



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, May 15, 2018

1:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [10797-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on April 21, 2018.

Recommendation: I move that the Board approve the Minutes for April 21, 2018.

Presenters: Loryn 'Ryn' Herrmann

Attachments: [A - April 17 Minutes DRAFT](#)

D. Board Updates

1. [10798-18](#) Preserve Our Historic Treasures Puzzle

Presenters: Lodgers' Tax Advisory Board

Attachments: [Farmer's Market Pictures](#)

E. Public Comment for Items Not on the Agenda

II. REPORTS

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Advisory 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 Commission (Catherine Mockler)
6. Transportation Board - Kelly Steward

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

C. Mainstreet/Creative District Report (Ryn Herrmann)

D. Branding Update (Kelly Stewart)

E. Tourism Strategic Plan/Wayfinding Plan Update (Linda Matteson)

F. Tourism Marketing Report (David Empey)

1. [10799-18](#) Tourism Marketing Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - May 2018 Marketing Report](#)
[B - May 2018 PR Social Activity Report](#)

G. Lodgers' Tax Revenue Report Review (ALL)

1. [10800-18](#) Lodgers' Tax Revenue Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [REVENUE ACCURAL RPT \(thru Apr 2018 for May 15 2018 Mtg\) 97-03](#)

H. Visitation by Attraction/Visitor Centers (Melanie Pena)

I. Group Marketing Events/Opportunities (All)

J. County Recreation Report (Dianne Marquez)

1. [10802-18](#) County Recreation Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - PROS May Report](#)

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

L. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

IV. PRESENTATIONS/DISCUSSION ITEMS**V. NEXT MEETING(S)/FUTURE AGENDA ITEMS****VI. ADJOURN**

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, April 21, 2018, 12PM-2PM

Location

Los Alamos County Municipal Building
B & C Room 110

Members

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

County Staff Present

- Kelly Stewart, Economic Development Division Marketing Specialist and County Staff Liaison
- Barbara Lai, Senior Management Analyst
- Linda Matteson, Assistant to the County Administrator

Others Present

- Melanie Pena, Discover Los Alamos (County Visitor Center Services Contractor)
- David Empey, Griffin and Associates (County Tourism Marketing Services Contractor)
- Linda Anderman, Bradbury Science Museum

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:07 pm.

B. Approval of Today's Agenda

The agenda was approved.

C. Review/Approval of Meeting Minutes

The LTAB Minutes of March 20, 2018 were approved.

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

Ms. Herrmann reported that Art in Public Places called for Art proposals.

2. Historic Preservation Advisory Board

Ms. Deck reported that a special meeting of interested persons in Historic Preservation was called by Ms. Lai and a group will be meeting on Tuesday, April 24, at 10:30 with Paul Andrus, Director of Community Development.

3. Library Board

Nothing new to report.

4. Parks and Recreation Board

Nothing new to report.

5. Planning and Zoning Board

Nothing new to report.

6. Transportation Board

Per Ms. Deck's suggestion, Ms. Stewart agreed to ask the Public Works Department in charge of transit regarding the possibility of extending the Bandelier shuttle service from White Rock to Los Alamos (and back).

B. State/Regional Tourism & Hospitality Report

Ms. Stewart reminded the Board that the Governor's Conference is May 6-8 at the Inn of the Mountain Gods in Mescalero, NM. Ms. Stewart is moderating a tourism development panel on May 7.

The NM Tourism Department's next cycle of the Rural Pathways Program Tourism grants opens June 1.

C. MainStreet/Creative District Report

Ms. Herrmann reported that Liz Martineau is the new Creative District Curator (a part time position) and Lauren McDaniel is the new executive director for Los Alamos MainStreet, managing MainStreet, Creative District and projectY activities.

Planning for ScienceFest is progressing nicely. The television ad is completed and will be advertised on all local radio and television networks.

D. Branding Update

Ms. Stewart reported thanked everyone who attended the Discoveries Action Team meeting at Fuller Lodge on April 10. During the meeting, participants broke

out into two groups: Live/Work (destination development) and Play/Stay (marketing). Both groups came up with very good ideas upon which to develop action steps. Based on input from attendees, future DAT meetings will be held on the third Thursdays of the month, either in Fuller Lodge or in White Rock at the fire station.

