIELD, AND PARK

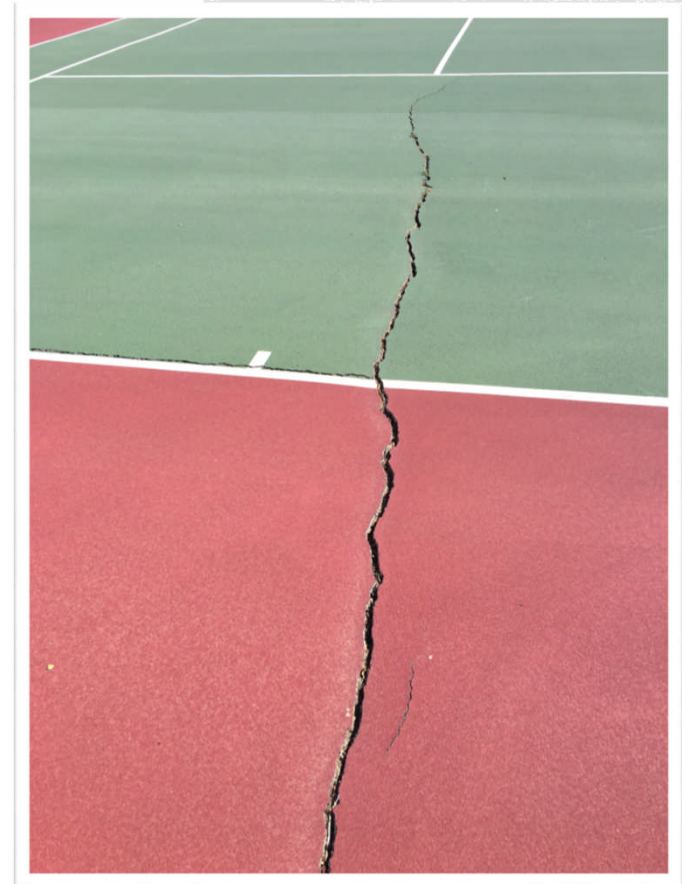


BARRANCA MESA TENNIS COURTS

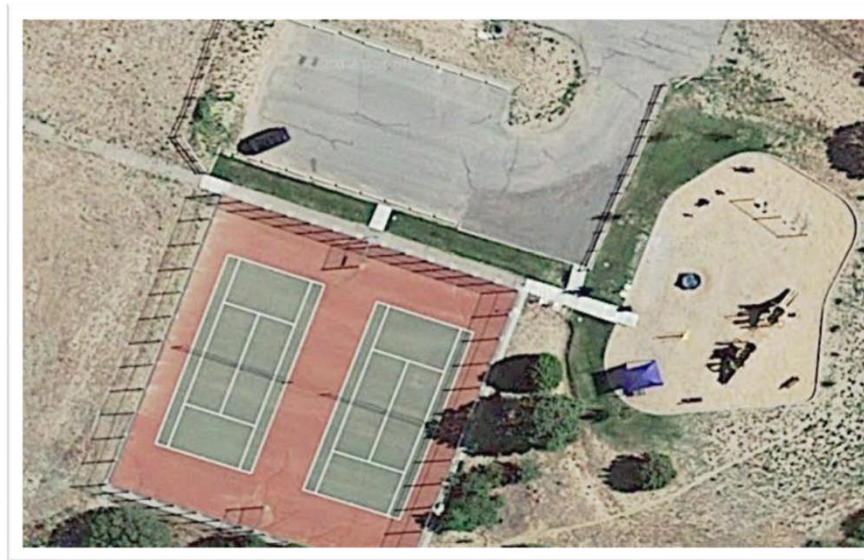


NORTH MESA (FEMA-VILLE) TENNIS COURTS

- TWO ASPHALT BASE COURTS
- PLAYING SURFACE FAIR
- FENCE IS GOOD NEEDS SOME HARDWARE
- POST AND NETS ARE FAIR
- DEDICATED PARKING
- TOT LOT / BMX / TRAIL HEAD
- FOUR FUTURE PICKLEBALL COURTS (SUMMER '17)



NORTH MESA TENNIS COURTS

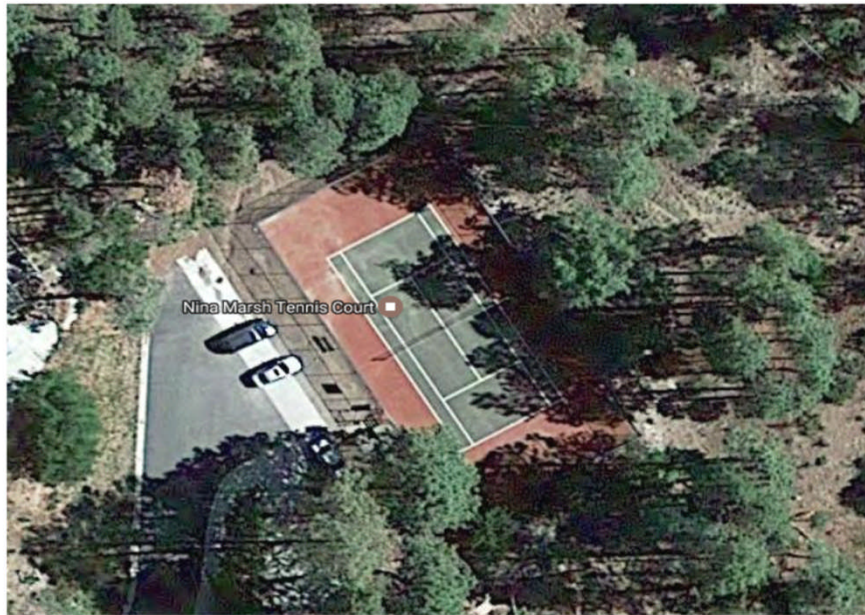


NINA MARSH (36TH STREET) TENNIS COURT

- ONE CONCRETE COURT
- PLAYING SURFACE IS FAIR
- NINA MARSH AND 36TH STREET SIGNS
- NEWER FENCING IN GOOD CONDITION
- POST AND NETS IN GOOD CONDITION
- TRAIL HEAD
- TWO FUTURE PICKLEBALL COURTS (SUMMER '17)



NINA MARSH (36TH STREET) TENNIS COURT



URBAN TENNIS COURTS

- FOUR LIT CONCRETE COURTS
- PLAYING SURFACE IN POOR CONDITION
- FENCING IN VERY GOOD CONDITION
- POST AND NETS IN GOOD CONDITION
- SIGNAGE AND KIOSK
- ON STREET PARKING
- HITTING WALL
- RESTROOMS, PAVILION, TOT LOT, BASKET BALL, VOLLEY BALL, PARK



URBAN PARK TENNIS COURT



CANYON TENNIS COURTS

- TWO CONCRETE COURTS
- PLAYING SURFACE FAIR
- FENCING FAIR / OLD GALVANIZED
- POST AND NET IN GOOD CONDITION
- DEDICATED PARKING
- HITTING WALL

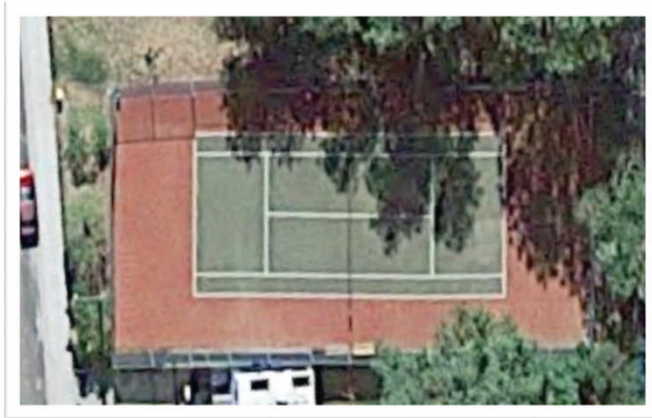


CANYON TENNIS COURTS



MYRTLE TENNIS COURT

- ONE CONCRETE COURT
- PLAYING SURFACE IN FAIR CONDITION
- FENCE IN VERY GOOD CONDITION
GREEN VINYL
- POST AND NET IN GOOD CONDITION
- ON STREET PARKING
- TWO PICKLE BALL COURTS



