



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*

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Tuesday, June 19, 2018

12:00 PM

1000 Central Avenue, County Council Chambers

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#### **I. ADMINISTRATIVE ACTIONS: PART**

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

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

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

1. [10893-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on May 15, 2018

**Recommendation:** I move that the Board approve the Minutes for May 15, 2018.

**Presenters:** Loryn 'Ryn' Herrmann

**Attachments:** [A - May 15 Minutes DRAFT](#)

##### ***D. Board Updates***

##### ***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 - (B. Lai for Kelly Steward)

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

1. **NMTD CoOp Grant**
2. **NMTD Rural Pathways Project Feedback**
3. **NMTD/IPW Lead/Visit: Marianne Swensson, The Travel Gallery, AB, Sweden**
4. **NMTD/2017 Denver Media Mission Lead/Visit: Travel**
5. **NMTD Statewide Events**
6. **Santa Fe Events/Campaigns**

**C. Mainstreet/Creative District Report (Ryn Herrmann)****D. Branding Update (Kelly Stewart)**

1. **Recap: May 17 Discoveries Action Team Meeting/Lunch at WR Fire Station**
2. **Next: June 21 Discoveries Action Team Meeting/Lunch at Fuller Lodge**
3. **Ambassador Training Update**

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

1. **VC**
2. **Bandlier Shuttle - Band - WRVC-LA-WRVC Loop**

**F. Tourism Marketing Report (David Empey)**

1. [10895-18](#) Tourism Marketing Report  
**Presenters:** Lodgers' Tax Advisory Board  
**Attachments:** [A - June Marketing Report](#)  
[B- June 2018 PR-Social Activity Report](#)

**G. Lodgers' Tax Revenue Report Review (ALL)**

1. [10896-18](#) Lodgers' Tax Revenue Report  
**Presenters:** Lodgers' Tax Advisory Board  
**Attachments:** [A - Lodgers' Tax Revenue Report for June](#)

***H. Visitation By Attraction/Visitor Centers (Melanie Pena)******I. Group Marketing Events/Opporunities (All)******1. Libraries Transform New Mexico Meeting******J. County Recreation Report (Dianne Marquez)*****1. [10897-18](#) County Recreation Report**

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - PROS Report for June](#)

***F. Tourism Materials Distribution Update (Fun & Games) (Melanie Pena)******K. Other Announcements (All)*****III. NEW AND PENDING ITEMS/PROJECTS****IV. PRESENTATIONS/DISCUSSION ITEMS*****A. Radio Marketing for Los Alamos Events*****1. [10909-18](#) Scott Hutton, Owner, Hutton Broadcasting**

**Presenters:** Lodgers' Tax Advisory Board

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

**[10898-18](#)** The next meeting of LTAB is July 17, 2018 at 12:00 p.m. in the B & C Room.

**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, May 15, 2018, 1PM-3PM

**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)
- Dianne Marquez, PROS Manager
- Rachel Landman, Marketing Manager, PEEC

**I. ADMINISTRATIVE ACTIONS**

**A. Call to Order/Introductions**

As a quorum was present, the meeting was called to order at 1:05 pm.

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

No changes were made to the agenda.

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

The LTAB Minutes of April 17, 2018 were reviewed. A revision was made to include the vote details for the minutes. Linda Deck moved to approve the April 17 minutes

with the revision. Katie Bruell seconded the motion. All members voted to approve the minutes.

#### **D. Board Updates**

Ms. Lai presented the Preserve Our Historic Treasures Puzzle to the Board. She explained that the purpose of the puzzle is to increase awareness of historic preservation sites in the community to children and adults, alike.

The puzzle is a map of the downtown that is mounted on a metallic, sign backing. There are puzzle pieces of the historic sites, i.e. Fuller Lodge, History Museum, Bradbury Museum, etc. laminated onto magnets that adults and children can place on the map.

The HPAB takes the puzzle to the Farmers Market and to the Gordons' Concerts at Ashley Pond and is using these public events to increase awareness and educate the public on the upcoming County's application to become a Certified Local Government with the New Mexico Department of Cultural Affairs. This certification enables the County to apply for state and federal historic preservation grants.