E. Tourism Strategic Plan/Wayfinding Plan Update

Ms. Matteson updated the group on the progress toward forming the Tourism Implementation Task Force. The charter for this ad hoc group was approved by Council at the April 27 meeting, and a call has been issued for letters of interest from the public. The charter specifies membership from the Historic Preservation, Lodgers' Tax and Parks and Recreation Boards. Letter of Interest are due on April 19. Katie Bruell volunteered to be the designated LTAB member on the Task Force and Elizabeth Allen volunteered to be the alternate. The Board members voted approval of the recommended appointments to the Task Force. The Council will vote on the Task Force members May 2.

There are two RFPs advertised, 1) Tourism Marketing Services, and, 2) Visitors Center Operation Management. The RFPs close the first week of May.

F. Tourism Marketing Report

Mr. Empey reported that the news release for Spring Break/Celebrate the Great Outdoors in Los Alamos went out on March 29; ScienceFest went out on April 10.

G. Lodgers' Tax Revenue Report

Ms. Stewart reported that per the April report, all active lodging establishments paid the 5% Lodgers' Tax for the month of February (on time), and although revenues are slightly lower than the same month 2017, overall FY18 year-to-date revenues are up over FY17.

H. Visitation by Attraction/Visitor Centers

The board reviewed the report, acknowledging that visitation during the month of March was up due to Spring Break.

I. Group Marketing Events/Opportunities

- PEEC's Earth Day Festival at the Nature Center is Saturday, April 21
- Chamber Fest is June 9
- LANL's 75th Anniversary event at Ashley Pond is on June 30
- ScienceFest is July 11-15, with Discovery Day is July 14

J. County Recreation Report

Ms. Marquez was not in attendance. Ms. Allen mentioned that she took the pictures of the Barranca Mesa Kindergarten class which toured the Golf Course.

Ms. Bruell announced that Eric Peterson was just named Young Recreation Specialist of the State.

K. Tourism Materials Distribution Update

Ms. Pena reported that Fun and Games (tourism materials distributor) picked up 25 boxes in April.

L. Other Announcements

Ms. Matteson announced that the Manhattan Project National Historical Park has a temporary ranger at the Visitor Center and is here for 60 days. The job posting for the interpretive position is open to current government employees and is on the web site.

Summer interns are back this summer to work at the Manhattan Project National Historical Park Visitor Center. An intern for the three National Parks is hired on a 12-month assignment to coordinate a volunteer program.

Ms. Deck announced that there will be a special program at the Opera during the run of Dr. Atomic. There will be about 55 people coming up from the Opera for a tour of Los Alamos and a dinner at Fuller Lodge during the week of July 16. This program is a joint effort with the Historical Society, Bradbury Science Museum Association, Friends of the Manhattan National Historic Park, and the National Park Service.

Ms. Stewart announced that Robert Redford's Wildwood Company is looking to do a movie version of the book *109 East Palace*.

III. NEW AND PENDING ITEMS/PROJECTS

No presentations or discussion.

IV. PRESENTATION/DISCUSSION ITEMS/PROJECTS

No presentations or discussion.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Ms. Stewart clarified the dates, room and times for the remaining 2018 LTAB meetings.

The next meeting is May 15, 2018 in the Municipal Building, Room 110 at 1:00 to 3:00.

VI. ADJOURN

The meeting adjourned at 1:37 p.m.

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Lodgers' Tax Advisory Board
April 21, 2018 Meeting Minutes - DRAFT



including the agenda and minutes can be provided in various accessible formats. Please contact the personnel in the Community Development Department at 662-8006 if a summary or other type of accessible format is needed.

Farmer's Market – May 3



Farmer's Market May 10







LTAB May 15th Marketing Report

Public Relations: Bandelier Shuttle Service/Kite Festival/Outdoor Events.
Griffin Action: In development

Public Relations: ScienceFest
Griffin Action: Distributed on Tuesday, April 17th

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

NewMexico.org
Griffin Action: Coordination with Kelly Stewart to update content on Los Alamos in North Central Region section of New Mexico.org.

