



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, November 27, 2018

12:00 PM

Municipal Building, B & C Room 110, 12:00 noon

I. ADMINISTRATIVE ACTIONS: PART

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [11426-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on October 16, 2018.

Recommendation: I move that the Board approve the Minutes for October 16, 2018.

Presenters: Loryn 'Ryn' Herrmann

Attachments: [A - October 16 DRAFT Minutes](#)

D. Board Updates

1. Elizabeth Allen
2. Vacancies
 - a. Public-At-Large
 - b. Lodging
3. Prospects/Recruitment Status
4. Chair/Vice-Chair Elections

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 & Barb Lai)
 - a. HP Grants - AR and Getty
3. Library Board (Katie Bruell)
4. Parks and Recreation Board (Elizabeth Allen)
5. Planning and Zoning Commission (Catherine Mockler)
6. Transportation Board - Kelly Stewart
7. Tourism Implementation Task Force Report

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

1. New Mexico Tourism Department
 - a. Andrea Lawrence Visit Recap
 - b. North Central Region Board Recap
2. New Mexico Hospitality Association
 - a. Top HAT Awards Recap
 - b. TRENDS Conference (Jan 28-29)
3. Public Relations Society of America Le Cumbres Award

C. Mainstreet/Creative District Report (Jennifer Loveless)

D. Branding Update (Kelly Stewart)

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

F. Tourism Marketing Report (Floyd Vasquez/Dave Hayduk)

G. Lodgers' Tax Revenue Report Review (ALL)

1. [11429-18](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - LTAB Revenue Report](#)

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

1. [11427-18](#) Visitation By Attraction/Visitor Centers

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - October 2018 Visitation Monthly Report](#)

I. Group Marketing Events/Opportunities (All)

J. County Recreation Report (Dianne Marquez)

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

L. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

IV. PRESENTATIONS/DISCUSSION ITEMS

1. LTAB Priorities (Discussions)

- a. Lodging Opportunities
- b. Airbnb, etc. Policy
- c. Materials Coordination and Distribution
- d. Metrics
- e. Rural Pathways Program Grants
- f. AR Project with Historic Preservation Board
- g. Recreation/Tournament Tourism
- h. NMTD Tools Integration
- i. Other

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next LTAB Meeting will be held on December 18, 2018 in the Municipal Building, Room 110 at 12:00 pm.

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.



County of Los Alamos

Minutes

Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

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

Tuesday, October 16, 2018

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

Members Present: Ryn Herrmann, Chair; Linda Deck, Vice Chair; and Katie Bruell, and Catherine Mockler, Members

Member Absent: Elizabeth Allen

Council Liaison Absent: Morrie Pongratz, Councilor

Others Present: Kelly Stewart, Staff Liaison; Linda Matteson, County Manager's Office; Melanie Pena, Los Alamos Commerce and Development Corporation; David Empey and Floyd Vasquez, Griffin and Associates; Jennifer Loveless, Creative District Curator and Events Manager.

The Meeting was called to order at 1:30pm.

B. Approval of Today's Agenda

Vice Chair Deck moved to approve the agenda. Member Bruell seconded the motion. The motion passed unanimously.

C. Review/Approval of Meeting Minutes

[11315-18](#)

Minutes from the Lodgers' Tax Advisory Board Meeting on September 25, 2018.

Attachments: [September 25, 2018 LTAB DRAFT Minutes](#)

The board reviewed the minutes of the previous meeting. Vice Chair Deck moved to approve the minutes as corrected. Member Bruell seconded the motion. The motion passed unanimously

D. Board Vacancies Status

Chair Herrmann announced that her last day on the Board will be December 2, 2018. She has termed out. Member Katie Bruell announced that she will be applying for a second term on the Board in November. The members mentioned a number of people that are interested in applying for the Board.

E. November Meeting Date

The next meeting date is set for November 27, 12:00-2:00 pm in the B & C Room 110.

F. Public Comment for Items Not on the Agenda

No public comment.

II. REPORTS**A. Inter-Board-Commission Liaisons Update****1. Art in Public Places Advisory Board (Ryn Herrmann)**

Chair Herrmann reported that she did not attend the meeting. Ms. Matteson reported that four items went to Council and the only one that Council did not pass was the art project for the underpass on the trail.

2. Historic Preservation Advisory Board (Linda Deck)

Linda Matteson reported that the HPAB was given the Fuller Lodge Interpretive Plan from which to develop an implementation plan.

3. Library Board (Katie Bruell)

The Library Board did not meet.

4. Parks and Recreation Board (Elizabeth Allen)

Ms. Bruell reported that the Flow Trail went to Council and the decision was made not to fund the trail. The rough terrain was cited as the reason for not moving forward.