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

Chair Herrmann reported that the number of AirBNB properties in Los Alamos continue to be low (under 10). Ms. Deck noted that properties in town are being sold rather than rented.

Ms. Herrmann also reported that Cindy Cappli, owner/operator of LA Taxi and New Mexico Wine Tours, has expanded her business to include roundtrip shuttle service between Santa Fe and the White Rock Visitor Center and downtown Los Alamos.

## **II. REPORTS**

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

#### **1. Art in Public Places Board**

No report.

#### **2. Historic Preservation Advisory Board**

Ms. Deck reported that Ms. Lai presented the Preserve Our Historic Treasures Puzzle to the HPAB.

#### **3. Library Board**

The meeting was cancelled.

#### **4. Parks and Recreation Board**

No activity because the liaison left County employment.

5. Planning and Zoning Board  
No report.

6. Transportation Board  
Nothing new to report, Ms. Stewart will follow up regarding the possibility of adding downtown Los Alamos to the Bandelier shuttle service from White Rock to Los Alamos (and back).

B. State/Regional Tourism & Hospitality Report

Ms. Stewart reported that she, Melanie Pena, Rachel Landman and others attended the New Mexico Hospitality Association's Governor's Conference on Hospitality and Tourism, May 6-8 in Mescalero, N M. Highlights included a presentation on ways to encourage local businesses to extend their hours to attract and leverage tourism business and the steps residents must take to support local business. The City of Alamogordo won the Travel Tank competition.

PEEC's new marketing manager for the Los Alamos Nature Center, Rachel Landman, who also attended the conference, learned that inviting journalists for a familiarization or Fam tour visit is much more effective than sending out press releases.

Ms. Pena reported that the Los Alamos Visitor's Guide printed version is still a valuable, well-used piece by visitors.

C. MainStreet/Creative District Report

Ms. Herrmann reported that ScienceFest plans are progressing. Event organizers are seeking hands-on, interactive science demonstrations and exhibits. She stated that booth registration for ScienceFest's Discovery Day event at Ashley Pond will be free through the end of May.

Mr. Empey asked Ms. Herrmann to send him a list of vendors so that he can refer other food trucks to this event.

Ms. Stewart reported that following the Governor's Conference, NMTD hosted an "all regions" meeting in Mescalero. NMTD encouraged tourism marketers to participate in the following activities:

Special Olympics statewide events. NMTD is partnering with Special Olympics to help them increase participation by eligible contestants. Since most participants travel with several family members, this is an opportunity for New Mexico tourism destinations to promote visitation. There are six large events and 52 total events throughout the state.

Dark Skies Trail. Ms. Stewart stated that Los Alamos should be established as a destination on the New Mexico True Dark Skies Trail. Bandelier, Valles Caldera the Nature Center and the local astronomy clubs were suggested as groups that currently hold hikes, star parties and other related events. Ms. Stewart will reach to these groups to obtain event information to submit to NMTD and request inclusion on the Dark Skies Trail.

Ms. Stewart reported that the IPW organization that markets destination tours to international tour operators is holding their annual marketplace event in Denver at the end of May. NMTD is marketing Los Alamos as the Gateway to Three National Parks.

Ms. Herrmann announced that Tuesdays at the Pond, hosted by the Los Alamos Creative District and featuring live performances at the Ashley Pond Park amphitheater, starts May 22.

D. Branding Update

Ryn Herrmann (Los Alamos Chamber of Commerce Director) announced that Del Norte Credit Union is sponsoring an event at Chamberfest on Saturday, June 9 to get residents, employees and visitors to gather around the Balance logo at the intersection of 15<sup>th</sup> Street and Central Avenue to yell "Where Discoveries are Made" at the same time. This event will establish a world record that DNCU intends to break—for the record—with the Guinness organization in attendance, in 2019.

E. Tourism Strategic Plan/Wayfinding Plan Update

Ms. Matteson reported that the nominees for the new Tourism Implementation Task Force were voted on by Council and the Task Force will hold its first meeting on May 23<sup>rd</sup>.