PINON PARK TENNIS

- THREE LIT CONCRETE COURTS
- PLAYING SURFACE IN VERY GOOD CONDITION
- SMALL KIOSK
- GREEN VYNIL FENCING IN GOOD CONDITION
- POST AND NETS IN GOOD CONDITION
- PAVILION, RESTROMS, DISC GOLF, SKATE PARK AND LILBRARY
- DEDICATED PARKING



PINON PARK TENNIS COURTS



ROVER PARK TENNIS COURTS

- TWO CONCRETE COURTS
- PLAYING SURFACE FAIR CONDITION
- FENCING IN VERY GOOD CONDITION
- POST AND NETS ARE IN GOOD CONDITION
- STREET PARKING
- PAVILIONS, RESTROOMS, TOT LOTS, VOLLEYBALL COURT, SOCCER FIELD
- FOUR FUTURE PICKLE BALL COURTS (SUMMER '17)



ROVER PARK TENNIS



PRO SIGN UP

SIGN UP FREE

SIGN IN

ATTACHMENT B

Los Alamos Tennis Court Useage

[QUESTION SUMMARIES](#)
[DATA TRENDS](#)
[Share](#)
[Tweet](#)
[G+ Share](#)
[Share](#)

RESPONSES

100

VIEWS

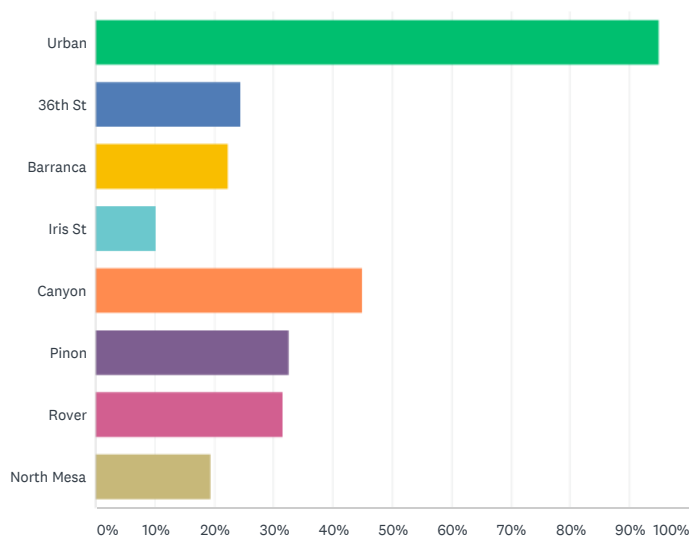
4

13 days (7/12/2017 - now)

Q1

What courts do you play on?

Answered: 98 Skipped: 2



ANSWER CHOICES

RESPONSES

Urban	94.90%	93
36th St	24.49%	24
Barranca	22.45%	22
Iris St	10.20%	10
Canyon	44.90%	44
Pinon	32.65%	32
Rover	31.63%	31
North Mesa	19.39%	19

Total Respondents: 98

Need insights?

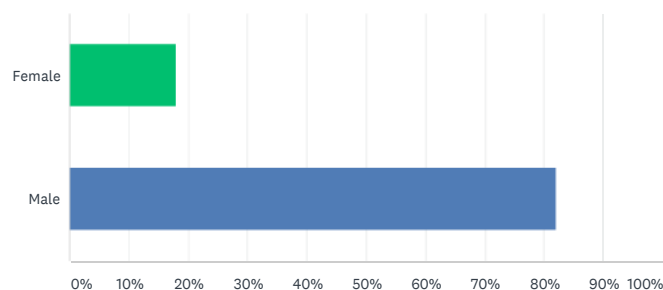
SurveyMonkey has dozens of expertly-designed survey templates.

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Q2

What is your gender?

Answered: 100 Skipped: 0



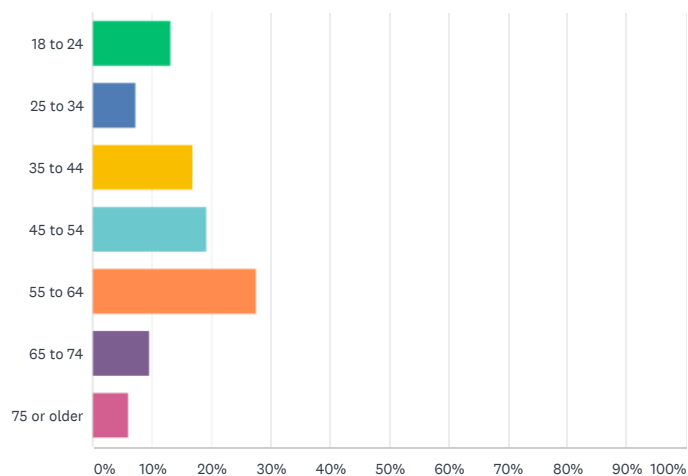
ATTACHMENT B

ANSWER CHOICES	RESPONSES	
Female	18.00%	18
Male	82.00%	82
Total		100

Q3

What is your age?

Answered: 83 Skipped: 17

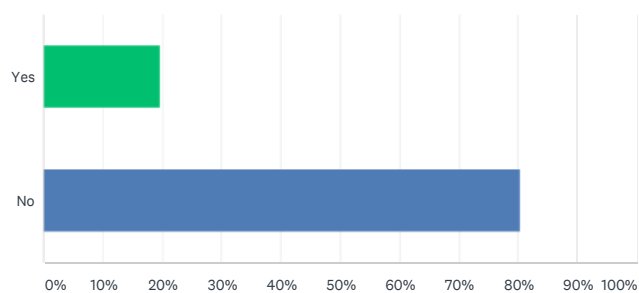


ANSWER CHOICES	RESPONSES	
18 to 24	13.25%	11
25 to 34	7.23%	6
35 to 44	16.87%	14
45 to 54	19.28%	16
55 to 64	27.71%	23
65 to 74	9.64%	8
75 or older	6.02%	5
Total		83

Q4

Are you less than 18 years old?

Answered: 97 Skipped: 3



ANSWER CHOICES

RESPONSES

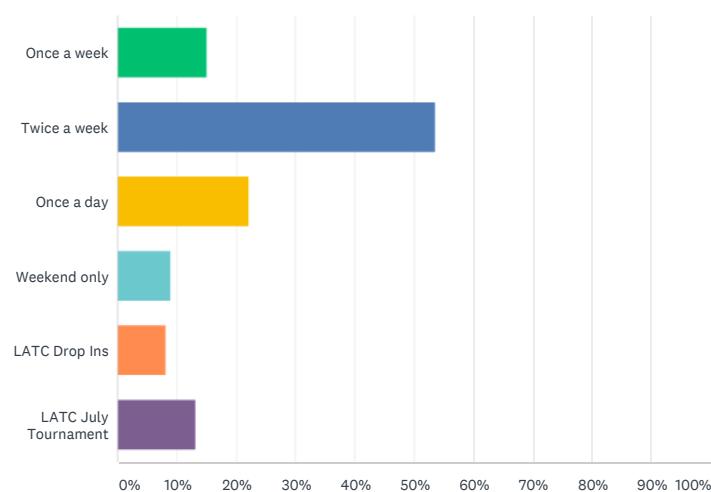
Yes	19.59%	19
No	80.41%	78

Total Respondents: 97

Q5

How often do you play tennis?

Answered: 99 Skipped: 1



ANSWER CHOICES

RESPONSES

Once a week	15.15%	15
Twice a week	53.54%	53
Once a day	22.22%	22
Weekend only	9.09%	9
LATC Drop Ins	8.08%	8
LATC July Tournament	13.13%	13

Total Respondents: 99

Q6

In what city do you live?

