



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, July 17, 2018

12:00 PM

1000 Central Avenue, Council Chambers

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

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

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

Move IV. Presentations/Discussions to before II. Reports on the Agenda

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

1. [10985-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on June 19, 2018.

**Recommendation:** I move that the Board approve the Minutes for June 19, 2018.

**Presenters:** Loryn 'Ryn' Herrmann

**Attachments:** [A - June 19 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 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 Stewart)

***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. [10994-18](#) Tourism Marketing Report

**Presenters:** Lodgers' Tax Advisory Board

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

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

1. [10992-18](#) Lodgers' Tax Revenue Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - LTAB Revenue Accrual Report \(July 2017 thru June 2018\)](#)

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

***I. Group Marketing Events/Opportunities (All)***

***J. County Recreation Report (Dianne Marquez)***

1. [10986-18](#) County Recreation Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - PROS July 2018 Report](#)

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

***L. Other Announcements (All)***

**III. NEW AND PENDING ITEMS/PROJECTS**

**IV. PRESENTATIONS/DISCUSSION ITEMS**

1. [11008-18](#) Tourism Marketing Services Contract Strategy/Priorities

Griffin and Associates and HK Advertising

**Presenters:**

Lodgers' Tax Advisory Board

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

1. [10995-18](#) The next LTAB meeting is Tuesday, August 21, 2018 at 12:00 - 2:00 pm.  
The meeting will be held at the Municipal Building, in the BCC Room 110.

**Presenters:**

Lodgers' Tax Advisory Board

## **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, June 19, 2018, 12 pm-2pm

**Location**

Los Alamos County Municipal Building  
Council Chambers

**Members**

- Ryn Herrmann (Chair), Public-At-Large Representative, **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), **Present**
- Linda Deck (Vice Chair), Tourism Industry Representative (Bradbury Science Museum Director), **Absent**

**County Staff Present**

- 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)
- Scott Hutton, Owner, Hutton Broadcasting
- Jessica Preston, Hutton Broadcasting

**I. ADMINISTRATIVE ACTIONS**

**A. Call to Order/Introductions**

As a quorum was present, the meeting was called to order at 12:05 pm.

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

Mr. Hutton's presentation was moved to the top of the agenda. All Board members voted to approve.

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

The LTAB Minutes of May 15, 2018 were reviewed. Katie Bruell moved to approve the minutes and Catherine Mockler seconded the motion. All members voted to approve the minutes.

**D. Board Updates**

Chair Herrmann reminded the Board that her term expires at the end of December, 2018.

**E. 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**

No report.

**3. Library Board**

No report.

**4. Parks and Recreation Board**

Ms. Bruell reported that most of the discussion at the last Parks and Rec Board meeting involved the library closure for HVAC maintenance.

**5. Planning and Zoning Board**

No report.

**6. Transportation Board**

No report.

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

**1. NMTD/Co-Op Grant Program**

Chair Herrmann reported that the County applied for a New Mexico Tourism Department's annual cooperative matching grant. NMTD is expected to announce awards before the end of June.

**2. NMTD/Rural Pathways Project Status**

Chair Herrmann has nothing new to report on this item.

**3. NMTD/IPW Conference (international tour operator marketplace) Report**

Ms. Pena reported that during the IPW conference, NMTD contacted Los Alamos to coordinate an itinerary for a one-day tour of Los Alamos' three National Parks for a Swedish tour operator, Marianne Swensson with The Travel Gallery, AB. Ms. Pena reported that she met with Ms. Swensson between attractions and they visited the Farmers' Market.

4. NMTD/2017 Denver Media Mission Lead/Visit:

Based on Chair Herrmann's participation in an NMTD Media Mission to Denver, travel journalist Carri Wilbanks and videographer Colin Kendall traveled to Los Alamos June 10-11 to film a travel video piece for travel channel, "Catch Carri." Ryn Herrmann and Kelly Stewart accompanied the team to accessible assets of the Manhattan Project National Historical Park, including the History Museum, the Bradbury and the businesses within and around the Historic District.

Ms. Matteson reported that she and Ms. Stewart will collect and categorize the itineraries that have been developed recently to repurpose for future public relations and marketing efforts.