5. Planning and Zoning Commission (Catherine Mockler)

No report.

6. Transportation Board (Kelly Stewart)

Ms. Stewart reported that Public Works is looking at a traffic mitigation for main street because of the planned construction on the 502 into Los Alamos.

7. Tourism Implementation Task Force Report (Katie Bruell)

The Task Force is still considering various locations for the Visitor Center relocation. Staff is reviewing the feasibility of those locations. The time line for the Visitor Center is very soon, since the lease expires in December.

B. State/Regional Tourism & Hospitality Report (Ryn Herrmann & Kelly Stewart)**1. NM Hospitality Association's Top HAT Awards Finalists**

Congratulations to Linda Deck (Bradbury Science Museum) and Katie Bruell (PEEC) for their nominations that made the finalists for the Top HAT awards.

* PEEC/Los Alamos Nature Center's Bear Festival - Outstanding Attraction

* Bradbury Science Museum's Manhattan on the Mesa: Manhattan Project National Historical Park - Best New Experience

2. New Mexico Tourism Department

* NMTD Update

1. [11323-18](#) NMTD Update

Attachments: [NMTD-MMP_FY18Summary_LosAlamos_FINAL](#)

* Andrea Lawrence Visit, Oct 23

Andrea Lawrence, Brand Development and Marketing Specialist with the NM Tourism Department, is coming to Los Alamos to say "Thank you" to the County. She is very interested in the hiking trails. Chair Herrmann mentioned that the Board might take her on a tour of Fuller Lodge and explain its significance.

* North Central Region Board Meeting, Nov 5 in Taos

Kelly Stewart will attend the meeting in Taos.

C. Mainstreet/Creative District Report (Ryn Herrmann)

1. New Creative District Curator, Jennifer Loveless

Jennifer Loveless reported on the Creative District's upcoming events, highlighting Halloween. She will also manage the On-Tap series. The District boundaries have expanded and are final. The new boundaries include the Nature Center and Reel Deal.

2. Creative District Update - Creative District Boundaries Expansion

3. MainStreet District Map Update, Fair & Rodeo Report, Lauren McDaniel

Kelly Stewart reported that the MainStreet District is expanded to include the commercial area of White Rock, including the White Rock Visitor Center.

1. [11317-18](#) Fair & Rodeo Parade Report

Attachments: [2018 Fair Rodeo Event Report LA MainStreet](#)

Kelly Stewart reported that the 2018 Fair and Rodeo report is included in the agenda packet.

D. Branding Update (Kelly Stewart)

1. Discoveries Action Team Projects Update

Ms. Stewart reported that the next meeting is Thursday, October 18. She discussed a number of projects that DAT has underway.

E. Tourism Marketing Report (David Empey)

1. Balloon Fiesta/Los Alamos NM True Booth Report

Mr. Empey reported on the marketing releases that went out over the last few weeks. He also announced the main events coming up including Halloween, the opening of Pajarito Ski, and Winterfest.

Mr. Empey reported that he, together with Kelly Stewart, Linda Matteson and Linda Deck, staffed the Los Alamos is New Mexico True booth at the 2018 Albuquerque International Balloon Fiesta, engaging with approximately 800 people, distributing visitor guides, #lovelosalamos stickers and bumper stickers, and took/posted Facebook photos of visitors posing with #lovelosalamos posters. Ms. Pena reported that the first weekend of the festival, the Visitor Center in White Rock had 1,200 visitors.

2. Monthly Reports

1. **11318-18** Tourism Marketing Report

Attachments: [October Marketing Report](#)
[October 2018 Los Alamos PR-Social Activity Report](#)

Mr. Empey and Ms. Stewart reported on the pilot of the annunciator sound bites played on the Bandelier shuttle buses. Despite sound issues, the eight audio messages produced by Griffin and Assoc. promoting Los Alamos attractions, and food, beverage and shopping options, ran during Balloon Fiesta (Oct -13) and will continue through October 17, restarting in mid-May 2019 for high tourism season. Ms. Stewart will collect visitor feedback from the White Rock Visitor Center and Townsite attractions.

3. FY18 Marketing Co-Op Summary Report Review

Mr. Empey reported on other marketing activities, including the Tourism Cooperative Advertising Program. Participating in the program, allowed Los Alamos to capitalize on the budget dollars with a one-to-one match with grant dollars.

4. Client Services Update, Floyd Vasquez

Mr. Empey will be leaving Griffin and Associates next month and he introduced Floyd Vasquez who will be replacing him. Mr. Vasquez spoke to the Board about his past marketing experience and said he is excited about working with Griffin and Los Alamos County.