Answered: 99 Skipped: 1

Q7

Would you participate in a tennis club that provides tennis activities for a nominal fee?

Answered: 98 Skipped: 2



ANSWER CHOICES

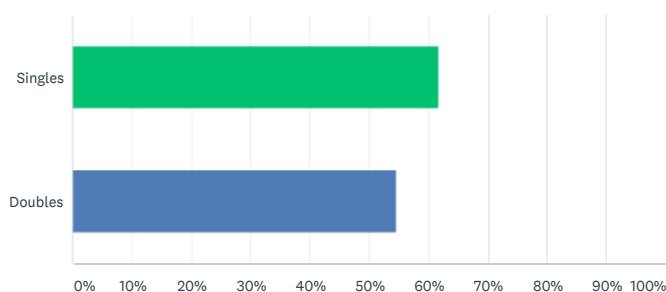
Yes	83.67%	82
No	17.35%	17

Total Respondents: 98

Q8

What do you prefer: Singles or Doubles

Answered: 99 Skipped: 1



ANSWER CHOICES

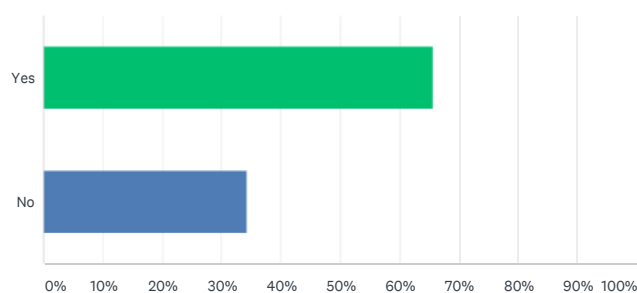
Singles	61.62%	61
Doubles	54.55%	54

Total Respondents: 99

Q9

Do you have any desire to play within a USTA league? Go to <https://www.usta.com>

Answered: 99 Skipped: 1



ANSWER CHOICES

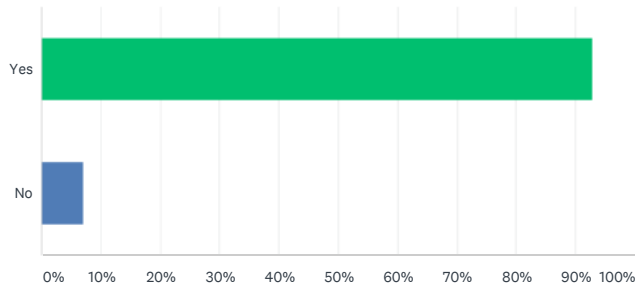
Yes	65.66%	65
No	34.34%	34

Total Respondents: 99

Q10

Do you support a centralized facility in Los Alamos County for USTA leagues (5 courts in one location) or for the HS teams to be able to play their district tournament (8 courts in one location)?

Answered: 97 Skipped: 3

**ANSWER CHOICES**

Yes

No

Total Respondents: 97

RESPONSES

92.78%

7.22%

90

7

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Lindstrom, Linda

From: Wilson, Christopher
Sent: Wednesday, October 04, 2017 8:02 AM
To: Lindstrom, Linda
Cc: Humpton, Jeff
Subject: FW: Request for Verification of 5 Courts for USTA Matches

Hi Linda,

This maybe another attachment for the staff report.

Thanks,
Chris

From: Becky Lee [mailto:nnmtaprograms@gmail.com]
Sent: Monday, September 18, 2017 2:12 PM
To: directors@losalamostennis.org
Cc: Wilson, Christopher <christopher.wilson@lacnm.us>
Subject: Re: Request for Verification of 5 Courts for USTA Matches

I bet they are hosting both boys and girls since teams bus one team one direction. In ABQ we have boys and girls go to each other's facilities so use 12 courts. With 8 and both boys and girls, that's a court crunch.

Sent from my iPhone

On Sep 18, 2017, at 1:57 PM, <directors@losalamostennis.org> <directors@losalamostennis.org> wrote:

Becky,
Thank you for the verification. However, your statement about 6 for high school is counter to what I am told by NMAA and with them it is 8 courts. So, not sure why the difference, do you?

<sigimg0>

----- Original Message -----

Subject: Re: Request for Verification of 5 Courts for USTA Matches
From: Becky Lee <nnmtaprograms@gmail.com>
Date: Sat, September 16, 2017 3:10 pm
To: directors@losalamostennis.org
Cc: Christopher Wilson <christopher.wilson@lacnm.us>

Yes, Chris adult leagues require 5 courts. High school and middle school matches require 6. I hope that helps. I was excited to learn that you are looking to build new courts! Please keep it s in the loop. National grants may be available.

Becky Lee
USTA Community Tennis Coordinator
505.280.2465

Sent from my iPhone

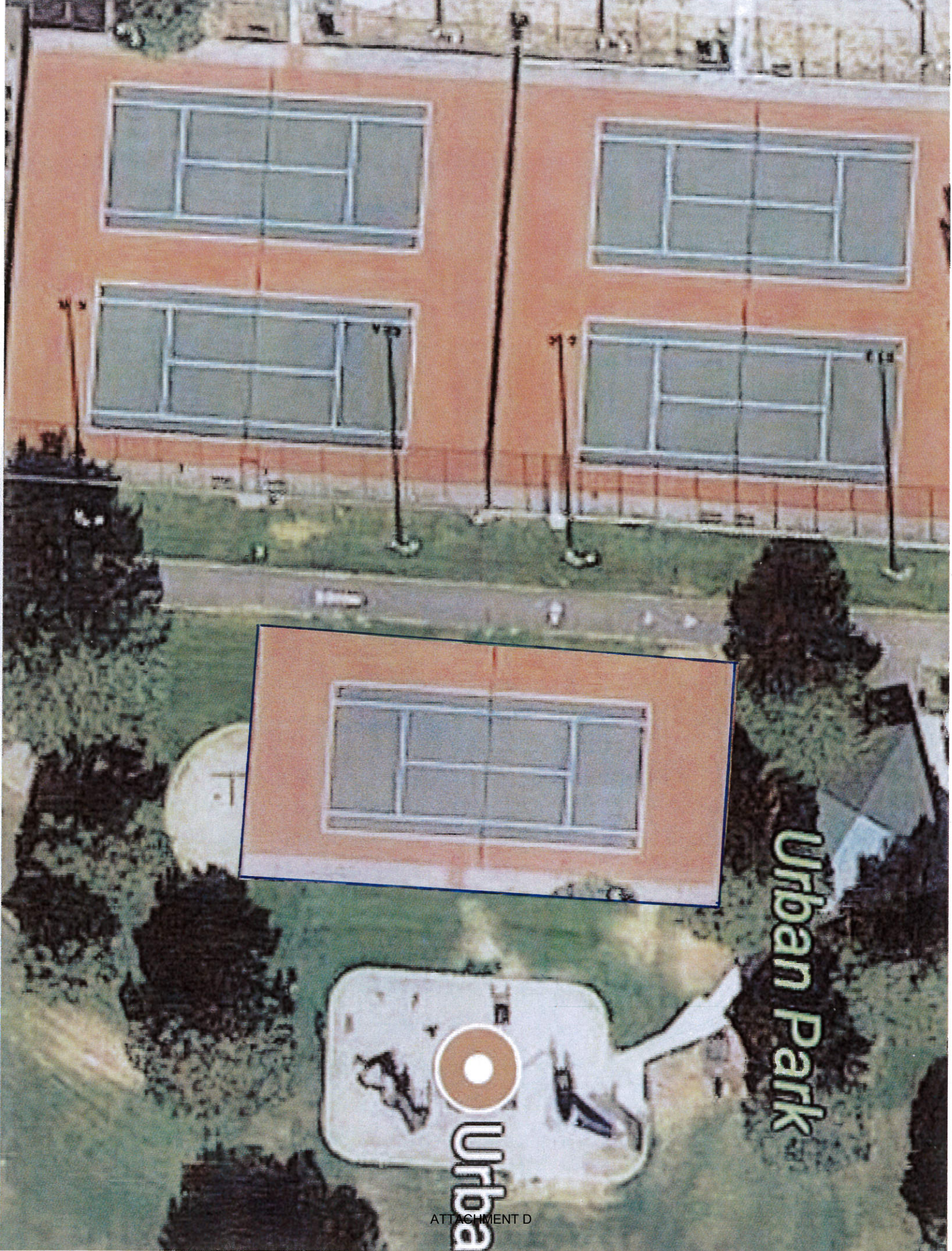
On Sep 16, 2017, at 4:02 PM, <directors@losalamostennis.org>
<directors@losalamostennis.org> wrote:

Becky,

We are working with our Parks and Recreation Department on some potential new courts in one location. Will you just verify for our officials, Chris Wilson, that for our USTA matches that we need 5 courts to play our matches, 2 singles and 3 doubles. We now play in Los Alamos on 3 and 4 courts in one location and then have to drive our opponents to other locations 2 courts or one court depending on whether we are playing in WR or on the hill in Los Alamos.

