



LOS ALAMOS

# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### Lodgers' Tax Advisory Board

*Loryn 'Ryn' Herrmann, Chair; Linda Deck, Vice Chair; Katie  
Bruell, Elizabeth Allen, and Catherine Mockler, Members*

Tuesday, January 16, 2018

12:00 PM

1000 Central Avenue, Room 110

#### **I. ADMINISTRATIVE ACTIONS**

**12:00 pm (5 min)**

##### ***A. Call to Order/Introductions***

##### ***B. Approval of Agenda***

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

- (1) [10286-18](#) DRAFT Minutes from the Lodgers' Tax Advisory Board Meeting on Tuesday, December 19, 2017.

**Recommendation:** I move that the Board approve the Minutes for December 19, 2017.

**Presenters:** Loryn 'Ryn' Herrmann

**Attachments:** [A - December 19 2017 Minutes DRAFT](#)

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

#### **II. PRESENTATION/DISCUSSION (All)**

**12:05 pm (25 min)**

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

- (1) [10287-18](#) Clay Moseley, Southwest Nordic Ski Club

**Presenters:** Lodgers' Tax Advisory Board

#### **III. NEW PENDING PROJECTS for possible action**

**12:30 pm (45 min)**

##### ***A. Regional Tourism Summit Summary (Kelly Stewart)***

##### ***B. FY18 Work Plan Draft (Kelly Stewart)***

#### **IV. REPORTS**

**1:15 pm (35 min)**

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

**1. Art In Public Places Board - Ryn Herrmann****2. Historic Preservation Advisory Board - Linda Deck****3. Library Board - Katie Bruell****4. Parks and Recreation Board - Elizabeth Allen****5. Planning and Zoning - Catherine Mockler****6. Transportation Board - Kelly Stewart****B. State/Regional Tourism & Hospitality Report (Ryn Herrmann, Kelly Stewart)****C. Tourism Strategic Plan (Linda Matteson)****D. Tourism Marketing Report (David Empey)****(1) [10292-18](#) Tourism Marketing Report**

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - January Marketing Report](#)  
[B - January PR-Social Activity Report](#)

**E. Lodgers' Tax Revenue Report (All)****(1) [10290-18](#) Lodgers' Tax Revenue Report**

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Lodgers' Tax Revenues](#)

**F. Visitation by Attraction/Visitor Centers (Melanie Pena)****(1) [10291-18](#) Visitation by Attraction/Visitor Centers**

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - December 2017 Monthly Visitation Report](#)

**G. Materials Distribution (Melanie Pena)****H. Group Marketing Events/Opportunities (All)****I. County Recreation Report (Dianne Marquez)****(1) [10288-18](#) December County Recreation Report**

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [PROS December 2017](#)

***J. Other Announcements (All)***

**V. NEW PROJECTS/INITIATIVES** **1:50 pm (5 min)**

***A. Coordinated Visitation Metric Project All***

**VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS** **1:55 pm (5 min)**

- (1) [10295-18](#) Tuesday, February 20, 12-2 pm *day after President's Day Holiday*  
Municipal Building, Council Chambers

**Presenters:** Lodgers' Tax Advisory Board

**VII. ADJOURNMENT** **2:00 pm**

*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 Economic Development Department at 662-8087 if a summary or other type of accessible format is needed.*

**Date/Time**

Tuesday, December 19, 2017, 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**

- Joanie Ahlers, Economic Development Administrator
- 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
- Dianne Marquez, Recreation Manager, Parks, Recreation & Open Space Division
- 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)

**I. ADMINISTRATIVE ACTIONS**

**A. Call to Order/Introductions**

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

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

The agenda was approved.

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

The Minutes of November 21, 2017 were approved with revisions.

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

No Public Comment.

**II. REPORTS**

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

1. Art in Public Places Board – No report.
2. Historic Preservation Advisory Board  
Linda Deck reported that she attended the December meeting of the HPAB. Ms. Deck introduced herself to the Board and discussed her role as liaison.
3. Library Board  
Katie Bruell reported that she had not attended the Library Board as she had not received the meeting date and agenda. Staff will resolve this issue.
4. Parks and Recreation Board  
Reported that she did not attend the meeting, but did state that the CIP recreations projects (golf course improvements, ice rink facilities improvements, White Rock splash pad and Aquatic Center kiddie pool), approved by Council, are moving forward
5. Planning and Zoning Board  
Catherine Mockler reported that she did not attend the P & Z meeting but does have her pulse on the issues.
6. Transportation Board – No report.

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

Chair Herrmann reported that the annual Hospitality and Tourism TRENDS Conference, sponsored by the New Mexico Hospitality Association will be held January 29-30 at La Fonda hotel in Santa Fe, and encouraged board members to look at the conference agenda and consider going. Kelly Stewart will check to see if she can get a reduced or group rate for LTAB members who want to attend. In the meantime, she will email the conference information and agenda to the Board members.

**C. Tourism Strategic Plan**

Ms. Matteson reported that the draft plan is out and that the contractor Becky Zimmerman from Design Workshop, will be presenting the plan to Council at the December 19 meeting. On December 20, the Tourism Work Group will be meeting at noon in Room 110 to give their comments on the Plan. All comments on the plan are due on January 5 and will be incorporated into a new draft that will be presented to council at the January 30, 2017 meeting. Ms. Matteson will email the Strategic Plan link to the Board so that they can access and review the current draft.

D. Tourism Marketing Report

David Empey reported that Griffin worked with Kelly Stewart to develop and distribute media releases on Winterfest and Ski Pajarito. Releases currently in development are: 1) a "Top 10 Los Alamos Adventures;" 2) "Gateway 3 Winter Facebook Contest" that Griffin is administering to encourage visits and photo posts of Los Alamos' three National Parks from December 21 through January 31, with a winner being announced and awarded a Los Alamos play and stay weekend package on February 1. A second contest, "*Ski Pajarito Facebook Memorial Experience*" will run January 31 through February 28. Mr. Empey highlighted recent achievements, including an article entitled "A First Timer's Guide to Los Alamos" that ran in the December issue of the Denver area publication, *5280*. He also reported that the *Atomic City Spy Tour* won the Best New Experience award at the Top HAT Awards sponsored by the New Mexico Hospitality Association. Mr. Empey stated that the Visit Los Alamos Facebook page activity continues to increase in "Likes" and page views. Katie Bruell reported that an editor from *Sunset Magazine* said that Los Alamos will be highlighted in the April 2018 edition of the magazine.