F. Tourism Marketing Report

Mr. Empey reported that news releases announcing the start of Bandelier Shuttle Service (May 17), the Kite Festival, Pajarito Mountain's Bike and Hike uplift service were distributed. The first teaser release for ScienceFest was distributed on April 17.

Mr. Empey is working with Ms. Stewart on improvements to the Los Alamos page on NMTD's web page, NewMexico.org. Ms. Matteson will have the opportunity to comment, as well, in cooperation with the implementation of the Los Alamos Tourism Strategic Plan.

G. Lodgers' Tax Revenue Report

Ms. Stewart reported that Lodgers' Tax revenues for May are up over FY17, and in line with the anticipated year-end goal of six percent or more.

**H. Visitation by Attraction/Visitor Centers**

Ms. Pena reported that the number of tourists visiting the Visitor Centers are up over last year. The Los Alamos Visitor Center has 60+ people every day. The number of visitors to the Nature Center are also higher, by 5%. All attractions have more visitors this year than last year. The shuttle to Bandelier National Park start May 17, from the White Rock Visitor Center to Bandelier. The White Rock Artist Market starts Saturday, May 26 outside the White Rock Visitors Center.

The Visitor Center has about 105,000 Visitor Guides left for distribution.

**I. Group Marketing Events/Opportunities**

The County Employee, Spring Fling will be at PEEC next week.

The LANL Employee Picnic is June 30<sup>th</sup> around Ashley Pond Park and Fuller Lodge in downtown Los Alamos. The Bradbury Science Museum will be open to the public. There will also be some events at the Aquatic Center. There will be some street closures between 15<sup>th</sup> and Oppenheimer.

**J. County Recreation Report**

The Board members commented on the large attendance at Los Alamos recreation events and great pictures.

Ms. Marquez reported that the Bike to Work event is Friday, May 18. Other events in May include: Kite Festival, Armed Forces Day, Senior Health and Fitness Day, and the Gordons Concert series begins on the 25<sup>th</sup> of May.

**K. Tourism Materials Distribution Update**

Ms. Pena is researching the cost of some other vendors that display brochures and materials.

**L. Other Announcements**

Ms. Herrmann mentioned that the Comfort Inn just finished renovating their lobby and there is now a very nice newly, designed breakfast area.

Ms. Deck mentioned a special group event around performances of the new opera Dr. Atomic at the Santa Fe Opera House. The Los Alamos Historical Society is hosting a special dinner at Fuller Lodge prior to one of the performance dates in July.

**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**

The next meeting is June 19, 2018 in the Municipal Building, Room 110 at 12:00 to 2:00 in Room 110.

**VI. ADJOURN**

The meeting adjourned at 2:56 p.m.

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# LTAB June 19<sup>th</sup> Marketing Report

## *Print: Ski New Mexico True*

*Griffin Action: Per approval from Kelly Stewart placed full page ad in the "Communities" section in conjunction with Ski Pajarito.*

Distribution: 65,000 copies

Distributed through NM Tourism Department, Visitor Center, State Fairs, Festivals, Museums, Airports, hotels and motels.

Mail distribution: Ski shops, sports shops, ski clubs and military bases

Target States: NM, Texas, Oklahoma, Louisiana, California, Arizona, So. Colorado

Plus community specific page featured in the "destinations" section of [SkiNewMexico.com](http://SkiNewMexico.com) (which needs to be updated)

Projected Gross impressions from print/website exposure: 200K-600K.

Deadline for content: Monday, July 23<sup>rd</sup>

## LOS ALAMOS *new mexico*



*Aha moments ahead! Los Alamos is a place that cultivates curiosity and creates aha moments. This passion started with the Manhattan Project 74 years ago and still inspires us today. Whether a science lover or outdoor enthusiast, experience your own aha moments in our fascinating museums, scenic trails and three awesome National Parks. LOS ALAMOS – where discoveries are made.*