Thank you for this information verification,
Bob Nolen
President

<sigimg0>



Urban Park



ATTACHMENT D



NMAA

New Mexico Activities Association

9/18/17

Los Alamos County Parks and Recreation
2760 Canyon Rd
Los Alamos, NM 87544

To Whom It May Concern,

High School interscholastic tennis programs, which serve about 1,200 students annually from all over New Mexico, often suffer from inadequate court facilities to run the scheduled events. Some of the inadequacy stems from qualitative (court condition), but a majority of the issues are based on quantity (number of courts).

While there is no established minimum number of courts to create an "optimum" facility, my thirty years of involvement in high school tennis (as a coach, athletic director and recently state tennis director for the NMAA) provide me with the experience to say that a complex with a minimum of eight (8) courts is essential to sustain the number of matches that most tournament events require.

High School tennis, like most interscholastic sports, has recently gone through significant budget cutbacks. Many schools now service both boys and girls programs with only a single coach. In addition, there have been significant transportation cutbacks to school athletic budgets. Both of these facts lend themselves to a single-site event being ideal, where the coach can oversee players of both genders without having to travel to multiple sites.

I would be happy to answer any questions that you may have.

Joe Butler,
Assistant Director and Director of Tennis

Parks and Recreation Board Presentation to Los Alamos County Council



Melanee Hand, Chairperson

November 2017

Consideration of Parks and Recreation Advisory Board Recommendation Regarding Tennis Courts Evaluation

PRB Response to County Council Direction, January 2017

❖ Evaluate Issues and Formulate Recommendations

- Location for a Tennis Facility
- Appropriate Number of Courts
- Appropriate Community Support
 - Assessment (Attachment A)
 - Usage (Attachment B)
 - Physical Condition
 - Community Benefit

Provide County Council with the Following Information

- ❖ Review Current Tennis Courts
 - Usage, Physical Condition, Benefits to the Community
- ❖ Potential Alternative Locations
 - Capacity Gaps
 - Optimize Cost to the County
 - Improve Land Use – Maximize use – Tennis, Pickleball, re-purpose
 - Recognize neighborhood pocket park/natural area, Trails, Trailheads
 - Integral part of park, meet changing needs
 - Acceptable to Surrounding Neighborhoods

Recommendations for Management and Future Use

Location	Number of Courts	Condition	Restrooms/ Amenities	Tennis Usage/ Rankings	Additional Capacity	Multiple use/ Re-purposing	Complex Expansion
Urban	4 Lighted	Poor-Good	Yes	Highest Use - 1	Yes	No	1?
36 th Street	1	Fair-Good	No	5	Yes	Yes	No
Barranca	3	Poor-Good	Yes	6	Yes	Yes	No
Myrtle (Iris St.)	1	Fair-Good	No	8	Yes	Yes	No
Canyon Rd	2	Fair-Good	No	High Use - 2	Yes	No	No
No. Mesa	2	Fair	Yes	7	Yes	Yes	No
Pinon	3 Lighted	Good	Yes	High Use - 3	Yes	No	5?
Rover	2	Fair-Good	Yes	High Use - 4	Yes	Maybe	No

Capacity Gaps - Benchmarking range 4 - 20 courts within a 6 mile radius or 15-20 minutes for our population

- ❖ 5 Courts Together (Attachment C and D)
 - USTA Matches for Adults
- ❖ 6 Courts Together
 - USTA Matches and for High School and Middle School
- ❖ 8 Courts
 - USTA Recommendation for Boys and Girls Teams Playing on Adjacent Courts
- ❖ 12 Courts (Attachment E)
 - NMAA (New Mexico Activities Association) recommendation for High School District Tournaments

Fiscal and County Staff Impact

- ❖ Capital Improvement Discussions Ongoing
- ❖ FY19 Work Plan will address priorities and partnerships in relation to Tennis Court Complex next steps. This will provide additional time to collaborate with schools to develop a unified approach.
- ❖ FY19 Work Plan will incorporate neighborhood discussions for the multiple/maximizing use of these integral park amenities and the associated costs.
- ❖ Service levels will be reduced on courts that do not exclusively serve tennis.

PRB Recommendation

The Motion: Unanimous Vote

“Based on a thorough investigation and collaborative evaluation process I motion for the following advisory recommendation; That Los Alamos County maximize the use of the tennis facilities for current and future tennis needs while making the most of the present courts and sites through multiple use including re-purposing efforts. Further that the interscholastic eight (8) court tennis complex discussion be added to the FY19 Work Plan so that timely partnership opportunities coincide with future funding priorities.”

Special Thanks

Special thanks to Bob Nolen and the LA Tennis Club; Ann Stewart, Athletic Director and Coaches of Los Alamos County Public Schools; Ronda Ayers of the Pickleball Group; Becky Lee, USTA Community Tennis Coordinator; Joe Butler, Assistant Director and Director of Tennis for NMAA; and the Los Alamos County Parks and Recreation Division for their time and effort to assess, research, interview, and present information to the PRB in order to present a recommendation to County Council.



County of Los Alamos

Staff Report

November 07, 2017

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: A.

Index (Council Goals):

Presenters: County Council - Work Session

Legislative File: 10079-17

Title

Action to Suspend Council Rules for Work Session

Recommended Action

I move that Council suspend their procedural rules for the purpose of approving County Council minutes at this work session, November 7, 2017, so that formal action may be taken.

Body

The 2017 Los Alamos County Council Procedural Rules identifies a Work Session as follows:

"Work Session. The Council may schedule work sessions on a regular basis under the requirements of the annual Open Meetings Resolution. Council meetings designated as work sessions shall be held for the primary purpose of discussing issues at length with staff in an informal setting without taking formal action. Public comment will generally be taken only at the beginning and ending."

This action would suspend that rule for this meeting to enable Council to approve minutes at this work session.



County of Los Alamos

Staff Report

November 07, 2017

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.:	B.
Index (Council Goals):	* 2017 Council Goal – Quality Governance – Operational Excellence – Maintain Quality Essential Services and Supporting Infrastructure
Presenters:	Naomi Maestas, County Clerk
Legislative File:	10064-17

Title

County Council Minutes for October 10, 2017 and October 17, 2017.

Recommended Action

I move that Council approve the County Council Minutes for October 10, 2017 and October 17, 2017.

Clerk's Recommendation

The County Clerk recommends that Council approve the minutes as presented.

Attachments

- A - Draft County Council Minutes for October 10, 2017
- B - Draft County Council Minutes for October 17, 2017



County of Los Alamos

Los Alamos, NM 87544
www.losalamosnm.us

Minutes - **DRAFT**

County Council – Regular Session

*David Izraelevitz, Council Chair; Susan O'Leary, Vice Chair;
Christine Chandler, James T. Chrobocinski, Antonio Maggiore,
Rick Reiss and Pete Sheehey, Councilors*

Tuesday, October 10, 2017

6:00 PM

Council Chambers – 1000 Central Avenue
TELEVISED

1. OPENING/ROLL CALL

The Vice Council Chair, O'Leary, called the meeting to order at 6:00 p.m.