F. Lodgers' Tax Revenue Report Review (ALL)

1. [11321-18](#) Lodgers' Tax Revenue Report

Attachments: [LTAB Revenue Report](#)

Ms. Stewart reported that the Lodgers' Tax revenues collected in August and submitted to County Finance in

September is up year-over-year compared to 2017. County Finance recently completed an audit that identified an Airbnb that now qualifies to pay Lodgers' tax. Chair Herrmann and Ms. Stewart will contact the property owner. Ms. Stewart also will coordinate with the City of Santa Fe and the Town of Taos who recently passed ordinances to collect Lodgers' tax to conduct research for a potential future ordinance and policy for Los Alamos.

Ms. Mockler commented on the status of small businesses in the County and encouraged LTAB and the County to initiate the Bandelier Shuttle in downtown Los Alamos.

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

1. [11322-18](#) Visitation by Attraction/Visitor Centers

Attachments: [September 2018 Visitation By Attraction Report](#)

H. Group Marketing Events/Opportunities (All)

I. County Recreation Report (Dianne Marquez)

J. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

A. FY18-FY19 Tourism and Visitation Reports Review/Discussion

1. FY18 Visitor Center Services Annual Report, Melanie Pena

1. **11319-18** FY18 Visitor Center Services Annual Report

Attachments: [DLA FY18 Visitor Center Services Annual Report](#)

2. FY19 Tourism Marketing Plan, David Empey

2. [11320-18](#) FY19 Tourism Marketing Plan

Attachments: [FY19 Los Alamos Tourism Marketing Plan_FINAL DRAFT 10092018](#)

B. LTAB Forums, Kelly Stewart & Linda Matteson

1. Forums To Date

* Wayfinding Materials (Aug 21)

* Visitation Data Collection and Reporting (Sep 25)

2. Future Forums

C. Other new/Pending Projects

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Next Meeting: Tuesday, November 20 or 27, 12-2 p.m. B & C Room 110.

Due to the Thanksgiving Day week, the next meeting of the LTAB is scheduled for November 27, 2018 at 12:00 pm in Room 110.

B. Future Agenda Items

Reschedule the reports for the November agenda.

V. ADJOURN

The meeting adjourned at 2:00 pm.

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County of Los Alamos Lodgers' Tax Revenue --Accrual Basis • 5 of 6 Collected in Sep 2018 • Reported in Oct 2018 • Presented in Nov 2018

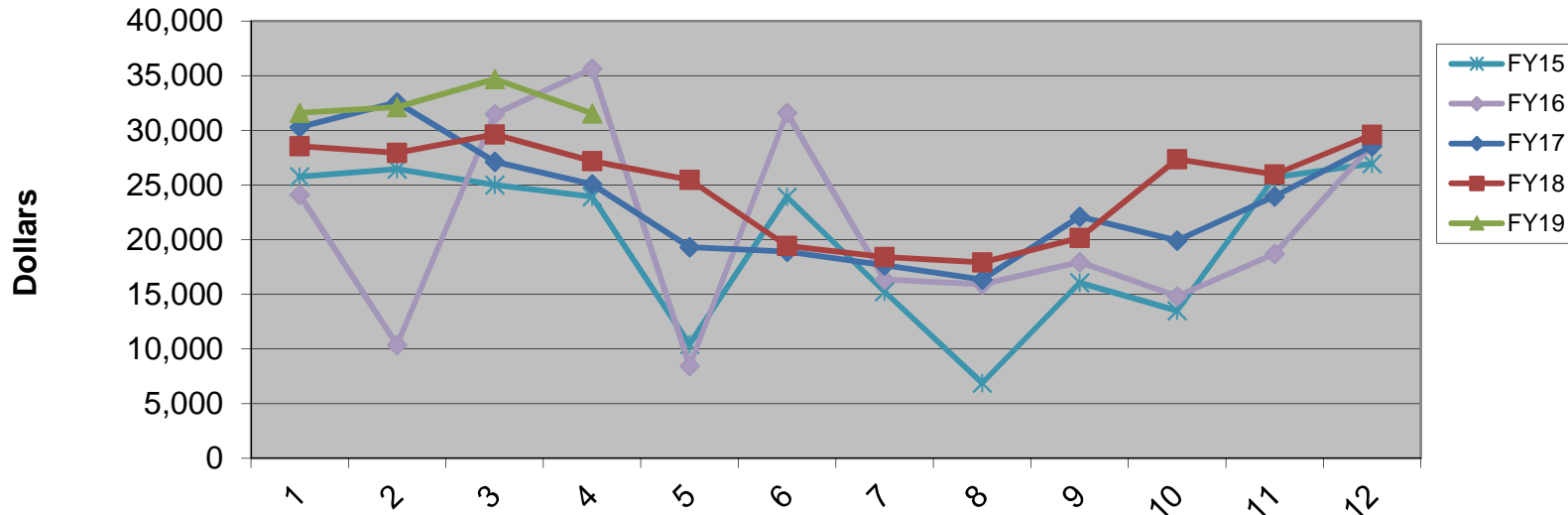
		FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08	FY07
1	JUL	\$31,611	28,567	30,300	24,113	25,751	23,185	22,483	32,434	31,472	27,221	23,293	23,258	28,928
2	AUG	\$32,125	27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864	26,218	29,886
3	SEP	\$34,683	29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590	27,112	22,896
4	OCT	\$31,559	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
FY19	TOTAL	\$129,978	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%