5. Santa Fe Events/Campaigns

Ms. Herrmann mentioned that the City and County of Santa Fe is working with Ellen Bradbury Reid on Atomic Summer. Inspired by the Santa Fe Opera's Dr. Atomic production, Los Alamos is participating as a sponsor and helping to create programming for additional programming and events throughout the summer and early fall.

C. MainStreet/Creative District Report

Chair Herrmann reminded the group that ScienceFest will take place in downtown Los Alamos, July 11-15, with Discovery Day on Saturday, July 14. She asked LTAB members for their help in recruiting local businesses to participate and promote themselves during ScienceFest. Ms. Herrmann also mentioned that television ads began running on Channel 4 in early June.

D. Branding Update

1. The Discoveries Action Team (D.A.T.), comprised of community volunteers, meet the third Thursday of each month. The two meetings held to date have been well attended. At each meeting, attendees have been dividing into two groups—place making and place marketing—to brainstorm ideas for projects and initiatives led by volunteer "champions," with the goal to make Los Alamos a better place to live, work, play and stay. Ms. Herrmann reminded the Board to go to [discover@lacnm.us](mailto:discover@lacnm.us) to RSVP to the next meeting on June 21 at Fuller Lodge.

2. Ambassador Training Update  
No update.

E. Tourism Strategic Plan/Wayfinding Plan Update

1. Los Alamos Visitor Center Site.

Ms. Matteson reported that the Los Alamos Tourism Implementation Task Force has been meeting biweekly since mid-May. The group's first priority project is to select a new location for the Los Alamos Visitor Center.

Approximately 20 sites are being considered. Currently, the task force is developing criteria to rank the options. A short list of options will be presented to the public for comment at community events like Farmers Markets and the County Fair, as well as on-line via the County's Open Forum survey tool, with a final recommendation scheduled to go to Council for consideration by the end of August or early September.

2. Bandelier Shuttle / Bandelier-WRVC-Los Alamos-WRVC Loop

Ms. Matteson reported that the Bandelier Shuttle has a voice annunciator system that will be used for promoting Los Alamos. She also said that the bus drivers are directing tourists to transfer from the Bandelier Shuttle stop to the connector route to Los Alamos.

Ms. Mockler strongly recommended that the Bandelier Shuttle be expanded to include the Los Alamos loop. Ms. Matteson reminded the Board that the Bandelier Shuttle service is subject to terms of the contract with Bandelier National Monument, and that the County's FY19 budget is flat.

F. Tourism Marketing Report

Tourism Marketing Services contractor David Empey provided highlights of the monthly report, including development of the Los Alamos community section in partnership with Pajarito Mountain for the Ski New Mexico magazine; 65,000 copies were mailed out and distributed to visitor centers, airports, throughout New Mexico and surrounding states.

G. Lodgers' Tax Revenue Report

Chair Herrmann reported that the revenues are in line with the 6% increase in tax revenues over the prior year.

H. Visitation by Attraction/Visitor Centers

Ms. Pena reported that visitation to attractions were slightly down for the month of May compared to the two previous years. Bandelier National Monument and the History Museum were the exceptions, reporting slightly higher numbers. Discover Los Alamos is providing the thousands of LANL students with visitor packets.

Ms. Mockler recommended that visitors should come to the Los Alamos Visitor Center (LAVC) to catch the Bandelier Shuttle that will take them to the White Rock Visitor Center (WRVC), to Bandelier, to WRVC and back to the LAVC.

I. Group Marketing Events/Opportunities

Allen announced that June 16-20 is *Where's Waldo Week* in Los Alamos. *Summer Splash* is taking place at the Family Strengths Network on Friday, July 20. Ms. Matteson reported that June 29<sup>th</sup> is the deadline for the Los Alamos Fire Department to make the final decision on whether fireworks will be allowed at the July 4<sup>th</sup> celebration at Overlook Park.

J. County Recreation Report

The Board reviewed the report and commented on the excellent quality of the photos. Ms. Matteson reported that County Council has directed staff to put a hold on some of the recreation projects' design work due to the uncertainty of the LANL contract and its impact on the budget.

K. Tourism Materials Distribution Update

Ms. Pena reported that distributor Fun and Games picked up more boxes of Visitor Guides last week for distribution to select visitor centers, hotels and other sites.