The following Councilors were in attendance:

**Present: 5 - Councilor O'Leary, Councilor Chandler, Councilor Maggiore, Councilor Reiss
and Councilor Sheehey**

Absent: 2 - Councilor Izraelevitz and Councilor Chrobocinski

2. PLEDGE OF ALLEGIANCE

Led by: All

3. PUBLIC COMMENT

Ms. Helen Milenski, 1651 36th Street, spoke regarding code ordinance enforcement.
Mr. Brady Burke, 2310 39th Street, spoke regarding the nuisance ordinance.
Ms. Kristin Henderson, 5075 Alegria, spoke regarding the nuisance code.

4. APPROVAL OF AGENDA

**A motion was made by Councilor Reiss, seconded by Councilor Sheehey, that the Agenda be
approved as presented.**

The motion passed by acclamation with the following vote:

**Yes: 5 - Councilor O'Leary, Councilor Chandler, Councilor Maggiore, Councilor Reiss
and Councilor Sheehey**

Absent: 2 - Councilor Izraelevitz and Councilor Chrobocinski

5. PRESENTATIONS, PROCLAMATIONS AND RECOGNITIONS

- A. Update on the Manhattan Project National Historical Park from Charlie Strickfaden, Los Alamos Site Manager of Manhattan Project National Historical Park

Ms. Linda Matteson, Assistant to the County Manager, spoke.
Mr. Charlie Strickfaden, presented.

Public Comment:
None.

6. PUBLIC COMMENT FOR ITEMS ON CONSENT AGENDA

None.

7. CONSENT AGENDA

Consent Motion:

A motion was made by Councilor Chandler, seconded by Councilor Maggiore, that Council approve the items on the Consent Agenda, as presented, and that the motions contained in the staff reports be included for the record.

- A. Incorporated County Of Los Alamos Resolution No. 17-19; A Resolution Designating The Polling Places Of Each Precinct For The 2018-2019 Election Cycle

I move that Council adopt Incorporated County of Los Alamos Resolution No. 17-19 Designating The Polling Places For The 2018-2019 Election Cycle.

Approval of the Consent Agenda:

The motion passed with the following vote:

Yes: 5 - Councilor O'Leary, Councilor Chandler, Councilor Maggiore, Councilor Reiss and Councilor Sheehey

Absent: 2 - Councilor Izraelevitz and Councilor Chrobocinski

8. INTRODUCTION OF ORDINANCE(S)

- A. Introduction of Incorporated County Of Los Alamos Ordinance No.673, An Ordinance Authorizing The Sale Of Certain County-Owned Real Property within Site A-13-2 and A-12 To LAH Investors, LLC

Councilor Chandler introduced, without prejudice, Incorporated County Of Los Alamos Ordinance No.673; An Ordinance Authorizing The Sale Of Certain County-Owned Real Property within Site A-13-2 and A-12 To LAH Investors, LLC and ask staff to assure it is published as provided in the County Charter.

- B. Incorporated County of Los Alamos Code Ordinance No. 02-280; An Ordinance to Amend Section 40-64 of the Los Alamos County Code of Ordinances to Provide Authority to Council and Board of Public Utilities to Transfer Revenues or Funds of a System to Another System

Councilor Reiss introduced, without prejudice, Incorporated County of Los Alamos Code Ordinance No. 02-280; An Ordinance to Amend Section 40-64 of the Los Alamos County Code of Ordinances to Provide Authority to Council and Board of Public Utilities to Transfer Revenues or Funds of a System to Another System and ask the staff to assure that it is published as provided in the County Charter.

9. PUBLIC HEARING(S)

- A. Transfer of Ownership Only of Interlocal Dispenser Liquor License No. 2634, submitted by Pajarito Spirits, LLC

Mr. Harry Burgess, County Manager, spoke.
Mr. Patrick Mockler-Wood, Owner, spoke.

Public Comment:
None.

A motion was made by Councilor Maggiore, seconded by Councilor Chandler, that Council approve the Transfer of Ownership Only of Liquor License No. 2634, for Pajarito Spirits, LLC, to be operated at 614 Trinity Drive, Los Alamos, New Mexico 87544.

The motion passed with the following vote:

Yes: 5 - Councilor O'Leary, Councilor Chandler, Councilor Maggiore, Councilor Reiss and Councilor Sheehey

Absent: 2 - Councilor Izraelevitz and Councilor Chrobocinski

10. COUNCIL BUSINESS

- A. **Appointments**

None.

- B. **Board, Commission and Committee Liaison Reports**

Councilor Chandler reported on the Transportation Board.

Councilor Maggiore reported on the Historic Preservation Advisory Board.

Councilor Sheehey reported on the Mainstreet Organization of the Los Alamos Commerce and Development Corporation.

Councilor Reiss reported on the Straight A Express reception he recently attended.

- C. **County Manager's Report**

Mr. Harry Burgess, County Manager, spoke.

D. Council Chair Report

None.

E. General Council Business

Councilor Sheehey solicited a Councilor to volunteer to attend the Farmers Market on October 19th. Councilor Maggiore volunteered.

Councilor Chandler requested an update on the Pajarito Mountain transaction and an update from the LLC for the Hilltop House as upcoming agenda items.

F. Approval of Councilor Expenses

A motion was made by Councilor Chandler, seconded by Councilor Maggiore, that Council approve expenses for the Energy Committee Alliance Intergovernmental meeting in San Antonio in mid November.

The motion passed by acclamation with the following vote:

Yes: 5 - Councilor O'Leary, Councilor Chandler, Councilor Maggiore, Councilor Reiss and Councilor Sheehey

Absent: 2 - Councilor Izraelevitz and Councilor Chrobocinski

G. Preview of Upcoming Agenda Items

Councilor Maggiore confirmed the November 7th White Rock session has been moved to Los Alamos.

Councilor Sheehey requested for chambers to be rearranged on November 7th in similar fashion to the work session style.

11. COUNCILOR COMMENTS

Councilor Chandler commended on the Arts and Culture handout.

12. PUBLIC COMMENT

Ms Helen Milenski, 1651 36th Street, spoke regarding the Citizens in Action Group.
Mr. Brady Burke, 2310 39th Street, spoke regarding the sale of the A-12 and A-13.

13. ADJOURNMENT

The meeting adjourned at 7:08 p.m.

INCORPORATED COUNTY OF LOS ALAMOS

David Izraelevitz, Council Chair

Attest:

Naomi D. Maestas, County Clerk

Meeting Transcribed by: Francella M. Montoya, Senior Deputy Clerk

County of Los Alamos

Los Alamos, NM 87544
www.losalamosnm.us

Minutes-DRAFT

County Council – Work Session

*David Izraelevitz, Council Chair; Susan O'Leary, Council Vice Chair;
Christine Chandler, James Chrobocinski, Antonio Maggiore,
Rick Reiss, and Pete Sheehey, Councilors*

Tuesday, October 17, 2017

6:00 PM

Fire Station No.3

129 State Road 4-White Rock

TELEVISED

1. OPENING/ROLL CALL

The Council Chair, David Izraelevitz, called the meeting to order at 6:00 p.m.

The following Councilors were in attendance:

**Present: 6 - Councilor Izraelevitz, Councilor O'Leary, Councilor Chandler,
Councilor Chrobocinski, Councilor Maggiore and Councilor Reiss**

Absent: 1 - Councilor Sheehey

2. PLEDGE OF ALLEGIANCE

Led by: Boy Scout Pack 326

3. PUBLIC COMMENT

Ms. Helen Milenski, 1651 36th Street, spoke about the Citizen's Action Group.