E. Lodgers' Tax Revenue Reports

There is a small decrease in numbers reported for October, compared to the same month in FY16. However, total revenues for September, October, and November exceed last year's year-over-year total.

F. Visitation by Attraction/Visitor Centers

Ms. Pena reported that November visitation at Bandelier and the History Museum are higher. The remaining attractions' visitation numbers are similar to prior years.

G. Materials Distribution

There are still eight pallets of the Visitor Guide remaining. The quality of the visitor guide map was discussed briefly. Some members expressed satisfaction with the map, there were more requests for producing the detailed visitor guide maps of previous years that were produced by professional cartographer Andi Kron. Aspects missed include topographical data, as well as the list of street names. Vice-Chair Deck asked if Ryn had received the page of content about the Los Alamos National Laboratory for duplication and distribution at the visitor centers, and/or incorporation into the new visitor guides. Ms. Herrmann acknowledged receipt of the document.

H. Group Marketing Events/Opportunities

Ms. Marquez reported that a hockey tournament event will be hosted at the Los Alamos County Ice Rink, Wednesday, December 27 through Saturday, December 30. This event brings in teens from the surrounding states. On the weekend of January 12-14, the Adult Hockey Tournament will bring in teams from around the state. The Bathtub Row Brewing Co-op will set up a beer tent for the weekend. Also, on Saturday, January 12, the University of New Mexico

hockey teams, and a team from Dallas, will be holding an exhibition game at the rink. On January 27-28, the Cross-Ice Hockey Festival is expected to bring in 10 to 12 teams from around New Mexico and surrounding states.

I. County Recreation Report

Ms. Marquez reported that the Larry Walkup Aquatic Center was very busy with many swim meets. The Parks Division has erected lights and decorations throughout the downtown districts. Open Space Manager Eric Peterson is working diligently on improving wayfinding at trailheads to meet the criteria for making Los Alamos an International Mountain Bike Association (IMBA) ride center. IMBA has completed a review of the trails network and the County Communications and Public Relations Office has developed a bike trails map as part of the project. Ms. Marquez reported that the ice rink opened on November 15 and is busy with open skating, adult night, lessons, etc. The holiday schedule will go into effect in December with longer hours, special events and holiday music. The Community Services Department is consolidating all of its division Facebook pages to one by the end of December 2017.

J. Other Announcements

Kelly Stewart distributed the FY2018 LTAB meeting dates calendar for review by the Board. The board approved the dates, times and locations.

**III. NEW PENDING PROJECTS**

A. Visitation Data Collection and Interpretation

Board ran out of time to discuss and requested that the subject be deferred to the next meeting.

**IV. PRESENTATIONS/DISCUSSION**

A. Capital Improvement Projects

Philo Shelton, PW Director, presented the CIP projects approved by County Council.

B. Wayfinding Plan

Ms. Matteson reported that the Wayfinding Plan was presented to Council in November and provided highlights of the presentation to LTAB. She stated that based on feedback received from the public on three alternatives, the consultant developed a fourth, hybrid concept that emphasizes the Los Alamos brand and community's unique character. She passed around the actual finish that will be used for the reverse surface of the signs and the color code. Merje is preparing a phased plan with associated costs. She reported that the Wayfinding plan will be incorporated into the Tourism Strategic Plan to go for Council. Pending Council approval of the plan, and whether or not they approve a budget allocation to implement the plan, an RFP is expected to go out in the late spring/early summer to begin implementing the plan. In the meantime, Ms. Matteson continues to work with the Lab regarding wayfinding signage for the security gate checkpoints.

**V. FY19 WORK PLAN WORK SESSION #1**

**A. FY18 Marketing Plan**

Mr. Empey from Griffin and Associates distributed the Tourism Marketing Plan and Ms. Stewart asked the Board to review the plan. Kelly asked the board to review the document and return comments by Friday, December 29, 2017.

**B. FY18 Work Plan Draft**

Ms. Stewart asked the Board to review the Work Plan and to pay special attention to the red type that required input from the tourism marketing services contractor and the visitor center management contractor. Ms. Stewart requested that the group review and return comments on the work plan by Friday, December 29, 2017, so that she could produce a final draft version at the January LTAB meeting for Board comment/approval. Final work plans are due to Council by the end of February.

**VI. NEW PROJECTS/INITIATIVES**

**A. Coordinated Visitation Metric Project**

This item was moved to the agenda for January.

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

January 16, 2018 in the Municipal Building, B & C Room 110.

**VIII. ADJOURN**

The meeting adjourned at 2:06 pm.

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# **LTAB January 16<sup>th</sup> Marketing Report**

*Public Relations: Top Ten Aha-Adventures for 2018 in Los Alamos*  
*Griffin Action: Written, edited, approved w/Kelly Stewart, distributed Tuesday 1/9.*

*Public Relations: Ski Pajarito/Los Alamos/New Mexico True*  
*Griffin Action: In development.*

## ***Social/Digital: Gateway 3 Winter Photo contest***

*Griffin Action: The #Gateway3NPS photo contest has generated great engagement, including clicks to the contest, comments, likes and shares of our content. Currently, we have 17 entries with 3 weeks left in the campaign. The #Gateway3NPS posts have generated the most engagements of posts so far this month.*

## ***Social/Digital: Ski Pajarito Facebook Memorable Experience contest***

*Photo contests are a great way to add visibility and to increase engagements and interactions on the Facebook page. This winter, following the #Gateway3NPS photo contest, we will be holding a Facebook contest centered around skiing at Pajarito.*