L. Other Announcements

Ms. Matteson reported that Morrie Pongratz was appointed to Council to fill the vacancy left when Councilor Chrobocinski resigned in May and will be in the position through December 31, 2018. Mr. Pongratz is also the Council Liaison to the LTAB.

**III. NEW AND PENDING ITEMS/PROJECTS**

No pending Items. Chair Herrmann asked Ms. Matteson when the Tourism Marketing Services contractor will be awarded. Ms. Matteson reported that the contract will go to Council for approval on June 26.

**IV. PRESENTATION/DISCUSSION ITEMS/PROJECTS**

A. Radio Marketing for Los Alamos Events

Scott Hutton, owner of Hutton Broadcasting, stated that one of his organization's key goals is to promote tourism assets in northern New Mexico. The company's newest acquisition is a company called Slazer, a digital display company that produces and displays videos of Northern New Mexico in the airports, bars, gyms, visitor centers, etc. Currently, the Pajarito Mountain Recreation Area is the first Los Alamos attraction being featured. He presented several video packages for possible purchase by Los Alamos County and will forward details to Chair Herrmann and Los Alamos County for consideration.

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

The next meeting is July 17, 2018, 12:00 p.m. to 2:00 p.m. in Council Chambers in the Municipal Building.

**VI. ADJOURN**

The meeting adjourned at 1:45 pm.

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# **LTAB July 17<sup>th</sup> Marketing Report**

***Public Relations: “County Fair and Rodeo”***

*Griffin Action: In development with Kelly Stewart & Dianne Marquez.*

***Public Relations: “Los Alamos County Triathlon”***

*Griffin Action: In development with Kelly Stewart & Dianne Marquez.*

***Public Relations: ScienceFest (2<sup>nd</sup> release)***

*Griffin Action: Griffin/LACDC w/Kay Linda & Lauren released Tuesday, June 26<sup>th</sup>.*

***Public Relations: “Fire Restrictions”***

*Griffin Action: Developed/approved w/Kelly Stewart released Wednesday, June 13<sup>th</sup>.*

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

***Print: Ski New Mexico True***

*Griffin Action: In layout coordination with publication, Kelly Stewart/Leslie Bucklin.  
Included “Things To Do” content provided by Katie Bruell/LTAB.*

***Web: NewMexico.org***

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

***Web: SkiNewMexico.org***

*Griffin Action: Coordination with Kelly Stewart to update content on Los Alamos destination page.*

***FY’19 New Mexico True Coop***

*Coop initial payment (\$3,230.00) made to New Mexico Tourism Department July 5<sup>th</sup>.*