4. APPROVAL OF AGENDA

A motion was made by Councilor Chandler, seconded by Councilor Maggiore, that the agenda be approved as presented.

The motion passed by acclamation with the following vote:

**Yes: 6 - Councilor Izraelevitz, Councilor O'Leary, Councilor Chandler, Councilor Chrobocinski,
Councilor Maggiore and Councilor Reiss**

Absent: 1- Councilor Sheehey

5. PRESENTATIONS, PROCLAMATIONS AND RECOGNITIONS

- A. Briefing to Council by Leslie Geyer, Chair of the Personnel Board

No action taken.

- B. Regional Development Corporation (RDC) To Present An Annual Update Including a Briefing On The General Mission And The REDI Initiative

Mr. Val Alonzo, Regional Development Corporation Executive Director, presented.

No action taken.

- C. Update on Tourism Strategic Planning project by Becky Zimmermann of Design Workshop

Ms. Susan O'Leary, Council Vice-Chair, presented.

Ms. Linda Matteson, Assistant to the County Manager, presented.

Ms. Becky Zimmerman, Design Workshop President, presented.

No action taken.

6. PUBLIC COMMENT

Mr. Brady Burke, 2310 39th Street, spoke on the Tourism and Regional Development Corporation presentations.

Ms. Helen Milenski, 1651 36th Street, spoke on the tourism presentation.

Mr. David Jolly, 115 Azure Street, spoke on the tourism presentation.

7. ADJOURNMENT

The meeting adjourned at 7:47p.m.

INCORPORATED COUNTY OF LOS ALAMOS

David Izraelevitz, Council Chair

Attest:

Naomi D. Maestas, County Clerk

Meeting Transcribed by: Victoria L. Martinez, Deputy Clerk



County of Los Alamos

Staff Report

November 07, 2017

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: C.

Index (Council Goals): * 2017 Council Goal – Economic Vitality – Revitalize and Eliminate Blight in Los Alamos and White Rock

Presenters: James T. Chrobocinski, Councilor

Legislative File: 9986-17

Title

Revisit Nuisance Enforcement

Body

For the past several years, the County Council has discussed mechanisms for addressing blight within the community, focusing on issues to include vacant houses, commercial properties, and neighborhoods. During this time, Council has taken several actions to enhance staff's ability to address these issues, including adopting more comprehensive building maintenance codes, increasing staffing and budgets, and providing direction during its annual strategic goals development. Beginning in May of this year, County Staff implemented a revised nuisance enforcement program that has been more active than in past years. As a result of this renewed vigor, some within the community have expressed concerns regarding the focus and extent of the program, and these concerns have included negative expressions both on social media and during public comment at Council meetings. In response to these criticisms, Councilor James Chrobocinski requested that a review of the County's code enforcement program be included as an item on this week's agenda.

In order to comprehensively illustrate the activities within the Community Development Department's Code Enforcement Division, a number of tables are attached that portray data regarding our officers' activities (Attachment A), as well as a comparison of Los Alamos County actions to those of other jurisdictions within the state (Attachments B-D). Also included as Attachment E is a listing of past Council discussions regarding nuisance enforcement and related issues in case the reader wishes to review the video recordings of such meetings online. Finally, at the request of a local group (Citizens In Action), a presentation will be made regarding their perspective on the issue and this presentation is included at Attachment F.

Alternatives

This item is included as a discussion and therefore no action is anticipated at this evening's meeting. Council could however direct staff to bring additional information back to a future meeting or schedule an item for a future meeting during which action is taken.

Fiscal and Staff Impact/Planned Item

Given the intended lack of action, no fiscal impact is anticipated.

Attachments

A - Code Enforcement Activity May 8 through September 25, 2017

B - Notices per Officer

C - Notices per Person
D - Pop per Officer
E - CE Discussions
F - Citizens in Action presentation

Code Enforcement Activity May 8 through September 25, 2017

	Total	Los Alamos	White Rock
Notices	1005	478	527
Commercial	127	52	75
Residential	870	420	450
County	8	6	2
Properties	508	242	266
Commercial	34	15	19
Residential	467	222	245
County	7	5	2
Weeds	349	170	179
Trash / Debris	201	113	88
Ext. Protective Treatment	137	78	59
Outdoor Storage of Materials	112	53	59
Inoperable Vehicles	98	63	35
Accessory Structures	65	30	35
Unhitched Trailers	41	24	17
Building W/O Permit	32	20	12
Fences	29	23	6
Roof	9	3	6
Vacant Residences	3	1	2
NOV's for Multiple Props.	138/43		
Multiple Props. / Owners	43/15		
Citations	45		
Increased Court Sanctions	1		
Revenue	\$2,774		
Quotas	0		

Code Enforcement Notices : Code Compliance Officers

JURISDICTION	POPULATION	INSPECTORS	NOTICES OF VIOLATION	NOTICES PER INSPECTOR
Roswell	48,366	3	5,296	1,765.3
Alamogordo	30,403	3	4,831	1,610.3
Albuquerque	545,852	15	15,499	1,033.3
Las Cruces	97,618	14	13,864	990.3
Rio Rancho	87,521	6	5,217	869.5
Los Alamos County	17,974	2	1,188	594.0
City of Santa Fe	67,947	5	2,000	400.0
Gallup	21,678	2	720	360.0
Bernalillo County	671,429	6	1,640	273.3
Village of Ruidoso	8,029	2	290	145.0
Española	10,224	1	52	52.0
Town of Taos	5,716	1	34	34.0
Town of Bernalillo	8,320	1	30	30.0
Rio Arriba County	40,155	2	30	15.0
Taos County	32,956	2	30	15.0

Code Enforcement Notices : Population

JURISDICTION	POPULATION	INSPECTORS	NOTICES OF VIOLATION	NOTICES PER PERSON
Alamogordo	30,403	3	4,831	0.1589
Las Cruces	97,618	14	13,864	0.1420
Roswell	48,366	3	5,296	0.1095
Los Alamos County	17,974	2	1,188	0.0661
Rio Rancho	87,521	6	5,217	0.0596
Village of Ruidoso	8,029	2	290	0.0361
Gallup	21,678	2	720	0.0332
City of Santa Fe	67,947	5	2,000	0.0294
Albuquerque	545,852	15	15,499	0.0284
Town of Taos	5,716	1	34	0.0059
Española	10,224	1	52	0.0051
Town of Bernalillo	8,320	1	30	0.0036
Bernalillo County	671,429	6	1,640	0.0024
Taos County	32,956	2	30	0.0009
Rio Arriba County	40,155	2	30	0.0007

Population : Code Compliance Officers

JURISDICTION	POPULATION	INSPECTORS	PEOPLE PER INSPECTOR
Bernalillo County	671,429	6	111,904.8
Santa Fe County	146,361	2	73,180.5
Albuquerque	545,852	15	36,390.1
Rio Arriba County	40,155	2	20,077.5
Taos County	32,956	2	16,478.0
Roswell	48,366	3	16,122.0
Rio Rancho	87,521	6	14,586.8
City of Santa Fe	67,947	5	13,589.4
Gallup	21,678	2	10,839.0
Española	10,224	1	10,224.0
Alamogordo	30,403	3	10,134.3
Los Alamos County	17,974	2	8,987.0
Town of Bernalillo	8,320	1	8,320.0
Las Cruces	97,618	14	6,972.7
Town of Taos	5,716	1	5,716.0
Village of Ruidoso	8,029	2	4,014.5

Council Discussion/Actions regarding Code Enforcement:

May 13, 2013 – Work session discussion regarding expanding property maintenance requirements

January 7, 2014 – Regular session adoption of new property maintenance standards (Chapter 18)

December 1, 2015 – Introduction of three ordinances: Sidewalks/ROW maintenance, Unhitched Trailers, and revision of building permit time frames

January 5, 2016 – Approval of three ordinances: Sidewalks/ROW maintenance, Unhitched Trailers, and revision of building permit time frames

August 23, 2016 – Work session discussion of housing that included the vacant housing issue