**VISITLOSALAMOS.ORG**

**BANDELIER NATIONAL MONUMENT** [NPS.GOV/BAND](http://NPS.GOV/BAND) **MANHATTAN PROJECT NATIONAL HISTORICAL PARK** [NPS.GOV/MPNR](http://NPS.GOV/MPNR) **VALLES CALDERA NATIONAL PRESERVE** [NPS.GOV/VALL](http://NPS.GOV/VALL) **LOS ALAMOS NATURE CENTER** [LOSALAMOSNATURE.ORG](http://LOSALAMOSNATURE.ORG) **CRAFT BEER COOPERATIVE** [BATHTUBBROWBREWING.COOP](http://BATHTUBBROWBREWING.COOP) **MUSEUMS:** **BRADBURY SCIENCE MUSEUM** [LANL.GOV/MUSEUM](http://LANL.GOV/MUSEUM) **LOS ALAMOS HISTORY MUSEUM** [LOSALAMOSHISTORY.ORG](http://LOSALAMOSHISTORY.ORG)

### ***Public Relations: Stage 3***

*Griffin Action: In development with Kelly Stewart*

### ***Public Relations: ScienceFest***

*Griffin Action: In review with Kelly Stewart, Kaylinda & Lauren.*

### ***Public Relations: Bandelier Shuttle Service/Kite Festival/Outdoor Events.***

*Griffin Action: Approved Kelly Stewart distributed Tuesday, May 15<sup>th</sup>.*

### ***Print: Sporting Post Cards***

*Griffin Action: Approved by Dianne Marquez & Kelly Stewart.*

*Printed and scheduled to be in market on Friday, June 13<sup>th</sup>*

***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.*

### ***FY'19 New Mexico True Coop Award Summary Creative Production***

*1 Day Filming, Up to 2 Actors. 2-3 Person Crew, RED Epic Camera, Audio, Lighting, Post Production (Editing, Sound, Color Correction) DELIVERABLES: Video:15, :30, :60 edits + All B-Roll footage.*

### ***Social Media***

*N M True Summer targeted Facebook and Instagram campaign June –August 2019. This campaign will showcase new Los Alamos videos.*

### ***Print***

*New Mexico True 2019 Adventure Guide ½ Page, color, Monday, November 19<sup>th</sup>*

## May-June 2018 Activity Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Kite Festival Takes To The Skies May 19-20	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	5/7/18
Shuttle Service To Bandelier Begins Thursday May 17	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	5/16/18
Pajarito's biking, hiking season opens Friday	Albuquerque Journal	Online	432,925	\$4,015.37	\$40,153.70	5/17/18
Scenes From Los Alamos Arts Council's Kite Festival	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	5/20/18
Best places for Millennials in every state	MSN	Online	95,581,427	\$886,517.73	\$8,865,177.35	5/29/18
Scenic byways offer an on-the-ground view of state's best	Albuquerque Journal	Online	432,925	\$4,015.37	\$40,153.70	5/30/18
Fee increases planned for Bandelier National Monument	Albuquerque Journal	Online	432,925	\$4,015.37	\$40,153.70	5/30/18
Fee increases planned for Bandelier National Monument	Seattle Times	Online	575,200	\$5,334.98	\$53,349.80	5/30/18
Bandelier National Monument entrance fees to increase	KRQE	Online	177,005	\$1,641.72	\$16,417.20	5/30/18
Santa Fe National Forest to close amid fire threat (story details Valles and Bandelier still open)	Santa Fe New Mexican	Online	95,511	\$885.86	\$8,858.60	5/30/18
PEEC: Discover Early Carvings At Valles Caldera	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	5/31/18
Bandelier Offers Beauty, History, Great Day Outdoors	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	6/7/18
Summer Fun On Pajarito Mountain	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	6/8/18
Ski area offers open trails, SummerFest for community	Los Alamos Monitor	Online	4,539	\$42.09	\$420.90	6/8/18
Best Places to Retire in Every State	MSN	Online	95,581,427	\$886,517.73	\$8,865,177.35	6/11/18
Pajarito Mountain Remains Open For Bike And Hike Uplifts Saturdays And Sundays Through Oct. 28	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	6/11/18
<b>Totals</b>			<b>193,380,762</b>	<b>\$1,793,606.49</b>	<b>\$17,936,065.00</b>	