## June-July 2018 Activity Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation	Audience	News Ad Value	PR Value	Date
Just One Month 'Til Los Alamos ScienceFest!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	6/12/18
Father's Day At Pajarito	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	6/15/18
Valles Caldera Open To Visitors Despite Fire	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	6/16/18
Look Like Oppie? You Could Win A SelfieDrone 7s!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	6/22/18
ScienceFest Returns to Los Alamos	Sangre De Cristo Chronicle	Online	2,800		\$25.97	\$259.70	6/26/18
Registration Opens Friday For Debut Public Tours Of Manhattan Project National Historical Park	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	6/26/18
ScienceFest Returns to Los Alamos, "Where Discoveries are Made"	Grant County Beat	Online	3,047		\$28.26	\$282.60	6/26/18
Manhattan Project sites to be opened for tours during ScienceFest	Los Alamos Monitor	Online	4,539		\$42.09	\$420.90	6/27/18
ScienceFest at Los Alamos Runs July 11-15	Albuquerque Journal	Print	432,925		\$4,015.37	\$40,153.70	6/29/18
3 closed Manhattan Project sites to open for science fest	AP News	Online	1,237,652		\$11,479.22	\$114,792.20	7/3/18
3 closed Manhattan Project sites to open for science fest	San Francisco Chronicle	Online	167,602		\$1,554.50	\$15,545.00	7/2/18
3 closed Manhattan Project sites to open for science fest	New Haven Register	Online	68,148		\$632.07	\$6,320.70	7/3/18
3 closed Manhattan Project sites to open for science fest	Greenwich Times	Online	5,200		\$48.23	\$482.30	7/3/18
3 closed Manhattan Project sites to open for science fest	The Eagle	Online	68,596		\$636.22	\$6,362.20	7/3/18
3 closed Manhattan Project sites to open for science fest	KTAR News	Online	127,761		\$1,184.98	\$11,849.80	7/3/18
3 closed Manhattan Project sites to open for science fest	Bristol Herald Courier	Online	75,700		\$702.11	\$7,021.10	7/3/18
3 closed Manhattan Project sites to open for science fest	CT Post	Online	152,368		\$1,413.21	\$14,132.10	7/3/18
3 closed Manhattan Project sites to open for science fest	Fairfield Citizen	Online	10,727		\$99.49	\$994.90	7/3/18
3 closed Manhattan Project sites to open for science fest	The Joplin Globe	Online	31,328		\$290.56	\$2,905.60	7/3/18
3 closed Manhattan Project sites to open for science fest	Albany Times Union	Online	66,835		\$619.89	\$6,198.90	7/3/18
3 closed Manhattan Project sites to open for science fest	My Plainview	Online	1,368		\$12.68	\$126.80	7/3/18
3 closed Manhattan Project sites to open for science fest	My San Antonio	Online	730,863		\$6,778.75	\$67,787.50	7/3/18
3 closed Manhattan Project sites to open for science fest	Seattle PI	Online	1,083,358		\$10,048.14	\$100,481.40	7/3/18
3 closed Manhattan Project sites to open for science fest	KRQE	Online	177,005		\$1,641.72	\$16,417.20	7/3/18
3 closed Manhattan Project sites to open for science fest	Star Tribune	Online	1,344,450		\$12,469.77	\$124,697.70	7/3/18
3 closed Manhattan Project sites to open for science fest	KANW	Online	1,027		\$9.52	\$95.20	7/3/18
3 closed Manhattan Project sites to open for science fest	Midland Daily News	Online	29,095		\$269.85	\$2,698.50	7/3/18
3 closed Manhattan Project sites to open for science fest	ABC News	Online	14,276,691		\$132,416.30	\$1,324,163.00	7/3/18
3 closed Manhattan Project sites to open for science fest	Houston Chronicle	Online	1,500,000		\$13,912.50	\$139,125.00	7/3/18
3 closed Manhattan Project sites to open for science fest	SF Gate	Online	11,106,751		\$103,015.12	\$1,030,151.20	7/3/18
3 closed Manhattan Project sites to open for science fest	The Register Citizen	Online	16,764		\$155.48	\$1,554.80	7/3/18
3 Closed Manhattan Project Sites To Open for Science Fest	U.S. News and World Report	Online	14,001,228		\$129,861.39	\$1,298,613.90	7/3/18
3 Closed Manhattan Project Sites To Open for Science Fest	The New York Times	Online	590,000		\$5,472.25	\$54,722.50	7/3/18
Three Closed Manhattan Project Sites Open For Science Festival	KRWG	Online	14,351		\$133.10	\$1,331.00	7/3/18
3 closed Manhattan Project sites to open for science fest	Albuquerque Journal	Online	432,925		\$4,015.37	\$40,153.70	7/3/18
Day Trips & Beyond: July Events Roundup	Austin Chronicle	Online	80,000		\$742.00	\$7,420.00	7/3/18
ScienceFest Features January Storm And Auto Electric	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/6/18
<b>Totals</b>			<b>47,898,428</b>		<b>\$444,257.77</b>	<b>\$4,442,577.70</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
330	4,941	19,198	208	3,282