August 30, 2016 – Introduction of ordinance re: snow removal from sidewalks

September 27, 2016 – consideration of snow removal ordinance fails to be adopted

March 14, 2017 – Work Session Update on Building Permits and Code Enforcement

August 22, 2017 – Work Session discussion regarding Neighborhoods and Code Enforcement

Los Alamos County Citizens in Action

Municipal Nuisance Code Enforcement
Survey Results and Community Concerns

November 7th, 2017

Heather Ortega and Helen Milenski

Community

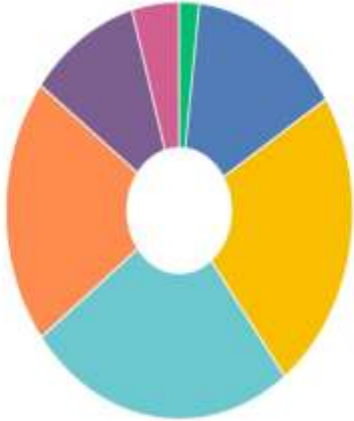
- ▶ 1. A group of people living in the same place or having a particular characteristic in common.
- ▶ 2. A feeling of fellowship with others as a result of sharing common attitudes, interests, and goals.

Community Frustrations

- ▶ Feeling a loss of private property rights, as afforded to them in the Constitution
- ▶ Financial burdens are real issues for many receiving violations
- ▶ Fear and anxiety of what is going to be a code violation next due to unclear guidelines and irregular enforcement
- ▶ Loss of freedom to have things in their private yards, be it a garden, be it toys, bikes, strollers, campers, loss of hobbies in private driveways (project cars, furniture restorations, woodworking etc), loss of personal landscaping choices, personal yard décor, paint choices, and more
- ▶ Fear of County driven HOA style regulations put in place after a choice was made to NOT reside in an HOA
- ▶ Neighbor relations being torn apart, wondering if your neighbor was the one who reported you, or if your neighbor has an issue with you they are not talking directly to you about
- ▶ Feeling as though the county is regulating private matters
- ▶ Time constraints placed on costly repairs
- ▶ Tax expenditure for enforcement effort, vehicle maintenance and administration costs
- ▶ Trespassing in the name of code enforcement

Demographics

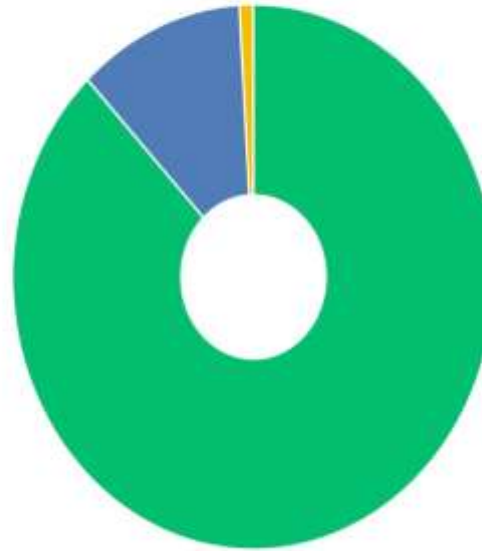
1. What is your age?



Answered: 1295 Skipped: 8

18 to 24	1.85%	24
25 to 34	14.21%	184
35 to 44	23.55%	305
45 to 54	25.02%	324
55 to 64	20.62%	267
65 to 74	10.35%	134
75 or older	4.4%	57

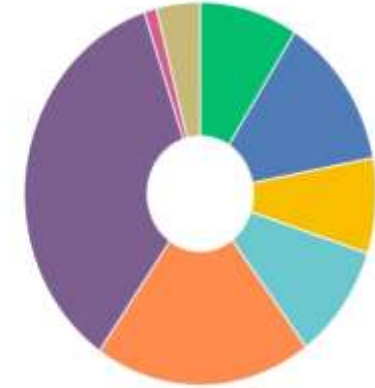
2. Do you rent or own the place where you live?



Answered: 1298 Skipped: 5

Own	87.9%	1141
Rent	11.17%	145
Neither (please specify)	0.92%	12

3. In which location do you live?



Answered: 1265 Skipped: 38

East Gate/Downtown area	9.41%	119
Western area	13.52%	171
Quemazon/Urban Park Area	8.38%	106
Golf Course area	10.12%	128
Barranca Mesa/North Mesa	20.79%	263
White Rock/Pajarito Acres	36.6%	463
I do not live in Los Alamos. I either own property there or have other significant interest in the community as it applies to Code Enforcement.	1.19%	15

Other (please specify)

53

Question 4

- Combining option one and two, 51.67% of the respondents either have received a NOV or know someone who has.
- Further 43.29% don't have direct experience, but are aware of the increase effort by Los Alamos County in enforcement effort.
- Note: Ahead to Question 5, only 12,25% feel fully versed in what constitutes a violation.

Write in Comments:

yes, my neighbor had to clean up the over growth of weeds and brush from the front yard. this required a bobcat front end loader, 4 burly men and a week to complete. The weeds were greater the 2 feet tall, in a yard that had been xeriscaped with gravel by the previous owners. The back is still a nightmare. 10/10/2017 12:01 PM

Busybody neighbor has been aggressively reporting people. It would be nice to see the code enforcement officers inspect that person's property which has rodent infested woodpiles 10/12/2017 5:34 PM

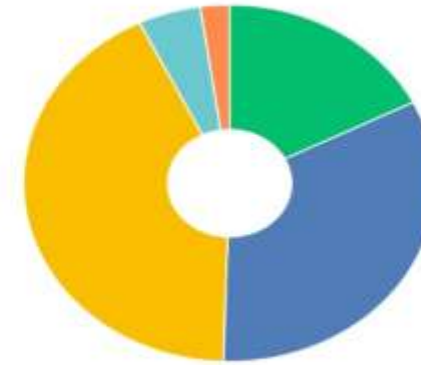
I know at least 5! People who got a violation. 10/31/2017 6:16 AM

The person cited is 93. 10/9/2017 8:48 PM

And they deserved a NOV, & they should get another one. Slobs live throughout Los Alamos and the good property owners should not have to put up with those in their neighborhoods who violate the Code! 10/9/2017 8:16 PM

You don't need a notice to be "affected"--I and many neighbors are nervous about the new stasi here in Los Ausch-mos. 10/10/2017 7:29 AM

4. Have you or someone you know been affected by the recent increased Los Alamos County Municipal Code compliance enforcement efforts?



Answered: 1289

Skipped: 14

I or a member of my family have received a Notice of Violation.	17.92%	231
I have not directly received a Notice of Violation, but I know someone that has.	33.75%	435
I do not know anyone that has been affected, but I am aware of the code compliance division and the increased enforcement efforts in Los Alamos County.	43.29%	558
I do not know anyone who has been affected and I didn't know there was an active code compliance effort in effect for Los Alamos County.	5.04%	65
Other (please specify)		30

Question 5

- Less than 13% of respondents felt as though they were fully versed and knowledgeable on Nuisance Ordinances
 - This again indicates lacking public information and clarity in expectations as well as penalties

Write in Comments:

It is my understanding that this was supposed to be a complaint driven ordinance, not paid positions at the county. The ridiculous violations make it clear that there is no rhyme or reason to the "violations". It is a complete mockery of county management. 10/11/2017 9:15 AM

This Nuisance Code needs to be sent in paper form to every resident home /business in the county. 10/10/2017 1:32 PM

Take care of your property. Plenty of other places to live that allow your property to look like crap. 10/10/2017 8:43 AM

I became more aware after I received one. Prior to the violation I was unaware that our community was now an HOA 10/10/2017 7:51 AM

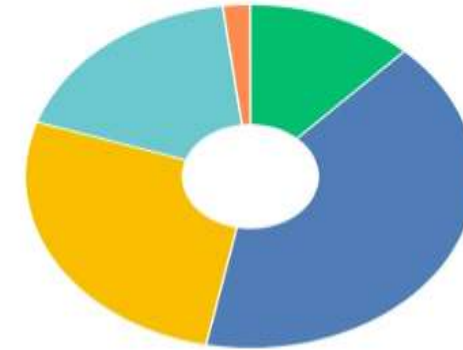
What constitutes a violation in practice is largely a matter of fashion and taste. 10/10/2017 1:24 PM

I have read the code and find it very vague and open to interpretation 10/10/2017 7:03 PM

However, the County must develop a noxious weeds / beneficial plants list. 10/13/2017 6:06 PM

ATTACHMENT F

5. Do you believe you understand the Los Alamos County Municipal Code as it applies to Nuisances and potential penalties for violation?