*As contests work best when the prize is enticing and the entry is easy, participants can enter by posting their photos of skiing at Pajarito or their memories of skiing at Pajarito in the comments section of the Visit Los Alamos Facebook page's posts on the contest. We will compile all entries, and a winner will be picked on **March 1<sup>st</sup>**.*

*Contest suggestions:*

- Similar to the #Banderier100 contest, make it easy for people to enter. They will only have to post in the comments section of contests posts to enter, and they have many options of what they can use to enter. For example, they can enter with photos, writing about their favorite memories at Pajarito, sharing their favorite thing about Pajarito, telling about their first visit, etc.*
- We will utilize a variety of posts throughout the end of January and the entire month of February*
- Posts will encourage people to share their best photos or memories of Pajarito*
- Posts will continue to promote the hashtag #HighAltitudeSki*
- Contest will run February 1–28, and the winner will be announced on March 1<sup>st</sup>.*

## ***Social/Digital: NCC Digital Tourism Campaign***

*Griffin Action: Approved NMTD via Grant program. Started January 8<sup>th</sup>.*  
*Griffin Action: Will report ROI to LTAB when report metrics are available from NCC.*

***PR/Social Media/Facebook > Griffin Action: See activity report.***

## January 2018 Activity Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Slopes slow to get snow, but lifts ready for action this weekend	Santa Fe New Mexican	Online	97,861	\$907.66	\$9,076.60	12/7/17
Pajarito Mountain, Sandia Peak ski areas announce opening dates	KOB	Online	275,651	\$2,566.66	\$25,566.60	12/13/17
Pajarito Mountain Kicks Off Ski Season Saturday!	Los Alamos Daily Post	Online	19,368	\$179.63	\$1,796.30	12/13/17
New and improved trails, more snowfall get the season going	Santa Fe New Mexican	Online	97,861	\$907.66	\$9,076.60	12/14/17
Bandelier: Holidays, Winter Solstice, Fee Free Days	Los Alamos Daily Post	Online	19,368	\$179.63	\$1,796.30	12/15/17
Bandelier expects busy holiday season	Los Alamos Monitor	Online	8,031	\$74.48	\$744.80	12/22/17
9 perfectly romantic winter travel destinations	The Week	Online	2,712,665	\$25,159.96	\$251,599.60	12/24/17
Mysteries At The Museum: A Real Life Experience In Los Alamos	Los Alamos Daily Post	Online	19,368	\$179.63	\$1,796.30	12/24/17
Sipapu: First to open, last to close (information on Pajarito included)	Taos News	Online	20,199	\$187.34	\$1,873.40	12/27/17
Trevor's Travels: Los Alamos played a pivotal role in bringing World War II to an end	Daily Bulletin	Online	68,734	\$637.50	\$6,375.00	12/31/17
Bike Flow Trail Regains Momentum	Los Alamos Daily Post	Online	19,368	\$179.63	\$1,796.30	1/4/18

<b>Totals</b>			<b>3,358,474</b>	<b>\$31,159.78</b>	<b>\$311,497.80</b>	
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### Additional Mentions

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Southwest attractions abound for Herd fans heading to bowl	The Herald Dispatch	Online	20,000	\$185.50	\$1,855.00	12/9/17
Three ski areas offer a change from the big resorts	Albuquerque Journal	Online	173,071	\$1,605.23	\$16,052.30	12/10/17
Local volunteer groups help maintain cross country ski trails	Albuquerque Journal	Online	173,071	\$1,605.23	\$16,052.30	12/10/17
Baseball And The Atom Bomb	Forbes	Online	6,800,000	\$63,070.00	\$630,700.00	1/2/18
Giants of fast food have early connections to Oak Ridge	OakRidger	Online	49,570	\$459.76	\$4,597.60	1/3/18

<b>Totals</b>			<b>7,215,712</b>	<b>\$66,925.72</b>	<b>\$669,257.20</b>	
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\*News Circulation Audience and News Ad Value is generated through Meltwater and Compete

\*PR Value is determined by multiplying the News Ad Value by 10, this a public relations industry standard (which takes into account third party opinion values and strategic messaging).

\*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. Additionally, we send and pitch at least one news release per month. While we get the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

### Social Media

#### Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagements
168	3,336	15,106	241	4,410

#### Totals

**Likes:** The number of new people who have liked your page in any given month.

**Reach:** The number of people who saw any of your Page posts.

**Page Views:** The number of times a Page's profile has been viewed by logged in and logged out by people.

**Monthly Engagements:** The number of times people have engaged with your posts through likes, comments and shares.

# LAC - Lodgers' Tax Revenues Through December 2017

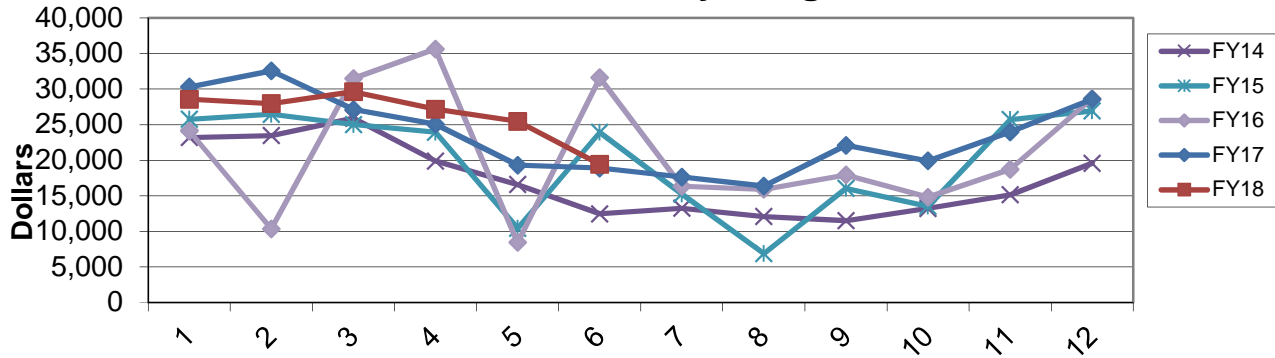
		FY18	FY17	FY16	FY15	FY14	FY13	FY12
1	JUL	\$28,567	30,300	24,113	25,751	23,185	22,483	32,434
2	AUG	\$27,958	32,560	10,351	26,466	23,457	24,323	33,080
3	SEP	\$29,623	27,135	31,486	25,004	25,898	24,108	24,988
4	OCT	\$27,185	25,055	35,631	23,945	19,896	16,934	23,943
5	NOV	\$25,468	19,314	8,433	10,413	16,577	15,660	19,187
6	DEC	\$19,439	18,903	31,602	23,908	12,470	14,688	16,980
7	JAN		17,648	16,345	15,255	13,263	13,599	15,126
8	FEB		16,362	15,902	6,882	12,079	11,705	15,740
9	MAR		22,091	17,934	16,051	11,494	12,071	16,562
10	APR		19,910	14,809	13,514	13,237	14,266	12,921
11	MAY		23,974	18,709	25,713	15,143	14,790	18,097
12	JUN		28,567	28,667	26,945	19,570	17,924	22,483
	TOTAL	\$158,240	281,820	253,981	239,847	206,270	202,551	251,541