Roots Rated/NCC Video performance metrics

Roots Rated

Per Article Metrics

Los Alamos – Social Performance	Spend	Impressions	Link Clicks	Facebook Ad Engagements	CPM	CPC	CPE
The True Insider's Guide to Los Alamos	\$964.16	272,414	3,096	5,527	\$3.54	\$0.31	\$0.17
3 Must-Visit Parks to Explore Near Los Alamos, New Mexico	\$1,264.38	541,906	11,980	18,518	\$2.33	\$0.11	\$0.07
10 Ways to Explore Off the Beaten Path in Los Alamos	\$771.46	190,686	1,860	3,095	\$4.05	\$0.41	\$0.25

Los Alamos – Article Engagements	Pageviews	Reader Time (min)	Article Engagement Rate	Scroll Depth
The True Insider's Guide to Los Alamos	1,903	1.5	81%	61%
3 Must-Visit Parks to Explore Near Los Alamos, New Mexico	7,642	1.2	85%	62%
10 Ways to Explore Off the Beaten Path in Los Alamos	797	1.7	84%	65%

"3 Must-Visit Parks to Explore Near Los Alamos, New Mexico" was a stand out performer amongst the 3 articles, in terms of social ad engagement. Once arriving at the articles, article engagement was strong, yet relatively similar, across all 3 pieces.

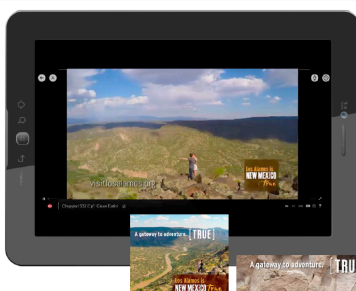
NCC Video

Overall Performance Stats

NCC
digital-media

Los Alamos January 2018 – March 2018	CONTRACTED IMPRESSIONS	DELIVERED IMPRESSIONS	COMPLETED VIEWS	CLICKS	VCR	CTR	TOTAL SPEND (NET)	PARTNER SPEND (NET)	eCPCV*	eCPC*
What_Can_You_Say_01_NCC Digital	714,286	350,460	330,811	1,216	94%	0.35%	\$20,000	\$10,000	\$0.03	\$8.22
What_Can_You_Say_02_NCC Digital		351,224	331,786	1,108	94%	0.32%				
What_Can_You_Say_03_NCC Digital		14,343	13,238	34	92%	0.24%				
	714,286	716,027	675,835	2,358	94%	0.33%	\$20,000	\$10,000	\$0.03	\$8.22

*eCPC is based on Partner net spend only.



The main KPI for the campaign, Video Completion Rate (VCR), was fantastic at 94%, which also resulted in an incredibly low cost per completed view (eCPCV).

Clickthrough Rate (CTR) – which includes companion banner clicks – was also strong.

All 3 videos performed similarly. However, Video #3 had some quality issues that they were finally able to address towards the end of the campaign (thus the uneven rotation).

May 2018 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Once Shrouded in Secrecy, the Birth Place of the Atomic Age Is Now an Open Book Surrounded by Glorious High Desert	Sunset Magazine	Print	4,536,000	\$42,071.40	\$420,714.00	April Issue
Earth Day At Los Alamos Nature Center April 21	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/14/18
In Los Alamos, Earth Day stretches into a week	Albuquerque Journal	Online	432,925	\$4,015.37	\$40,153.70	4/15/18
Special Dinner At Bandelier Features 'The Edge Effect: Re-Imagining The East Jemez Landscape' April 27	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/17/18
Earth Day Festival At Nature Center Saturday	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/17/18
Region offers variety of ways to get back to nature for Earth Day	Los Alamos Monitor	Online	5,121	\$47.49	\$474.90	4/18/18
Spend Earth Day Working On Los Alamos Trails April 22	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/19/18
Secret Cities: Upcoming Exhibition Will Explore the Architecture and Planning of U.S. Nuclear Sites	Metropolis	Online	50,000	\$463.75	\$4,637.50	4/19/18
Bandelier: Free Entrance Launches National Park Week And Art Exhibit Opening At Fire Tower April 21	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/20/18
Scenes From PEEC 2018 Earth Day Festivities	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	4/22/18
15 seriously underrated U.S. national parks you should visit this summer	Hello Giggles	Online	2,055,206	\$19,062.03	\$190,620.30	4/24/18
Tsankawi Village Trail at Bandelier	Taos News	Online	16,456	\$152.62	\$1,526.20	4/26/18
The national treasures hiding in your backyard (Valles and Bandelier)	The Daily Dot	Online	2,925,690	\$27,135.77	\$271,357.70	4/27/18
Off the map: the secret cities behind the atom bomb	The Guardian	Online	49,228,830	\$456,597.39	\$4,565,973.90	5/3/18
Inside the Secret Cities Designed for the Manhattan Project	Architectural Record	Online	52,463	\$486.59	\$4,865.90	5/3/18
NATIONAL BUILDING MUSEUM UNVEILS SECRET CITIES EXHIBIT	Builder	Online	118,375	\$1,097.92	\$10,979.20	5/4/18
Three Planned Communities that Helped Build the Atomic Bomb	Architect Magazine	Online	167,214	\$1,550.90	\$15,509.00	5/7/18