**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.

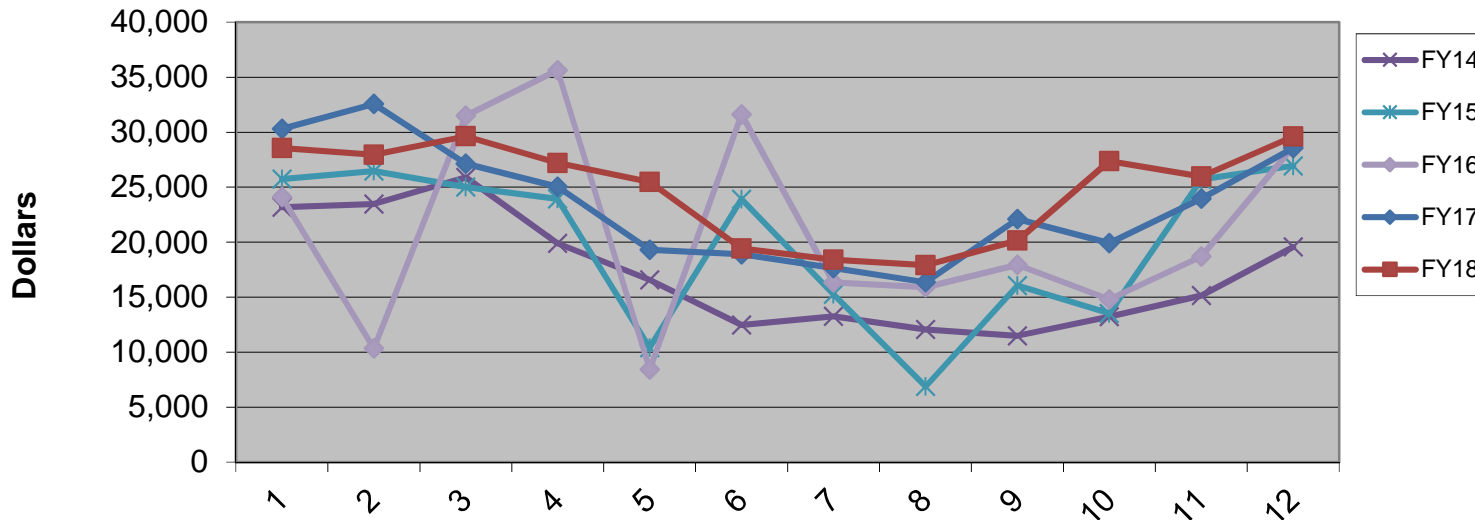
County of Los Alamos Lodgers' Tax Revenue --Accrual Basis

6 of 6 Collected in May 2018

Reported in Jun 2018

		FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08	FY07
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
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
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
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
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
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
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
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
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
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
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
12	JUN	\$29,610	28,567	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181	30,565
	TOTAL	\$297,647	281,820	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144	254,584
	ACTUALS→	6%	11%	6%	16%	2%	-19%	-8%	-5%	8%	14%	-8%	

## Los Alamos County Lodgers' Tax Revenue



Parks, Recreation, Open Space Division  
July 2018

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**Aquatics**

**June Swim Lessons, 64 registered totaling 384 Visits:**

It's time for summertime fun, learn to swim. Remember water and pool safety, keep eyes on the kids and teach them to swim. July registration begins Monday July 2nd.



**LANL 75<sup>th</sup> Anniversary at the Aquatic Center – Saturday, June 30<sup>th</sup>, 220 Participants:**

LANL's Annual picnic, the Aquatic Center enhanced the LANL guest by providing an additional activity site. Multiple guests came by to splash about the pool and play in the bounce house.





## Recreation

### Hawk-to-Hilltopper – Friday, June 1<sup>st</sup>, 75 participants:

The annual “graduation” celebration of Middle School 8<sup>th</sup> graders from LAMS Hawks to LAHS Hilltoppers was a fun day of food, games, shaving cream and clean-up by LAFD.



### Senior Appreciation Night (SAN) – Saturday June 2<sup>nd</sup> through Sunday, June 3<sup>rd</sup>, 200 participants:

Duck races, inflatable games, “Tipsy” carts, wild west photos and much more went into a safe community graduation party for the Los Alamos High School graduating class of 2018.





### **National Trails Day – Saturday, June 2<sup>nd</sup>, 25 participants:**

A great opportunity on Canyon Rim Trail to positively educate community members about the paved trails in Los Alamos County. It was a warm day and the trail users appreciated some cold water and frozen treats.



### **Safety Town – June 11<sup>th</sup> – 15<sup>th</sup>, 100 participants:**

An additional class was added this year as Safety Town participant registration grew significantly from 60 to 100 participants. The program was successfully revamped to be one, versus, two weeks and maintained all of the fun programs, crafts and songs to introduce pre-kindergartners to many general safety topics.