FY18 Jul-Oct 113,333 15% increase (YOY)

Los Alamos County Lodgers' Tax Revenue





LOS ALAMOS
MEETING AND VISITOR
BUREAU

October 11, 2018

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

RE: Transmittal of Monthly DLA LTAB report

Dear Kelly:

Attached is the submission of our monthly activity tourism report for the month of October 2018. Please let me know if you have any questions.

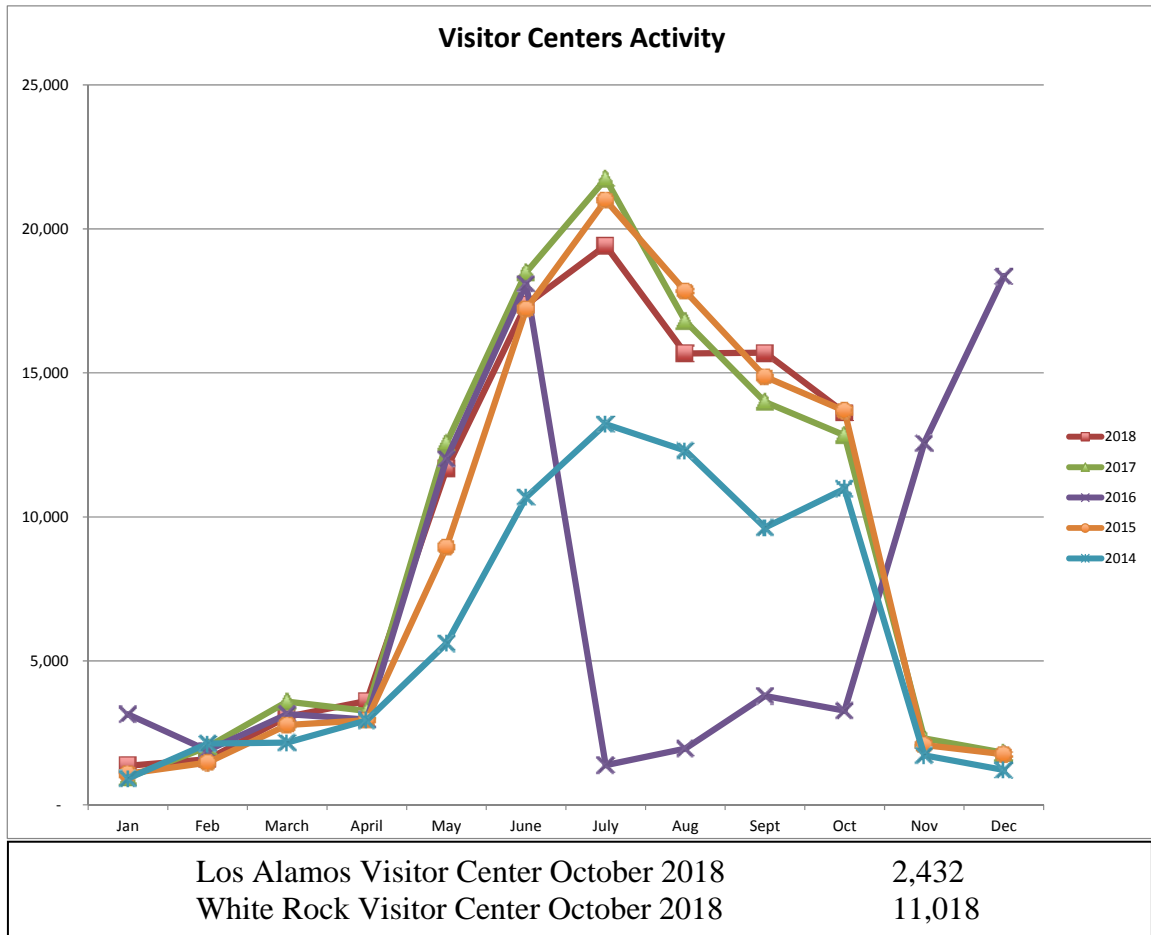
Sincerely,

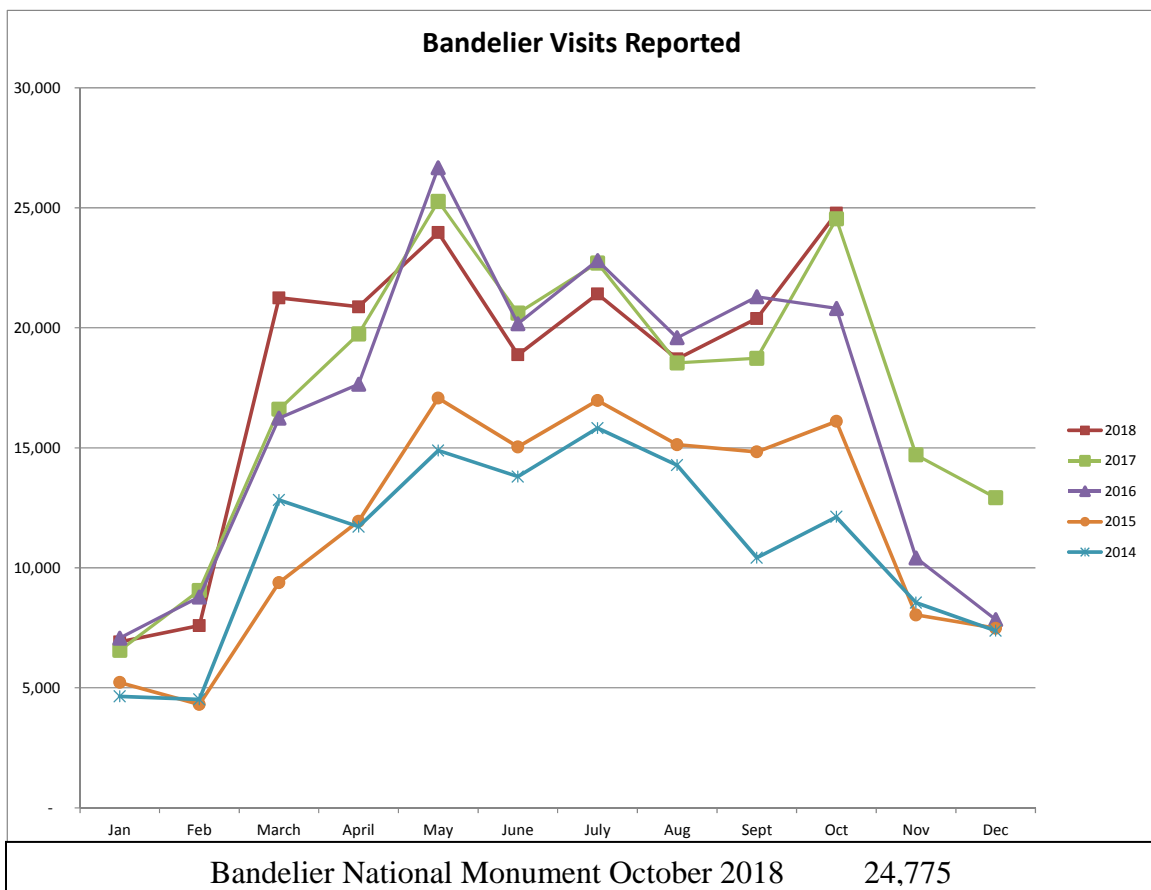
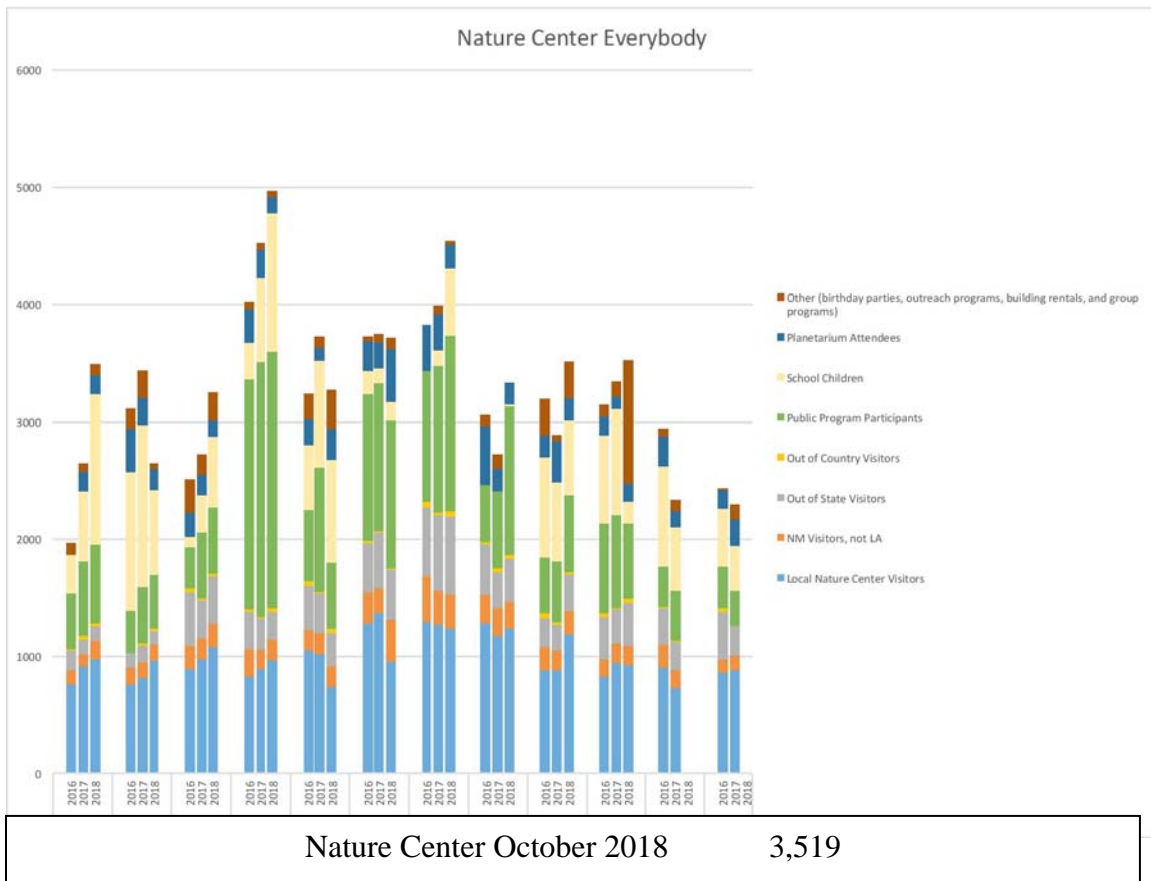
Melanie Peña
Director Discover Los Alamos