### Additional Mentions

A different kind of 'atomic tourist' visits Hanford	Crosscut	Online	100,000	\$927.50	\$9,275.00	6/1/18
'Here is your country'	Albuquerque Journal	Online	432,925	\$4,015.37	\$40,153.70	6/3/18
<b>Totals</b>			<b>532,925</b>	<b>\$4,942.87</b>	<b>\$49,428.70</b>	

\*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
	284	4,651	18,093	173	2,866

### 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

5 of 6 Collected in Mar 2018

Reported in May 2018

Presented in Jun 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	\$25,972	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	\$268,037	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%

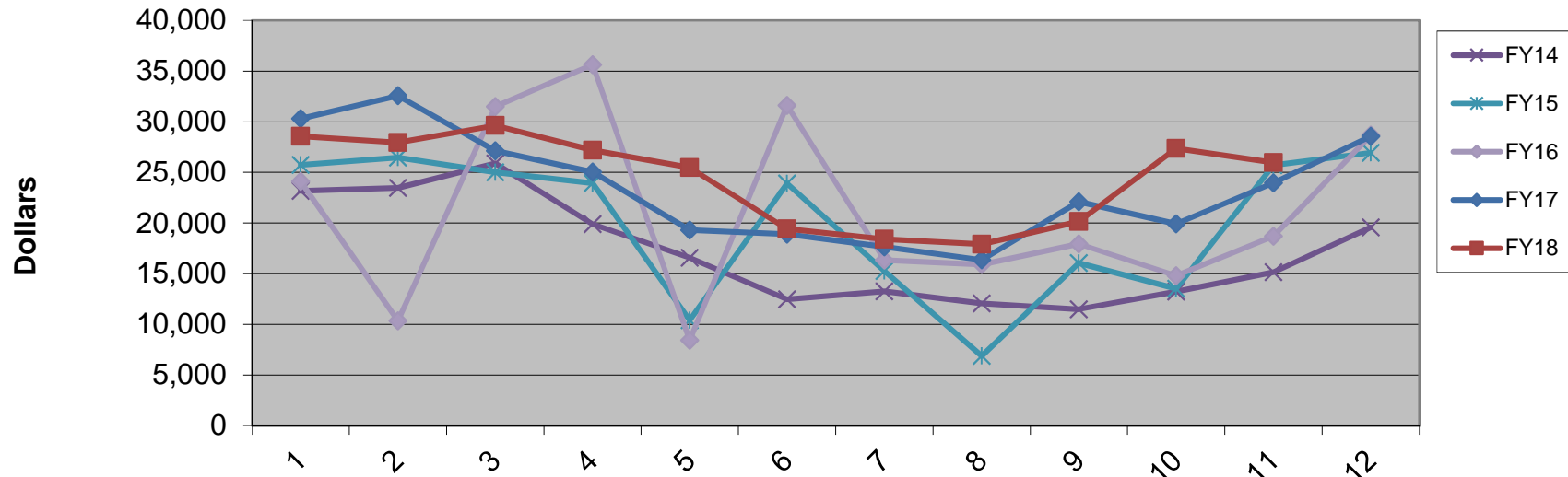
14%

-8%

FY17 Jul-Apr \$253,253

6% increase (YOY)

## Los Alamos County Lodgers' Tax Revenue





## Aquatics

### **4<sup>th</sup> Grade Swim Lessons (231 participants totaling 924 Visits for 4 Elementary schools):**

From April 30<sup>th</sup> through May 24<sup>th</sup>, the Aquatic Center hosted swim lessons for Barranca Mesa, Chamisa, Mountain and Pinon Elementary 4<sup>th</sup> grade students. The kids enjoyed swimming with their friends, learning to dive off blocks, and fun time with the floats during each visit.



### **Staff In-Service – Saturday, May 12<sup>th</sup>, 20 participants:**

This year's staff in-service included lifeguard recertification for all guards, a lifeguard agility test (500-yard swim, 25-yard sprint, water treading with a brick, and a dummy rescue from the bottom of the pool – 13 feet), bloodborne pathogens training and emergency oxygen administration training. It was a long, hard day, but everyone passed with flying colors.