**FY17 Actual**      **\$ 281,820**  
**Target 5% increase**      **1.05**  
**FY18 Goal**      **\$ 295,911**  
                                  5% Increase

ACTUALS→      11%      6%      16%      2%      -19%

Dec 2016: \$153,267      3% increase over 2016

## Los Alamos County Lodgers' Tax Revenue





LOS ALAMOS  
MEETING AND VISITOR  
BUREAU

January 9, 2017

Kelly Stewart  
Los Alamos County  
1000 Central Avenue  
Los Álamos, NM 87544

RE: Transmittal of Monthly Discover Los Alamos LTAB report

Dear Kelly:

Attached is the submission of our monthly activity report for the month of December 2017. Please let me know if you have any questions about this report.

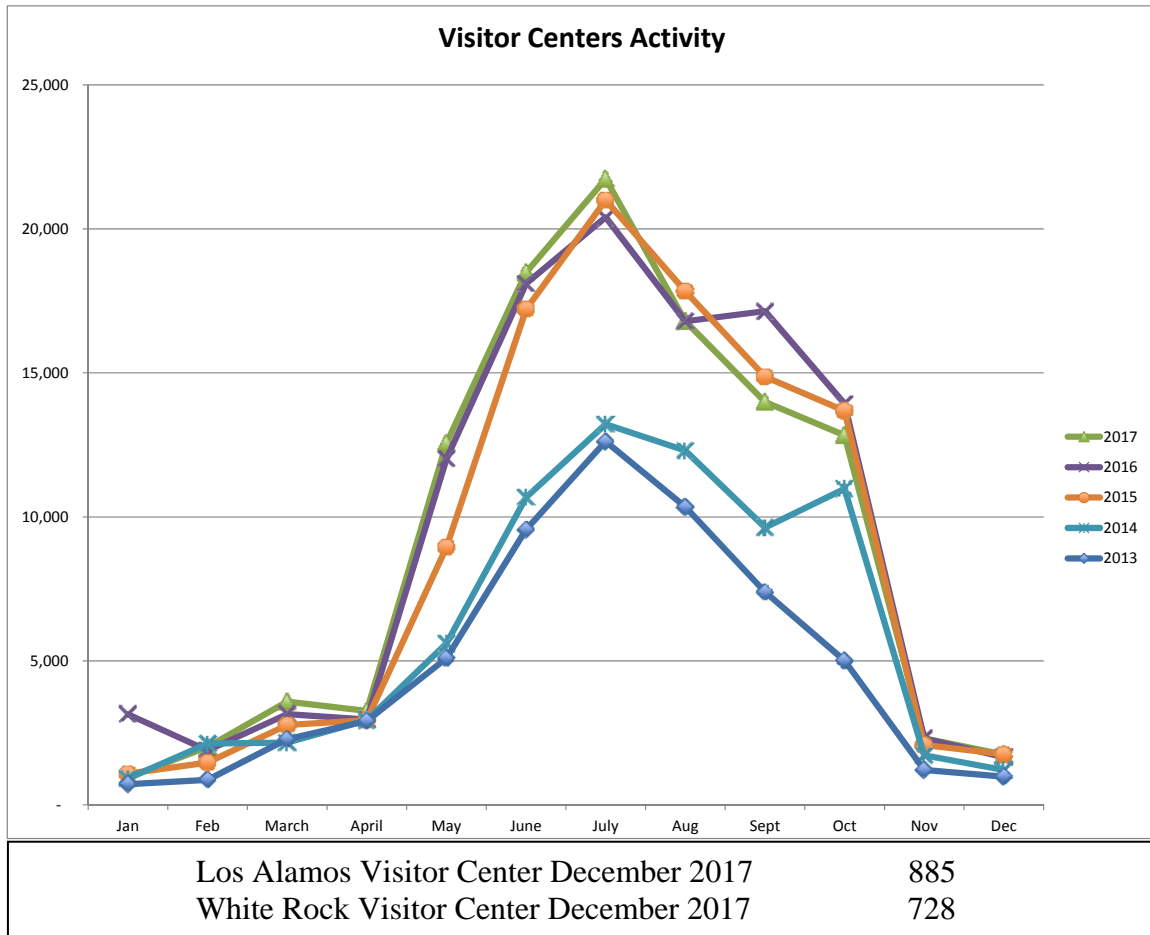
Sincerely,

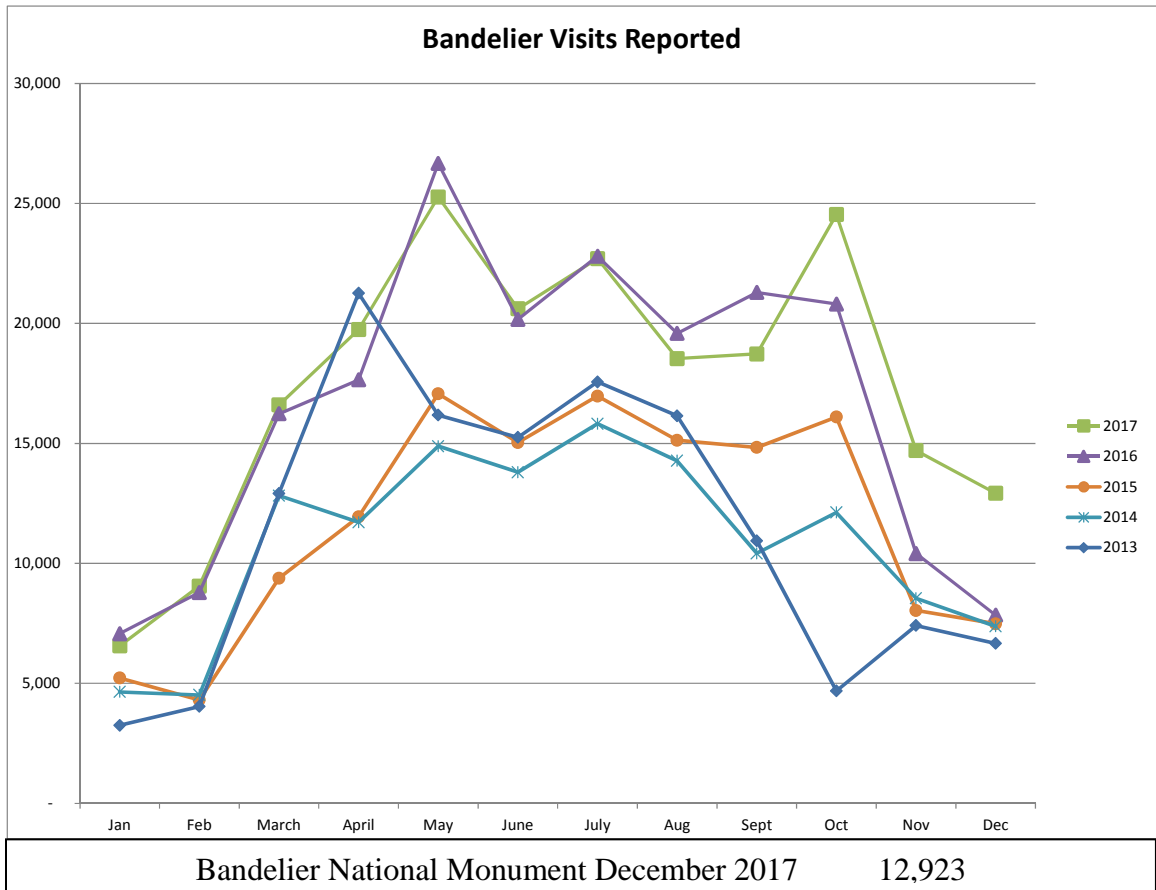
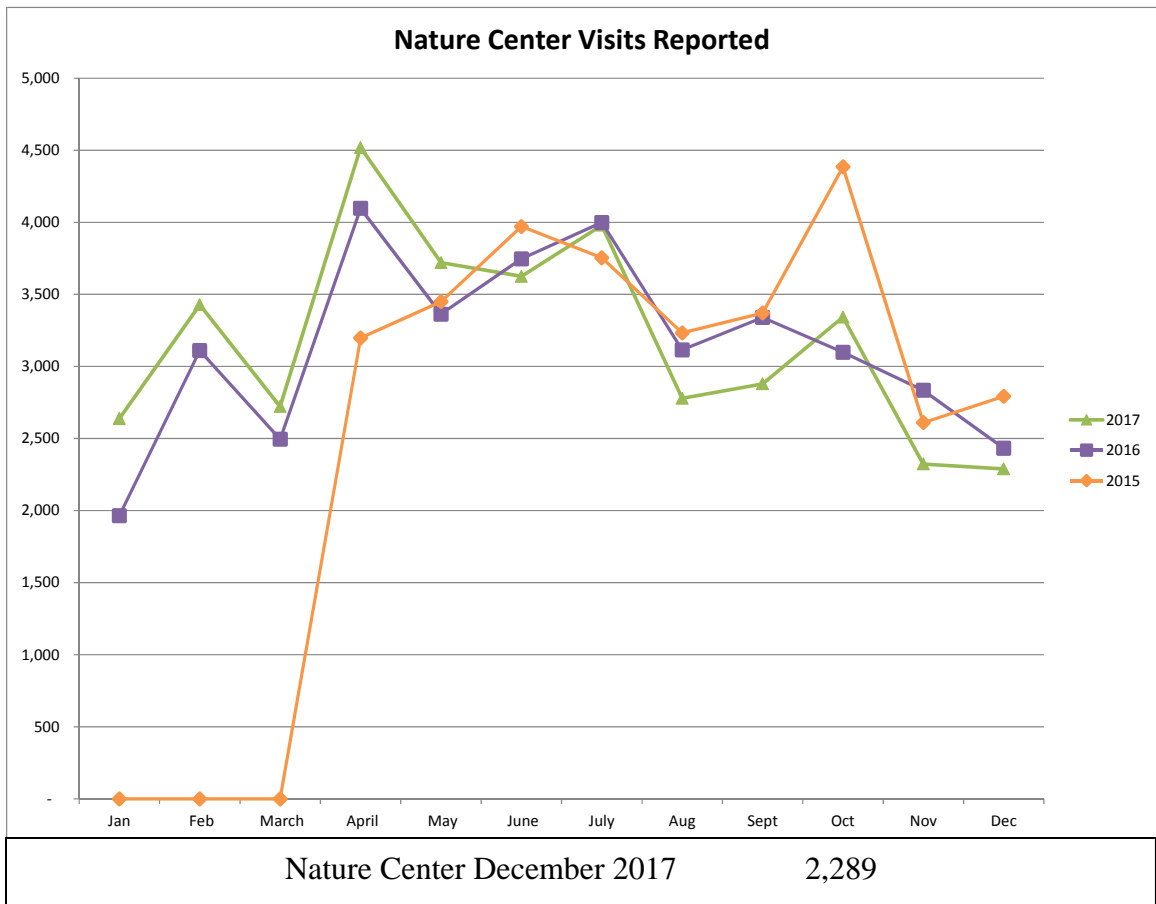
Melanie Peña  
Director of Discover Los Alamos