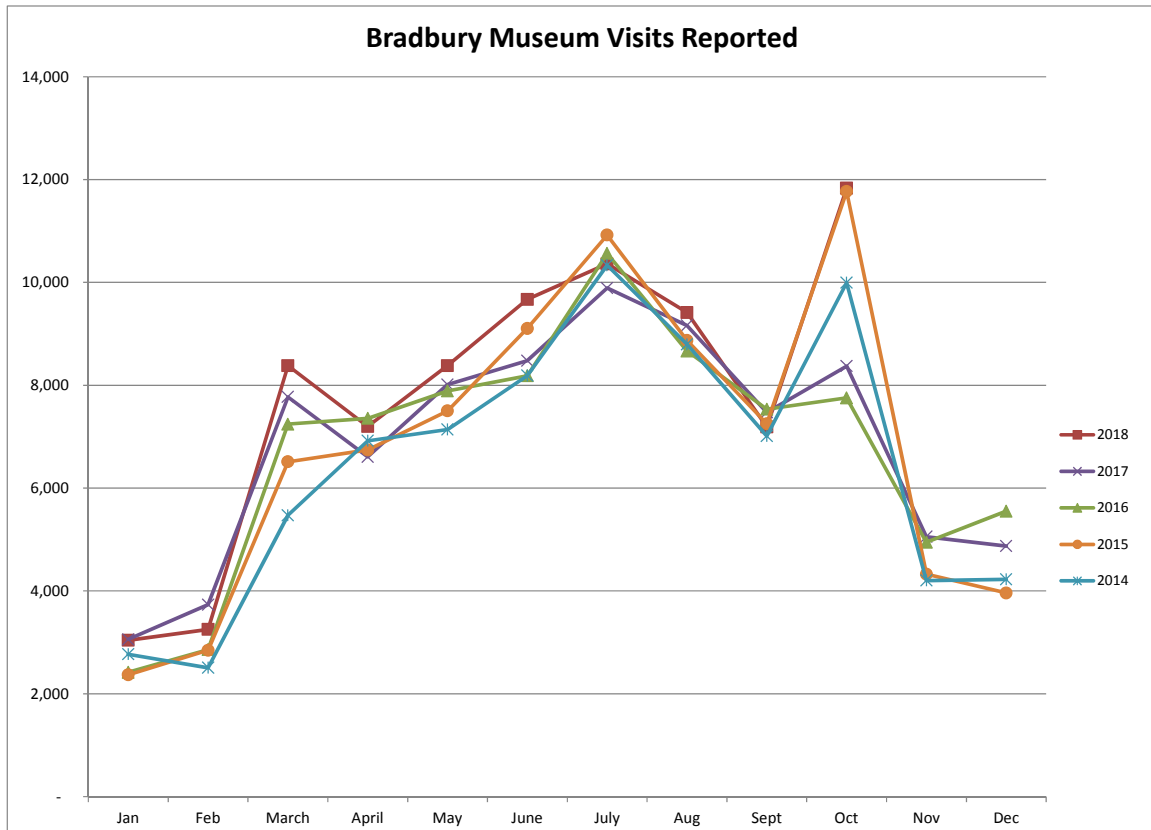
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