### **Where's Waldo Week – June 17<sup>th</sup> – 22<sup>nd</sup>, 60 participants:**

Waldos were hidden all over Los Alamos and White Rock for a community scavenger hunt. The clues included some of the art installations, paved trails, CSD amenities, and finding the “real” Waldo out in the community.





**Summer Concerts – Friday, June 1, 8, 15, 22, and 29, over 6,000 attendees for the month of June:**

Friday night concerts have been busy with over 17 vendors registered and in attendance almost every Friday night, and attendance has averaged a little over 1,300 attendees per event with the Red Elvises hosting the largest crowd this summer.



**Ice Rink**

**Annual Zamboni Maintenance – 100% Complete:**

The “Yeti” visited the Fleet Division to have 37 maintenance items corrected which ranged from annual routine maintenance to cutting and rewelding major body components on the conditioner. We appreciate the extra effort the Fleet staff took in descaling the “Yeti” by wet sanding, using finishing compound, polishing and waxing the Zam to make it look close to brand new again.





## Ice Rink

### Northern New Mexico Senior Golf Association Tournament – June 20<sup>th</sup>, 56 participants:



### Los Alamos High School Girl's Physical Education – June 22, 2018, ~ 18 participants

Assistant Golf Prof Michael Phillips gives the students from the Los Alamos High School's summer physical education program a quick lesson in Golf.



### Knights of Columbus Tournament – June 22<sup>st</sup>, 2108, 60 participants





## **Parks**

### **Ashley Pond Park Handicap Viewing Area – 100% Complete**

Concert enthusiasts from Sombrillo Nursing and Rehab Center enjoyed the new handicap viewing area during Friday night's Summer Concert Series. The new concrete pad is designed to help provide a safe location to view the concerts for disabled visitors.



### **North Mesa Soccer Fields Concrete Work and Turf Renovations – 85% Complete**

Renovations are almost complete with some landscaping and cleanup remaining.



### **Staffing the CSD Booth at the June 15<sup>th</sup> Concert**

Staff from Parks, Recreation and Open Space handed out programming materials and supervised the games.



## **Thank You to Salvador Valdivia**

**From:** Ryn Herrmann [<mailto:ryn@losalamos.org>]

**Sent:** Thursday, June 28, 2018 9:17 AM

**To:** Brogan, Brian <[brian.brogan@lacnm.us](mailto:brian.brogan@lacnm.us)>; Marquez, Dianne <[dianne.marquez@lacnm.us](mailto:dianne.marquez@lacnm.us)>

**Subject:** Thank you to Sal!

Good morning. Sorry I am so late with this, but wanted to call out some amazing service from one of your employees who helped me during ChamberFest.

I have known Sal for a few years now, working with him during events and just seeing him around town. He is always, friendly, courteous & very helpful.

During ChamberFest we set up a tent at Ashley Pond for the Chamber Business Awards with a new vendor. Not only was the tent complex to set up, but we had to fill water barrels to anchor the corners. Sal had already gone home for the day by the time the delivery truck and crew showed up, but he actually drove back to help us. He helped us to fill the barrels & made sure the crew setting up the tent understood everything that was expected of them from the Parks Dept perspective. Where they could drive in the park to unload, etc.

With Sal there, everything went smoothly and we all knew we were in good hands. This is always the case with Sal. When he is involved, you know he will be able to handle any problems that might arise. I have come to just expect this high level of professionalism from him.

I wanted to just let you know what a great employee he is and that he is an excellent representative of Los Alamos County. If there is any way to recognize Sal for his consistently great work, I would like to. Dianne mentioned a couple of possible options. Please let me know how to move forward with whatever you think might be appropriate.

It is always a pleasure to work with all of you County folks!

Thank you!

Ryn

## **Open Space**

### **Family YMCA Youth Conservation Corps (YCC) Trail Crew – 100% Complete:**

The Family YMCA YCC Crew spent a day working on the Canyon Rim Trail installing erosion controls to preserve the trails asphalt. The YCC received an exemption from the Los Alamos County Fire Marshall to perform trail maintenance on the Woodland Trail. Improvements were made to the trail tread and erosion controls were installed.