Totals			59,645,604	\$553,212.89	\$5,532,128.90	
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Additional Mentions

Santa Fe in the spring: Soak up the sun, art, history and more in New Mexico's capital	AMNewYork	Online	335,900	\$3,115.47	\$31,154.70	4/25/18
Report: National Parks boost spending in New Mexico	KRQE	Online	130,582	\$1,211.14	\$12,111.40	4/27/18

Totals			466,482	\$4,326.61	\$43,266.10	
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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
	250	4,304	21,690	190	4,056

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 people.

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

County of Los Alamos Lodgers' Tax Revenue --Accrual Basis

6 of 6 Collected in Mar 2018

Reported in Apr 2018

Presented in May 2018

		FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08	FY07	FY06	FY05
1	JUL	\$28,567	30,300	24,113	25,751	23,185	22,483	32,434	31,472	27,221	23,293	23,258	28,928	30,140	23,381
2	AUG	\$27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864	26,218	29,886	34,711	25,241
3	SEP	\$29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590	27,112	22,896	27,937	22,559
4	OCT	\$27,185	25,055	35,631	23,945	19,896	16,934	23,943	25,553	25,512	24,245	20,262	24,772	23,148	20,123
5	NOV	\$25,468	19,314	8,433	10,413	16,577	15,660	19,187	22,707	23,533	22,465	21,064	18,677	20,010	18,115
6	DEC	\$19,439	18,903	31,602	23,908	12,470	14,688	16,980	19,042	20,852	20,049	12,120	15,333	17,077	16,890
7	JAN	\$18,413	17,648	16,345	15,255	13,263	13,599	15,126	16,837	21,876	17,316	11,378	12,948	18,386	18,408
8	FEB	\$17,912	16,362	15,902	6,882	12,079	11,705	15,740	13,871	17,734	17,940	20,661	12,651	17,078	20,064
9	MAR	\$20,146	22,091	17,934	16,051	11,494	12,071	16,562	13,557	20,597	19,644	10,873	16,546	22,114	23,761
10	APR	\$27,355	19,910	14,809	13,514	13,237	14,266	12,921	18,142	21,736	19,072	17,381	15,836	17,648	21,596
11	MAY		23,974	18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864	22,636	25,547	20,041	22,887
12	JUN		28,567	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181	30,565	23,952	31,191
	TOTAL	\$242,065	281,820	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144	254,584	272,244	264,214