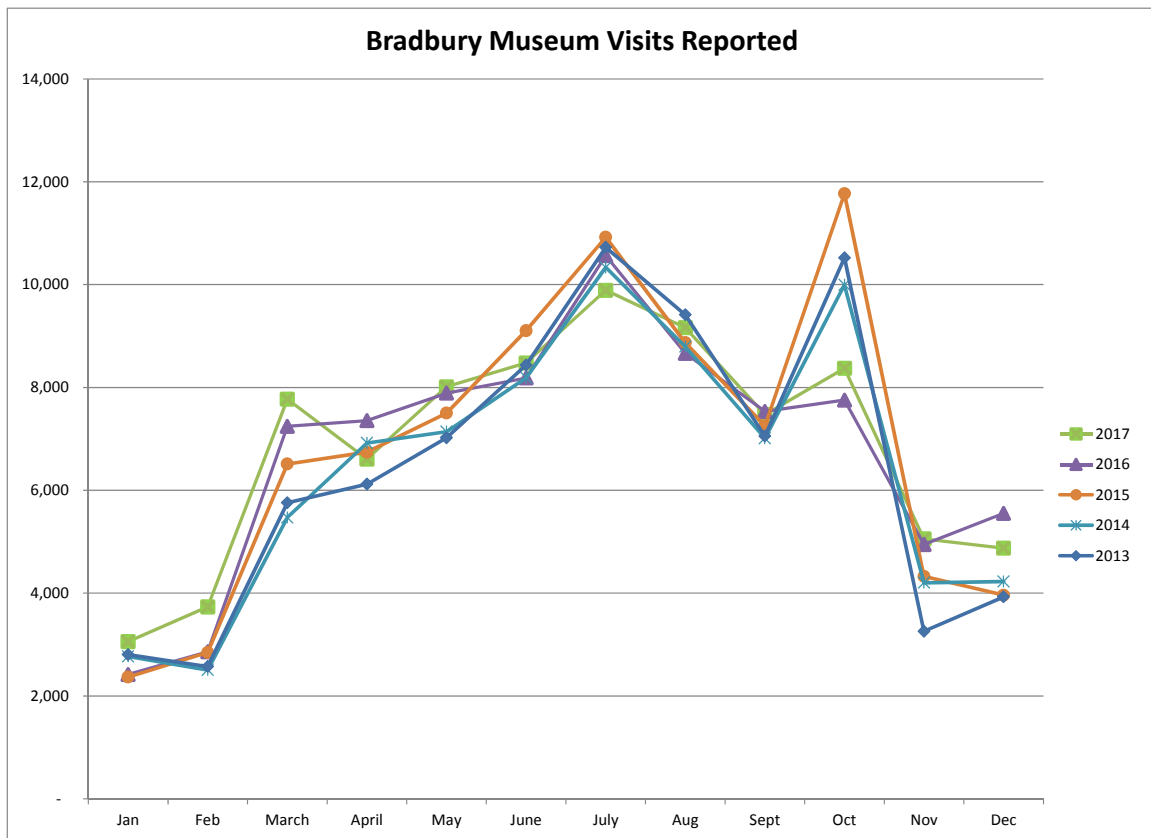
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