### **Aspen Elementary 4<sup>th</sup> Grade Field Trip – Tuesday, May 29<sup>th</sup>, 76 participants:**

Aspen Elementary celebrated their last few days of school with a field day that included a stop at the Aquatic Center. The fourth graders enjoyed playing on the floating island and showing off their skills on the diving boards during their visit.





**National Senior Health & Fitness Day - Wednesday, May 12<sup>th</sup>, 12 participants:**

On May 30<sup>th</sup> Seniors were treated to their choice of a free water aerobics class.



**Splash-N-Dash - Wednesday, May 30<sup>th</sup>, 50 participants:**

The first race had participants of all ages with the youngest at 4 and the oldest in their early 70s.



**Recreation**

**May the Fourth Be with You, Star Wars Day – Friday, May 4<sup>th</sup>, 155 participants:**

Star Wars Day was a big hit again this year. Four movie characters traveled around town taking photos, making crafts and interacting with people. There was a great turn out for the costume contest with a variety of costumes and different aged participants.





**Bike to Work Week Community Party – Wednesday, May 16<sup>th</sup>, 65 participants:**

The first annual Community Party was enjoyed by attendees who biked and walked to Ashley Pond to enjoy a free hot dog, learn how to rack a bike on the ACT busses, stickers and the bike rodeo. We appreciate the support provided by Atomic City Transit, Environmental Services, the Engineering and Project Management Division, Los Alamos Fire Department and Los Alamos Police Department



**2<sup>nd</sup> Annual Bike to Work Day – Friday, May 18<sup>th</sup>, 75 participants:**

Warm, snow-free weather made for a great event on the NW corner of Sullivan Field parking lot. Commuter cyclists were welcomed with fruit, water, coffee, stickers, bike pins and other prizes. The new County “Ride Share” bikes, assembled from recycled parts repurposed from the Eco Station, made their debut. We appreciate the support provided by Starbucks, Coca-Cola, Environmental Services, the Engineering and Project Management Division, Los Alamos Fire and Los Alamos Police Departments.





**13<sup>th</sup> Annual Jemez Mountain Trail Runs – Saturday, May 19<sup>th</sup>, 615 participants, 150 volunteers:**

“When I pop out, I am awarded with the best view of God’s County you will see anywhere,” are the words of one 50-miler as he ascended the ski hill to a clear view of the Caldera.



**Rodeo Queen’s Court Competition – Sunday, May 20<sup>th</sup>, 3 participants:**

Congratulations to the 2018 Fair & Rodeo Queens Royalty Court! These young ladies demonstrated great horsemanship and speaking skills while honoring their rodeo heritage. The 2018 Rodeo court consists of Queen Rebecca Newell, Princess Kelsey Decker, and Sweetheart Carley Hollander!



**Summer Concert Series Kick-Off – Friday, May 25<sup>th</sup>, over 350 participants:**

Reggae filled the air around Ashley Pond as Dre Z Melodi kicked off the 2018 summer concert series. Over 13 vendors were situated in the parking lot, kids and adults were playing with the giant Connect 4 game boards by the CSD tent, and everyone milled around the pond dancing, talking and enjoying the music.





## Ice Rink

### Los Alamos Derby Dames & Cherry Bombs Triple Header – Saturday, May 5<sup>th</sup>; 163 participants:

Junior Las Vegas Extraterrestrials, the Santos out of Crossroad City Derby in Las Cruces and a mash-up juniors match between Los Alamos, Las Vegas and the Duke City Marionettes of Albuquerque.



## Golf

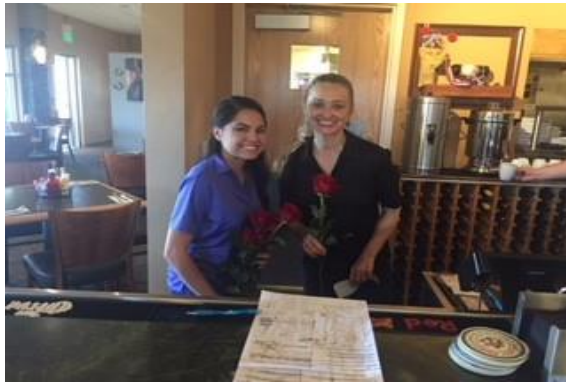
### Cinco de Mayo Golf Tournament – May 5<sup>th</sup>, 38 participants:



### LAHS Boys Golf Team wins State Championship - May 12<sup>th</sup>, 2018:



**Los Alamos Golf Course Passes out Roses for Mother's Day – May 13<sup>th</sup>, 2018:**



**National Mini Golf Day - May 13<sup>th</sup>, 2018. Many enjoyed the Mini Golf set up:**



**Barranca Mesa 2<sup>nd</sup> Grade Class Visits Golf Course:**



**Young Life Charity – May 18<sup>th</sup>, 2018, 35 players helped to raise scholarship funds:**





**New Mexico Seniors (ABQ) came to enjoy Los Alamos – May 21<sup>st</sup>, 38 players:**



**New Mexico Special Olympics played to help raise funds – May 25<sup>th</sup>, 101 players:**



**Two-day Memorial Day Tournament – May 26<sup>th</sup> & 27<sup>th</sup>, 42 players:**





## Parks

**Parks crews refinished the Arbors in the Rose Garden at Fuller Lodge. 100% complete:**



**Painting continues at Overlook Concession Stand. 90% complete:**



**North Mesa Soccer Field parking lot and turf renovations continue. 80% complete:**



### **Guaje Pines Cemetery, 65% complete:**

Parks received the new Columbarium from the manufacturer and placed on the footing. Parks crews have installed cement blocks to build up the exterior and are currently installing sandstone cap and dry-stack stone veneer on the exterior. Granite face should be received shortly and landscape will follow.



### **Bike to Work Week – Wednesday, May 16<sup>th</sup>, 65 participants:**

Parks Division supported the Recreation Division with BBQ for the Bike to Work Day at Ashley Pond.



### **Open Space**

#### **Wayfinding Phase II –35% complete:**

An additional 15 Wayfinding Signs have been installed throughout Walnut Canyon Rim, East Fork, and Upper Pueblo Trails.





## Los Alamos County Stage III Fire Restrictions

Los Alamos County Fire Department issued Stage III Fire Restrictions at 8:00 am on Friday, June 1<sup>st</sup>, which will prohibit access to **unpaved trail** systems within the County. Fire Danger within the County remains very high to the extreme due to drought conditions. Stage III Restrictions will remain in effect until significant moisture and conditions have improved. The decision to move forward with Stage III Fire Restrictions has been coordinated with local agencies including LANL, SF National Forest, Bandelier National Park and the Northern Pueblos Association.

The closure order prohibits access to all **unpaved trails** within Los Alamos County. Camp May and all **unpaved trails** and trailheads will be closed to the public. The only exception to this will be the Canyon Rim Trail and La Mesa Trail in Los Alamos, and paved access to Overlook Point in White Rock. The indices that LAFD uses to predict fire danger are at historic levels well before any significant moisture from the seasonal monsoons. Under current conditions, any fire could cause a catastrophic event. With such a dangerously high fire risk, the County wishes to take every precaution to protect our natural and cultural resources and asks the public to cooperate with the new restrictions.

### NEWS RELEASE



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*FOR IMMEDIATE RELEASE*

## Los Alamos County Fire Restrictions

Los Alamos, New Mexico—

### **Los Alamos County Stage III Fire Restrictions.**

The following acts are prohibited until further notice:

- Building or maintaining, attending or using a fire, campfire, charcoal, or stove fire on public or private land. Propane grills can be used.
- Smoking. Smoking is allowed in vehicles, homes, and on paved/cleared surfaces only.
- Using fireworks, explosives or other incendiary devices in unapproved areas. Fireworks can only be used on paved/barren areas with adequate extinguishment capabilities.
- Operating a chainsaw in a forested area, or other equipment powered by an internal combustion engine, is prohibited.
- Operating or using any internal or external combustion engine in forested areas without a spark arresting device properly installed, maintained, and in effective working order.
- Welding or operating acetylene or other torch with open flame in forested areas. Permit for specific uses can be obtained.
- Discharging firearms except where permitted by the Los Alamos Fire Marshal.
- Use of unpaved trails within Los Alamos County.