ACTUALS→

11%

6%

16%

2%

-19%

-8%

-5%

8%

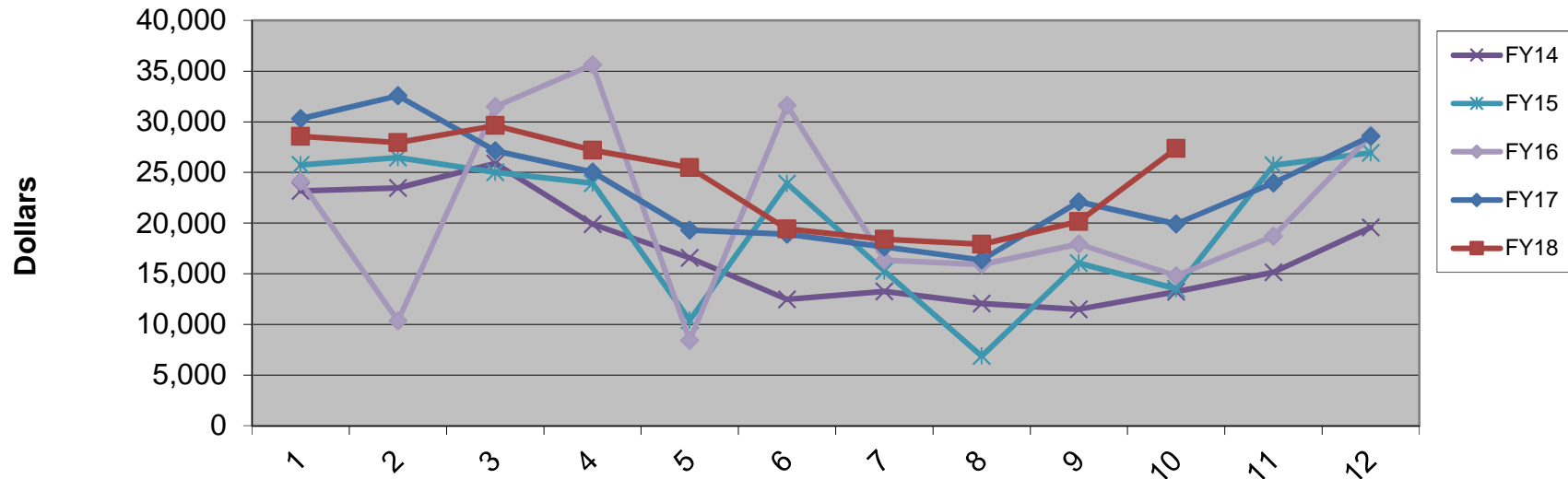
14%

-8%

FY17 Jul-Apr \$229,279

6% increase (YOY)

Los Alamos County Lodgers' Tax Revenue

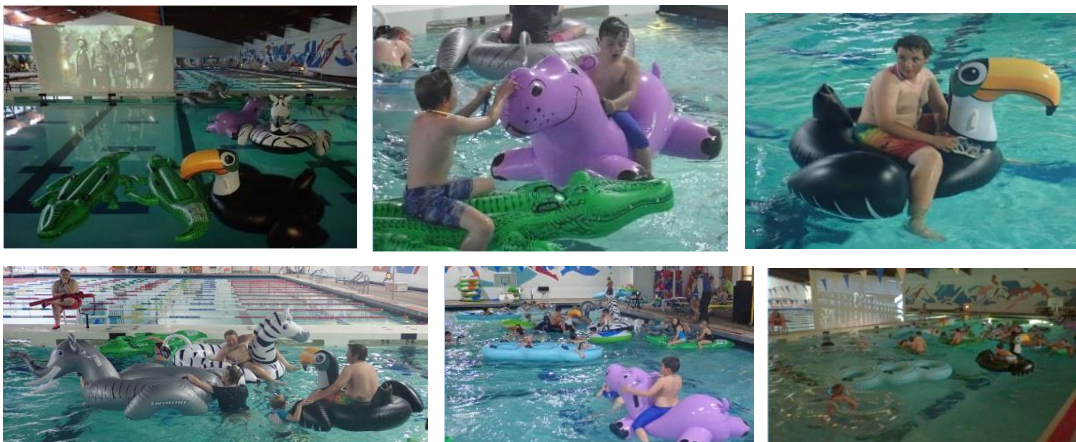


Parks, Recreation, Open Space Division
May 2018

Aquatics

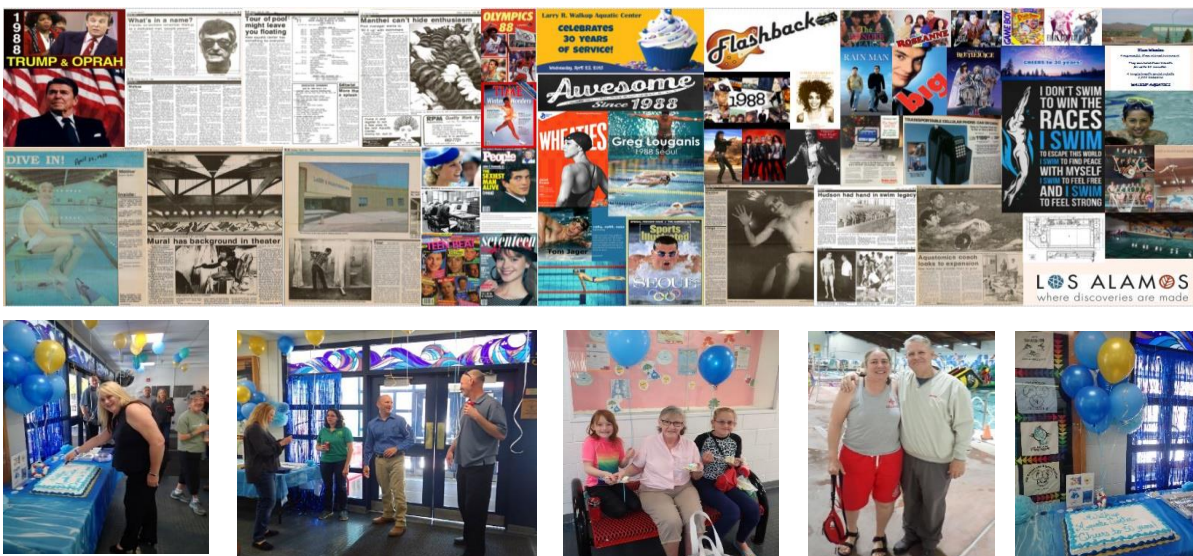
Dive In Movie – April 13th, 55 participants