# DLA Monthly Report

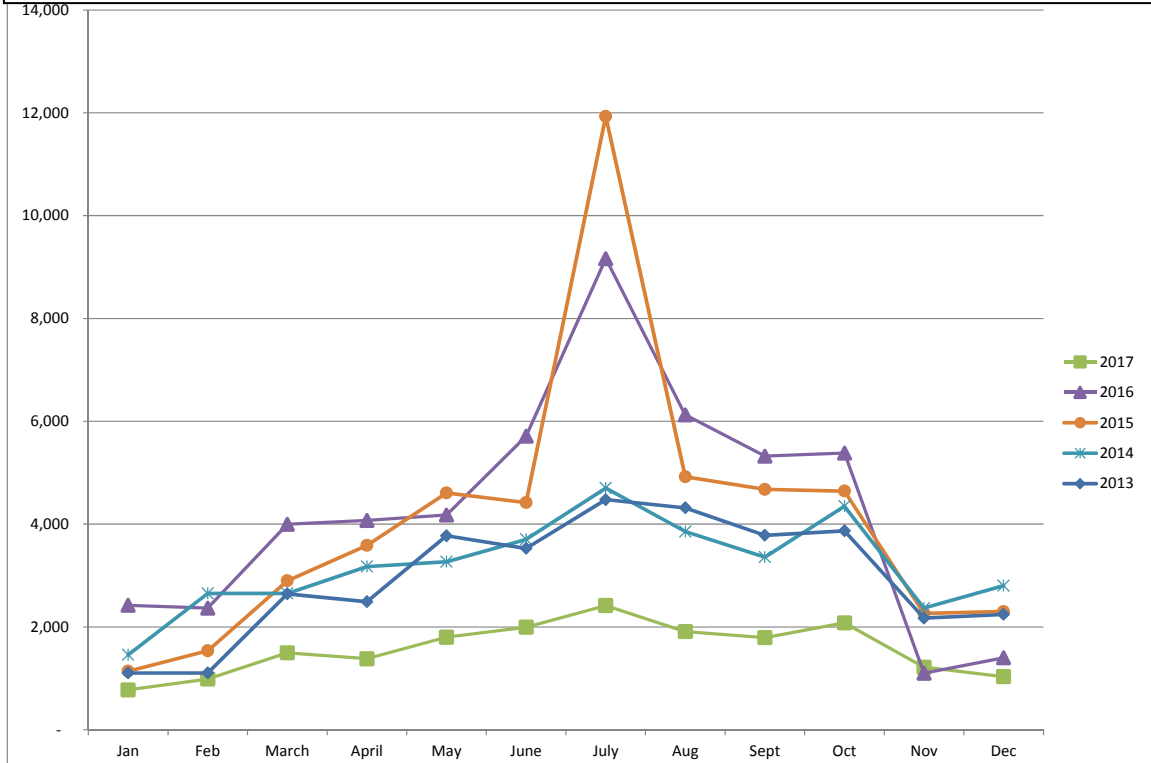
## December 2017



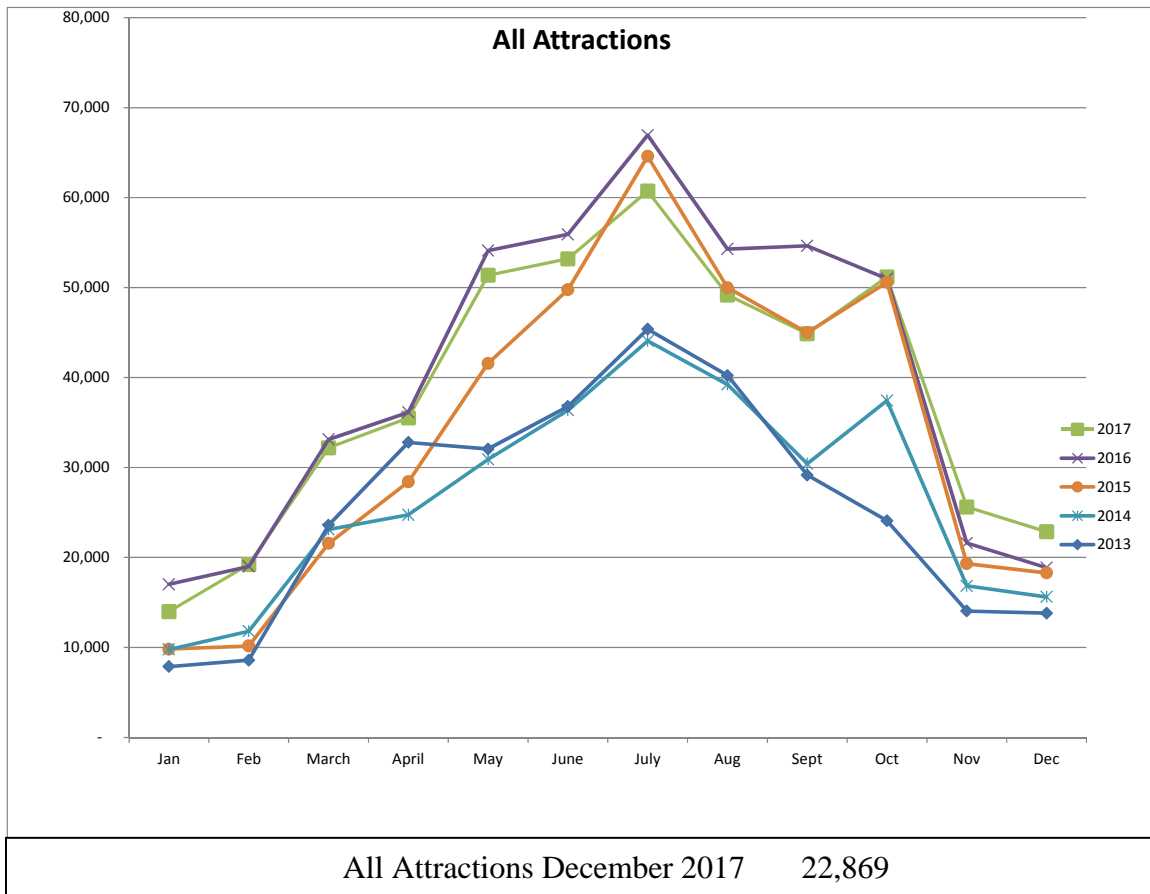




**Bradbury Science Museum December 2017      4,874**



**History Museum December 2017      1,034**



#### December 2017 Narrative Comments

- The newest edition of the Los Alamos Visitor Guide was received in August with approximately 150,000 copies. Fun & Games has already picked up 80 boxes to distribute.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by an DLA representative. There are currently 16 locations in Los Alamos and White Rock.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Visitor Guides in stock. Similarly, local distribution points are also monitored. These are filled by contractor Fun & Games.
- DLA's website [visitlosalamos.org](http://visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://www.fyilosalamos.com) are updated on a weekly basis with events and information.
- DLA prepares and distributes a hard copy of the event calendar in the visitor centers.
- DLA recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in December was 25 hours.



- Comments left by visitors in our logs included “Very nice visitor center,” “Visitor center staff was very helpful”, “I was born in Los Alamos 1950”, “4 nights at Bandelier campground”, “This place is beautiful”, “New to the area”, “Love it, clean!”, “Thank you for the helpful information”, “Nice little town”, “10 day vacation”.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum, Flower’s by Gillian, Seeking Chameleon, Zia Realty, Unquarked, CB Fox, Rose Chocolatier, Warm Hearts Yarn, Pet Pangaea, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of November. The large display featured the Los Alamos Museum of Art.
- In December DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2017. In addition to providing materials and information, requests are also made for permission based emails customized for each group. Not all groups choose this promo.

December 2017:

- 55 visitosalamos.org online Visitor Guide requests.
- 29 Visitor Guides sent to Texas Monthly inquiries.