Answered: 1298

Skipped: 5

I am fully versed in what constitutes a violation of the Los Alamos County Municipal Code as it applies to Nuisances and I am aware of the penalties involved.	12.25%	159
I am somewhat aware of what is considered a violation, but I don't know all violations or penalties.	41.99%	545
I am vaguely familiar with the Nuisance Code and what major safety concerns would be on a person's property. I assume penalties exist, but I don't know what they are.	27.5%	357
I am not familiar at all with what constitutes a violation or penalties involved.	18.26%	237
Other (please specify)		26

Question 6

- Less than 14% or 177 people responded in favor of avid enforcement to include aesthetics or action taken for elevating community standards and preventing blight.
 - Even when combining the second response which has some favorability toward aesthetics as a purpose, the responses still totals less than 40%.
- The third response option illustrated the concern for using the ordinance as a tool to address hazards and safety issues. This option also called for clear guidelines to be provided to the community. This option had largest number of responses.
- Almost a full quarter of the respondents indicated in favor of owner's discretion and private property rights. This option still allowed for enforcement, but only for clear safety issues and not in any way an aesthetic motivation.

Write in Comments:

If there is something about my maintenance of my property that constitutes a safety or health threat for my neighbors, then outside intervention may be necessary. Otherwise, it's my property and I am under no obligation to maintain it to whatever standards you like. You can maintain your property that way, but it's wrong to employ the county as your bully club to try to make me see the world your way. The term "voluntary compliance" is an oxymoron, as compliance connotes adherence to some standard or law, and the threat of "volunteer or we're coming after you with citations and fines" is hardly the essence of volunteerism. 10/20/2017 7:02 PM

Enforcement should be reasonable and consistent and especially helpful and considerate. Private property is private property. Unless someone chooses to live with an HOA. 10/10/2017 7:56 PM

This should be focused on commercial property first not residential 10/18/2017 2:18 PM

How is covering an inoperable vehicle making the public safer 10/14/2017 8:19 AM

ATTACHMENT F

6. Which below is closest to your opinion regarding Nuisance Ordinances in general?



Answered: 1279 Skipped: 24

I believe that a strong Nuisance Ordinance and avid enforcement is necessary to protect safety, property values, and the beautification of a community. This is a tool that can be used to lift standards and eliminate eye-sores. Private property rights can only go so far. The community must hold high standards to prevent blight.	13.84%	177
I believe the Nuisance Ordinance is needed mostly to correct safety issues and also some aesthetics. This is because some people let their property decline and penalties need to be enforced to make them take action.	25.1%	321
I believe that Nuisance Ordinances should focus entirely on safety issues with clear guidelines as to what constitutes a hazard. Ordinances are sometimes needed to force property owners to be accountable when extreme conditions exist. Aesthetics and enhancement of peoples property is a matter of personal taste and not a concern for municipal government.	36.51%	467
I believe that private property is for use entirely at the owner's discretion with the only exception being the conditions of public safety. Nuisance Ordinance should respect private property rights above other community concerns, except in clear matters of safety.	24.55%	314

Question 7

- Almost 16% or 189 of respondents feel that the action on the part of the county, councilors and staff is fair and balanced.
- Almost 33% are split between whether the council and leadership is steering regulations or if it is the staff.
- Just under 52% or 611 respondents agreed with the option indicating that the county is out of touch and using regulations that are punitive and aggressive to the citizenry.

Write in Comments:

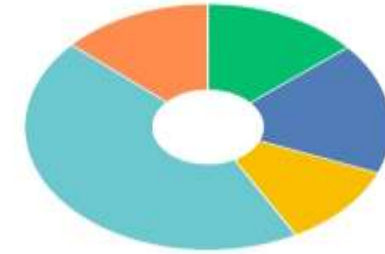
The fact that the nuisance ordinance exists at all is troubling in the implication that some are more interested in using the legal power of the local government to shape their idea of an ideal society than they are in actually representing the best for the county. By usurping the role of HOA committee for the entire county, and by allowing anonymous reporting to take place, the county government has created a divisive, mistrusting, resentful atmosphere for county residents. 10/20/2017 7:02 PM

Having served on Advisory Boards in the past, I do not feel that County managers and Council listen to the input they do not want. They seem to agree with a very small minority when it suits their preferred course of action. Council in particular spends a lot of money on things not desired by the majority of the citizens. 10/14/2017 1:30 PM

I am concerned and angry that the majority of the County Staff don't even live in Los Alamos. I am concerned and angry that I see our County manager doing things in Santa Fe then I see him out in public in Los Alamos. I am concerned and angry that I see county vehicles being used during the day to take their occupants shopping or shuttling them to restaurants. County vehicles should not be like a county employee's private vehicle. I am concerned and angry that I have overheard county employees talking about providing lousy levels of service to certain community members simply because the community members are "activists" and because the employees live out of town. I am concerned and angry that the nuisance code contains provisions for anonymous reporting that turns neighbor against neighbor and creates a tool that certain residents can use to exercise personal vendettas. Overall, the County's customer service sucks and the County has way too many people on its payroll. 10/10/2017 6:47 AM

ATTACHMENT F

7. How do you feel the Los Alamos County Councilors, Staff, and Advisory Boards relate to the citizenry of Los Alamos and White Rock?



Answered: 1187

Skipped: 116

I feel that the councilors and managers are very in touch with the needs and wants of the community. They approach developing and implementing the Municipal Code in a way that is fair and balanced and the staff is implementing the rules in a way that is also fair and balanced.	15.92%	189
I feel that the councilors and/or managers are trying to address the needs and wants of the community by developing fair additions to the ordinance, but the staff are implementing the regulations in a way that is out of touch with the average citizen.	19.97%	237
I feel that the leaders in the county, councilors and/or managers, have lost sight of what the needs and wants are of the citizens, but the staff is trying to implement the rules in as fair a way as possible.	12.64%	150
I feel that the county councilors and managers are out of touch with the citizenry. They are developing and implementing regulations that are punitive and aggressive toward the community. I believe that the staff are seeing this example and are further pursuing an aggressive and punitive approach toward some segments of the populace.	51.47%	611

COMMUNITY DRIVEN SOLUTIONS

- ▶ **Restore Quarterly Pick Up**
 - ▶ Consider A Semi Annual Pick Up
- ▶ **Increase Trash Pick Up to Twice A Week**
 - ▶ Addition of a yard waste roll bin
- ▶ **Rewrite the code with public input (Possible board) for clarity, specifics, and honesty in regards to what is considered a safety issue**
 - ▶ Ongoing board input to review and evaluate necessity of NOV issuance
 - ▶ **Allow “Curb Rescues”**
 - ▶ Expand the location and advertisement for upcycling at the Eco station
 - ▶ **Communication with County and Local Gardeners**
 - ▶ On going training requirements on natural horticulture
 - ▶ **A 6-month moratorium on all nuisance violations**
- ▶ **A staged restart for the ordinance with clear definitions of what constitutes a violation**



A fundamental concern for others in
our individual and community lives
would go a long way in making the
world the better place we so
passionately dreamt of.

— Nelson Mandela —

AZ QUOTES

Note: “Concern for others”
Not: Concern for Property Values, Aesthetics, and Conformity