DLA Monthly Report

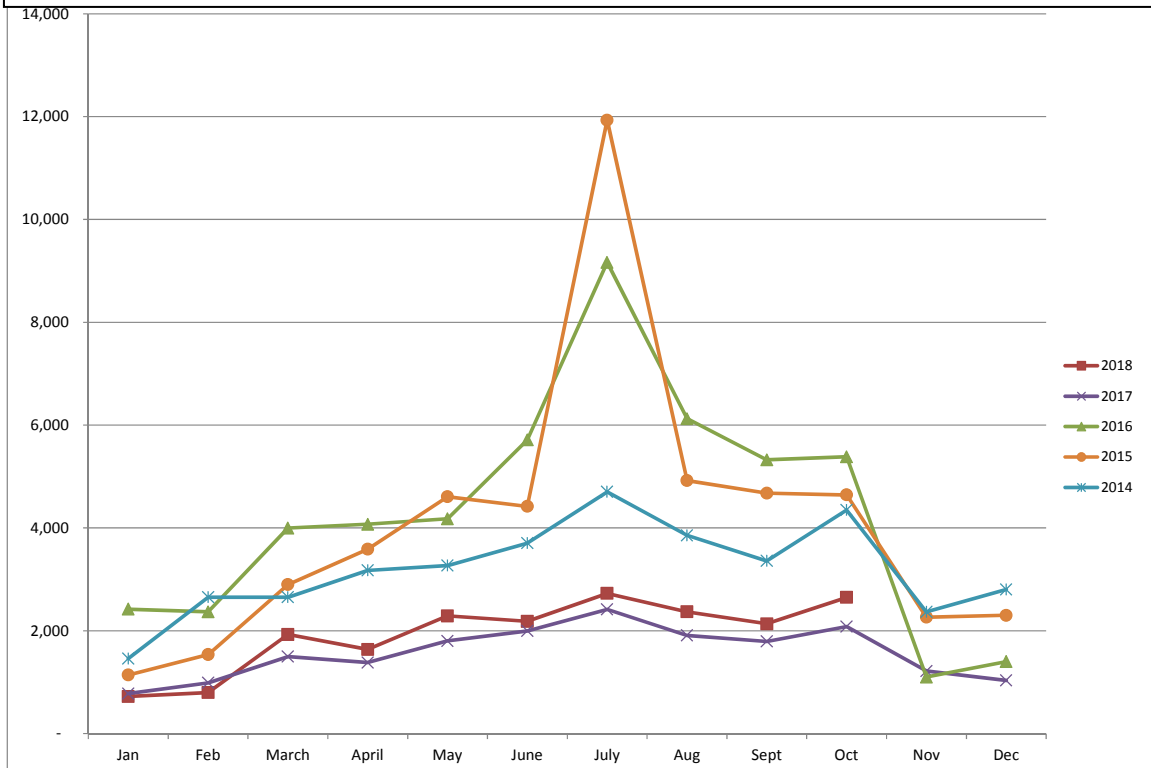
October 2018



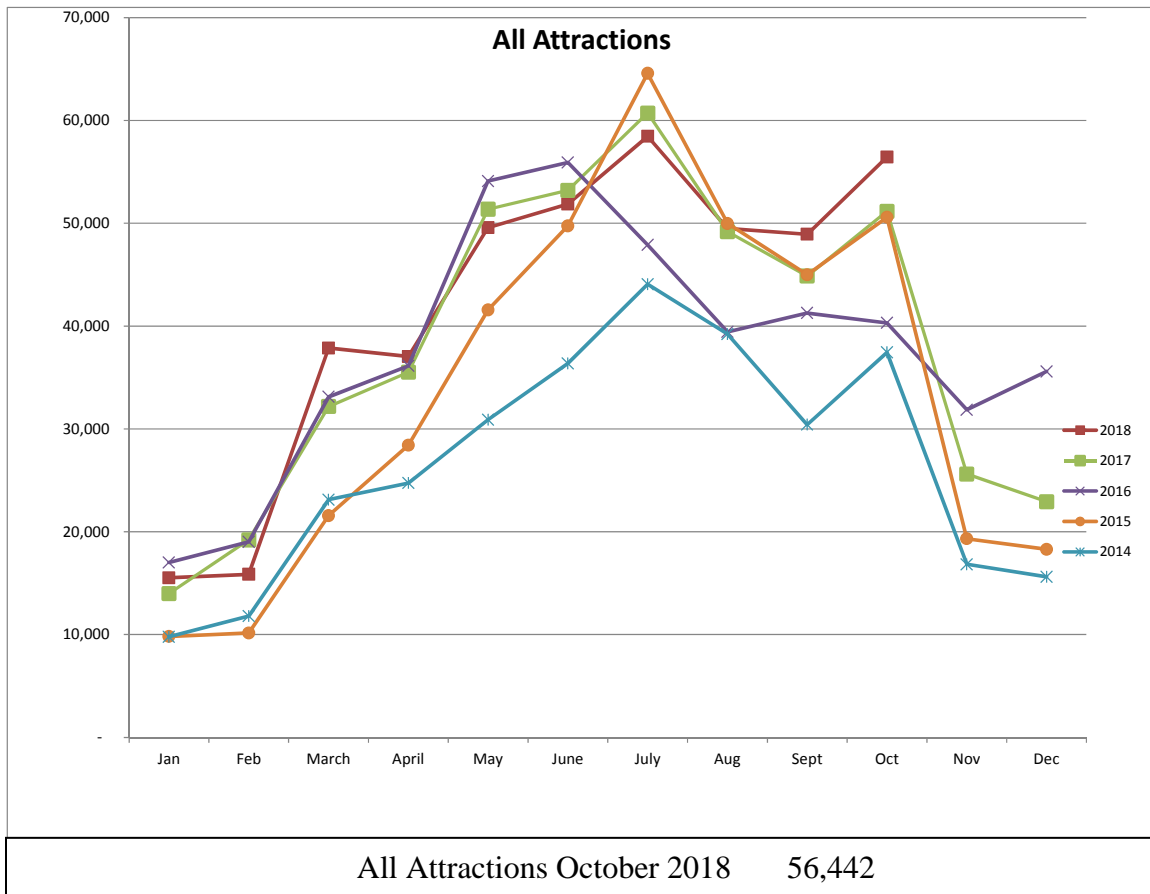




Bradbury Science Museum October 2018 11,834



History Museum October 2018 2,648



October 2018 Narrative Comments

- We currently have approximately 87,125 copies of the Los Alamos Visitor Guides in storage.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by a DLA representative. There are currently 16 in place in Los Alamos/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 and events info feeding www.fyilosalamos.com are updated on a weekly basis with events and information.
- DLA prepares and distributes a hard copy of the events concierge calendar in the visitor centers.
- DLA recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in October was 102.

- Comments left by visitors in our logs included “Please put up a sign to your wonderful center. It took us a while to find it”, “Will’s mother lived here at the dairy for the boys’ school when she was young, 4 years old. She wanted us to visit”, “Nuclear Nerd Heaven”, “Great history”, “Helpful and very friendly”, “Beautiful town, great hiking”, “Just starting, Bandelier beautiful”, “Dad drilled water well about 70 years ago for the project”, “Spectacular drive to get here”, “The shuttle bus was excellent. Wonderful service, very much appreciated”, “We heard many good remarks about the area”, “Bandelier was wonderful, awesome” and it “Gets more interesting and learn more each time.”