## Analysis of Visitor Surveys

December 2017

Sample size = 50 entries

### ✓ *Length of Stay* -

73% of visitor center survey respondents report less than a day  
27% report overnight stays

### ✓ *First Time Visit to Los Alamos* –

75% Yes  
25% No

- ✓ For the month of December 2017 the visitor centers registration sheets indicate reasons for visiting as: (several responses have checked more than one reason for visiting)

Bandelier National Monument	76%
Manhattan Project/MPNHP	32%
Bradbury/History Museum	42%
LA Nature Center	6%
Scenery/Recreation/Sports	24%
Business/Family/Friends	16%
Other:	0%

- ✓ The most prevalent states of origin are from California, Texas, California, Colorado, Pennsylvania, New Jersey and Maine.
- ✓ The most prevalent foreign countries of origin are Canada.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos Alcalde, Santa Fe, Silver City, Albuquerque, Taos and Las Cruces

Parks, Recreation, Open Space Division

December 2017

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## AQUATICS

**Los Alamos High School Swim/Dive Meet, 200+ participants:** The Los Alamos High School swim team hosted a swim and dive competition on December 1<sup>st</sup> and 2<sup>nd</sup>. Schools from Gallup, Albuquerque, Farmington, Belen, Los Lunas, Socorro, Taos and Santa Fe were in attendance. The Hilltoppers took first for both the men's and women's teams.

**Lifeguard Recertification Class, 5 participants:** On December 3<sup>rd</sup>, the Walkup Aquatic Center conducted a lifeguard recertification class. All of the students were getting ready for the upcoming summer, outdoor pool season.

**Dive-In Movie, 50 participants:** On Friday, December 8<sup>th</sup>, the movie, *Despicable Me 3*, was shown on the big screen at the Aquatic Center. Water temperatures were raised, inner tubes inflated, and popcorn, drinks and snacks were provided.



**Certified Pool Operator Class, 11 participants:** December 12<sup>th</sup> and 13<sup>th</sup>, the Aquatic Center hosted a CPO class for not only Walkup staff (4 were in attendance), but for other aquatic people from around New Mexico (Belen, Taos, Santa Fe). The class even included a tour around the facility (most were impressed with the Center's chlorine generator).

**Lifeguard Certification Class, 7 participants:** The week between Christmas and New Year's is busy with the training of new people to become American Red Cross certified lifeguards. Although most have plans for working at the outdoor pools around town, we hope to get a few to join the Walkup Aquatic staff during the non-summer months.

## PARKS

### **36<sup>th</sup> and Arizona Median, 80% complete**

The Parks Division was directed by County Council to landscape the median at the intersection of 36<sup>th</sup> and Arizona Streets. The Parks Crews removed the rocky soil, replaced it with an amended planter mix and then planted over 200 plants and trees. Metal edging was installed as well as a border of Santa Fe Brown gravel. The Utilities Division installed a water meter and the Parks crew will install a drip irrigation system and mulch the planter beds to minimize water use. The project should be complete by the first week of January.



The Parks Division is re-furbishing the benches in the Historic District. We started with the benches near the Ancestral Pueblo Ruins near Fuller Lodge. We will continue to re-furbish the remaining benches around Fuller Lodge and the Cultural Pathway, as time and budget allow.





## GOLF

The Los Alamos Golf Course closed down for the season on Monday December 4. Since closing, the course has been winterized which includes draining the irrigation system to prevent frozen pipe lines and a heavy top dressing, of sand, to protect the greens from in-climate season weather conditions.

Due to higher than normal winter temperatures and nonexistent moisture (snow or rain), turf is extremely dry. Any play on the course, at this time, would likely result in significant turf damage. Matt Allen (LAGC Green Superintendent) has been hand watering to help sustain the turf, on the greens.

## OPEN SPACE

### Wayfinding Phase II –30% Complete

Around 50 wayfinding signs have been installed throughout Open Space, including Pueblo Canyon Rim, Graduation Canyon, Camp Hamilton and Tent Rocks, Bayo Canyon and Aquatic Center Trails. We will continue wayfinding phase III in Spring 2018.





## ICE RINK

### **Pinon Elementary 6<sup>th</sup> Grade Classes: Wednesday, December 6<sup>th</sup> - 65 Participants**

Students, teachers and parent chaperones enjoyed a morning of ice skating and refreshments.



### **LAHS High School PE Classes: Monday, December 11<sup>th</sup> – Thursday, December 14<sup>th</sup> - 160 participants daily**

The Ice Rink hosted three LAHS PE classes daily from 8AM – 1:30pm. Each day two classes of 60 students and one class of 40 students and their coaches walked from LAHS to the Ice Rink.



### **Santa Fe U-16 Youth Hockey Team: Tuesday, December 19<sup>th</sup> – 25 participants**

A U-16 youth hockey team from Santa Fe purchased ice time to experience pond hockey outside. Approximately 15 players, two coaches, and a handful of parents came up to Los Alamos to enjoy hockey at an outdoor rink.





**Aspen Elementary 4<sup>th</sup> Grade Classes: Wednesday, December 20<sup>th</sup> - 78 participants**

Students and teachers took a break before the holidays to enjoy a morning of ice skating at the Rink.



**Christmas Eve Luminaria Skate: 170 participants**

Christmas Eve saw staff set-up over 100 luminarias on the ice in anticipation of the annual Christmas Eve event.



**Los Alamos Hockey Association Holiday Hockey Festival: December 27<sup>th</sup> – 30<sup>th</sup> -**

This annual Holiday Hockey Festival drew teams from Taos, Albuquerque, Santa Fe and Los Alamos.



Photos courtesy of the LA Daily Post

### **Taos Bantam Youth Hockey Team: Saturday, December 30 - 15 participants**

A travelling Bantams youth hockey team combined of players from Taos, Santa Fe, Los Alamos, and Albuquerque purchased some ice time to prepare for an upcoming hockey tournament.

### **Holiday Schedule and Public Skating:**

From Friday, December 22<sup>nd</sup> through Friday, January 5<sup>th</sup> the Ice Rink is on Holiday Schedule as we accommodate winter events, more public skating and holiday hockey. These two weeks are usually some of the busiest as people are in town visiting family, friends, or one of several Los Alamos attractions and stop by the Rink to enjoy some ice skating. We've seen vehicles with plates from Tennessee, Florida, New York, California, Ohio, and of course our neighboring states, Colorado, Texas and Arizona.

