



LOS ALAMOS

County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

Tuesday, January 15, 2019

12:00 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. [11553-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on December 21, 2018.

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

Presenters: Lodgers' Tax Advisory Board

Attachments: [December 21, 2018 Minutes](#)

D. Board Updates

1. [11558-19](#) Announcement of the Merger of Griffin and Associates and HK Advertising.

Presenters: Lodgers' Tax Advisory Board

E. Public Comment for Items Not on the Agenda

II. REPORTS

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Advisory Board (Linda Deck)
2. Historic Preservation Advisory Board (Barbara Lai)
3. Library Board (Katie Bruell)
4. Parks and Recreation Board (Vacant)

5. Planning and Zoning Commission (Catherine Mockler)
6. Transportation Board (Kelly Stewart)
7. Tourism Implementation Task Force (Katie Bruell & Kelly Stewart)

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

C. Mainstreet/Creative District Report (Lauren McDaniel & Jennifer Loveless)

D. Branding Update (Kelly Stewart)

E. Tourism Marketing Report (Floyd Vasquez)

F. Lodgers' Tax Revenue Report Review (ALL)

1. [11571-19](#) December Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

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

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

1. [11577-19](#) Visitation by Attraction/Visitor Centers Reports

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - December 2018 Monthly Visitation by Attraction Report](#)

H. Group Marketing Events/Opportunities (All)

I. County Recreation Report

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

K. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

A. FY20 Work Plan Priorities

1. [11557-19](#) FY20 Work Plan Priorities

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - LTAB Approved FY19 Work Plan](#)
 [B - DRAFT FY20 Work Plan Template](#)

IV. PRESENTATIONS/DISCUSSION ITEMS

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. The next LTAB meeting is scheduled for February 19, 2019 in 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

Linda Deck, Chair; Katie Bruell, Vice Chair; and Catherine Mockler, Members

Friday, December 21, 2018

9:00 AM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

Members Present: Linda Deck, Chair; Katie Bruell, Vice Chair; Catherine Mockler, Member

Council Liaison Absent: Morrie Pongratz, Councilor

Others Present: Kelly Stewart, Staff Liaison; Linda Matteson, County Manager's Office; Diane Marquez, PROS; Floyd Vasquez, Griffin and Associates; Stacy Baker, Bradbury Science Museum; Kimberly DeVall, Valles Caldera National Preserve; Barbara Lai, Admin Support.

The Meeting was called to order at 9:02 am.

B. Approval of Today's Agenda

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

C. Review/Approval of Meeting Minutes

1. [11507-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on November 27, 2018.

Attachments: [November 27, 2018 DRAFT Minutes](#)

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

D. Approval of 2019 LTAB Meeting Dates

1. [11508-18](#) Approval of 2019 LTAB Meeting Schedule

Attachments: [A - DRAFT LTAB 2019 Meeting Dates](#)

Chair Deck introduced the 2019 LTAB Meeting Calendar and moved to approve the meeting dates. Vice Chair Bruell seconded the motion. The vote passed unanimously.

E. Status of Board Updates

Ms. Lai announced that the vacancies on the Board have been advertised since November

2018.

F. Public Comment for Items Not on the Agenda

No public comment.

II. PRESENTATION/DISCUSSION

A. Kimberly DeVall Valles Caldera National Preserve

Ms. DeVall gave the board a detailed overview of the operation of the Preserve and the schedule of activities. Also, she brought along the new Preserve brochure and foundation document and passed them out. Ms. DeVall discussed some new ideas and programs under consideration by the Preserve staff, but no decisions have been made. Ms. Stewart and Ms. Matteson asked about how the visitation numbers are generated and who receives the visitation report. Ms. DeVall discussed some of the limitations placed on the Preserve that relate to collecting visitor data. She also announced that the Valles Caldera will be shut down at midnight due to the government shutdown.

III. NEW AND PENDING ITEMS/PROJECTS (For Possible Action)

A. Acceptance of the Final FY2019 Tourism Marketing Plan

1. [11509-18](#) Acceptance of the Final FY2019 Tourism Marketing Plan

Attachments: [A - FY19 Los Alamos Tourism Marketing Plan](#)

Chair Deck introduced the Final FY2019 Los Alamos Tourism Marketing Plan. Ms. Stewart said that this Plan is "in process" and will be proof read carefully in the coming days. Ms. Stewart said that the focus of the marketing efforts in the Plan have shifted slightly to attracting the "big adventurer" and to a younger visitors than in the past. Ms. Marquez raised the question as to the marketing focus of PROS, she asked the rhetorical question, is the department marketing to the community or to visitors? This is a future decision to be made by PROS. Chair Deck noted in the Tourism Plan that the web site users were anticipated to be 75,000 users. But, the site was actually visited by about 58,000 users. She wondered why there is such a disparity in the numbers and what brought down the views. Mr. Valdez stated that often the web site traffic is generated by advertising, the more advertising purchased, the more views. Katie Bruell made a motion to endorse the FY19 LA Tourism Marketing Plan. member Mockler seconded. The motion passed.

B. FY20 Work Plan Priorities

1. [11510-18](#) FY20 Work Plan Priorities

Attachments: [FY19 Work Plan](#)
[FY20 Template](#)

Ms. Lai explained the FY20 Work Plan process and deadline are to be determined. The new County Council will hold their Strategic Planning meeting January 22nd and set

Council priorities at that meeting. Immediately after, the Work Plan template will be updated and distributed to the Boards and Commissions. The FY19 template may be used by Boards and Commissions that would like to begin planning early with the understanding that the decisions made might need to be updated in February. Chair Deck suggested that the board delay any discussion and action until Council completes their priorities.