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower’s by Gillian, Seeking Chameleon, Unquarked, CB Fox, Rose Chocolatier, Metzger’s, Pet Pangaea, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of February. The large display featured the Bradbury Science Museum.
- In October, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2018. 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.

October 2018:

46 visitlosalamos.org online Visitor Guide requests.
24 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

October 2018

Sample size = 100 entries

✓ *Length of Stay-*

86% of visitor center survey respondents report less than a day
14% report overnight stays

✓ *First Time Visit to Los Alamos-*

84% Yes
16% No

- ✓ For the month of October 2018 the visitor centers registration sheets indicate reasons for visiting as: (several responses have checked more than one reason for visiting)

Bandelier	69%
Manhattan Project/MPNHP	49%
Bradbury/History Museum	47%
Nature Center	10%
Scenery/Recreation/Sports	22%
Business/Family/Friends	5%
Other: _____	

- ✓ The most prevalent states of origin in chronological order are from Texas, California, Florida, Illinois, Washington State, Pennsylvania, Colorado, Missouri, Indiana, Oregon, Arizona, Tennessee and Michigan.
- ✓ The most prevalent foreign countries of origin are from Canada, Germany, France, New Zealand, The Netherlands, Shanghai and Taiwan.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are from Rio Rancho, Taos and Albuquerque.