The Aquatic Center showed the movie, Jumanji: Welcome to the Jungle, on the big screen while families enjoyed the movie the cast of inflatable animals at times got carried away and got sent to timeout for the ruckus behavior. Inner tubes, popcorn, drinks and snacks were provided.



Walkup Aquatic Center – Cheers to 30 Years! April 25th, 405 participants

The Walkup Aquatic Center celebrated its 30th year in service. 405 people participated throughout the day, which included cake, refreshments, and commemorative wristbands were provided for all who attended. What a joy to flashback to 1988 and share stories with each other. Cheers to 30 years and to 30 more years of new memories.



Golf

Easter Egg Hunt at Los Alamos Golf Course – April 1, 2018, 850 participants



Aeration of the Greens has Begun – April 16th – 22nd, Over 600 participants

The unseasonable warm weather has allowed the golf staff to get out early and start aerating the greens to get the best possible turf conditions for the upcoming season.



Los Alamos High School JV Tournament – April 4, 2018, 61 players

Varsity team Spring Invitational – April 16, 2018, 96 players.

The Varsity team held its Spring Invitational. Schools came from as far north as Raton and as far east as Tucumcari.



Opening Breakfast Tournament – April 8, 2018, 36 players



US Kids Golf Program – in progress. Local youth playing cow pasture pool. Participants in the program play games to learn basic golf skills.



Open Space

Earth Day Volunteer Project – April 22, 2018, 50+ volunteers

In collaboration with Los Alamos Nature Center, 50+ volunteers helped removal invasive Siberian Elm trees, gather trash scattered by bears and help restore a short cut trail that was causing erosion issues.



Recreation

National Jelly Bean Day Contest – April 16th – 22nd, Over 600 participants

The jelly bean contests were a huge success as participants submitted entries at the Aquatic Center, Golf Course, Social Services, White Rock Branch and Mesa Public Libraries, and the Fuller Lodge Art Center. Winners got to choose the jar of jelly beans, a private swim lesson, private golf lessons, or a Beanboozled jelly bean game.



Poetry Month and National Poem in Your Pocket Day, May 26th, Over 500 participants

Interactive Poet Trees were located at Mesa Public and White Rock Branch Libraries for Poetry Month. On National “Poem in Your Pocket Day” various poems were available for pick-up at the Aquatic Center, Golf Course, Social Services, Mesa Public and White Rock Branch Libraries, the Los Alamos Teen Center and the Fuller Lodge Art Center.



Ice Rink

Los Alamos Derby Dames – Practices began April 1st; 1st Bout on April 14th

Women's Roller Derby practices at the Ice Rink on Sunday, Tuesday and Thursday nights. They kicked off their season with a bout against Front Range Roller Derby from Denver, CO.



Los Alamos Cherry Bombs – Practices began April 2nd; 1st Mini-Bout on April 14th

Youth Roller Derby practices at the Ice Rink on Monday and Friday nights. They kicked off their season with a mini-bout against the Rocky Mountain Roller Punks from Denver, CO.



Parks

Construction at Guaje Pines for the first phase of the new Columbarium, an above ground storage for the placement of cremated remains, has begun. Sod and the existing irrigation have been moved as staff is digging the columbarium footing and ADA access pathways.