C. Other Items/Projects

IV. REPORTS

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Advisory Board

Chair Deck volunteered to be the Art in Public Places Board liaison. She suggested that Ms. Lai be the liaison to the HPAB.

2. Historic Preservation Advisory Board (Linda Deck)

Ms. Lai reported that the HPAB is finishing their work reviewing the Fuller Lodge Interpretive Plan and setting priorities for its implementation. She also reported that the board is researching any grant opportunities for future funding requests.

3. Library Board (Katie Bruell)

No Report.

4. Parks and Recreation Board

No report. Judge Allen was the liaison who resigned from the board. A new liaison will be appointed.

5. Planning and Zoning Commission (Catherine Mockler)

No report.

6. Transportation Board - Kelly Stewart

Ms. Stewart reported that the NM502 Roundabout project will begin March 4th. This project will also impact the DP Road TA21 cleanup project. Ms. Mockler stated that these projects will negatively affect the businesses.

7. Tourism Implementation Task Force (Katie Bruell & Linda Matteson)

Vice Chair Bruell reported that the Tourism Implementation Task Force subgroups are meeting. She reported that the marketing subgroup is meeting and conducting some background research. She also reported that a data analysis representative (Victoria Greg) from the Tourism Department will attend the marketing subgroup meeting and work with the members on a methodology to capture the visitor data. Ms. Matteson reported that the Task Force met group met and made a presentation to Council which included a letter of recommendation to Council regarding the Visitor Center agreement.

B. State/Regional Tourism & Hospitality Report

Ms. Stewart reported that the Trends Conference is in Santa Fe at La Fonda and she will report back to the board after the meeting.

1. NM Hospitality Association: TRENDS Conf Jan 28-29, 2019

2. New Mexico Tourism Department Update

Vice Chair Bruell reported that the NM Magazine came out with an article, '52 Weekends With Get-A-Ways in NM'. However, Los Alamos was not included in the article. The board discussed ideas on how to develop better relationships with the editors of the magazine to feature Los Alamos. Ms. Stewart mentioned putting together an itinerary for a weekend in Los Alamos.

3. Visitor Guide Feedback from PRSA

Ms. Stewart will email the criteria for the Public Relations Society of America (PRSA) awards to the board members.

C. Mainstreet/Creative District Report

Ms. Stewart will email the quarterly MainStreet Report to the board members.

1. MainStreet Update (Lauren McDaniel)
2. Creative District Update (Lauren McDaniel)

No report.

D. Branding Update (Kelly Stewart)

1. Discoveries Action Team Projects Update

Ms. Stewart reported that DAT members discussed possible projects to champion.

E. Tourism Marketing Report (Floyd Vasquez)

1. FY19 Marketing Co-Op Update

Mr. Vasquez reported that there is a scheduled television shoot to get a new video. The video should be ready in June, 2019 and it will be supported with new ads on television, Facebook and Instagram. In addition, the video will be featured on KQRE, New Mexico Living.

2. Monthly Reports

1. [11514-18](#) Tourism Marketing Report

Attachments: [A - Dec 2018 LTAB PR Social Media Report](#)
[B - Dec 2018 Activity Report](#)

Mr. Vasquez reported on the activities that Girffin and Associates completed in December. He encouraged the board members to utilize social media and promote Los Alamos. He reported on the audit of social media just completed. He expressed the need to develop more video. Vice Chair Bruell suggested that Mr. Vasquez talk to a

representative of PAC 8 about creating more video. He summarized a number of the marketing efforts underway and their successes in spreading the good word about Los Alamos.

F. Lodgers' Tax Revenue Report Review (ALL)

1. [11511-18](#) Lodgers' Tax Revenue Report

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

Chair Deck reported that the Lodgers' Tax revenues for November were the strongest for the month ever reported.

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

1. [11513-18](#) Visitation by Attraction/Visitor Centers

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

Chair Deck referred the members to the Visitation report. She acknowledged that the visitor numbers are steady.

H. Group Marketing Events/Opporunities (All)

I. County Recreation Report

1. [11512-18](#) County Recreation Report

Attachments: [A - December PROS Division Report](#)

Ms. Marquez promoted the upcoming holiday events and encouraged everyone to attend. She also reported that in January, PROS will be hosting the first annual hockey tournament through the Lobos Hockey Team. Four large collegiate Teams will come to Los Alamos to compete in this event from Northern Arizona, Nebraska, and Texas. The tournament is a weekend event, so people will be staying overnight in town. Also in January, PROS will be hosting the adult tournament and teams will come from Colorado, Arizona, and New Mexico.

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

K. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next LTAB meeting is Tuesday, January 15, 2019, 12-2 p.m.

Municipal Building , Location TBD

VI. ADJOURN

The meeting adjourned at 1:58 pm.

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DRAFT

County of Los Alamos Lodgers' Tax Revenue --Accrual Basis • 5 of 6 Collected in Nov 2018 • Reported in Dec 2018 • Presented in Jan 2019

Mo. Collected ↓			FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08
1	JUL	Jun	\$31,611	28,567	30,300	24,113	25,751	23,185	22,483	32,434	31,472	27,221	23,293	23,258
2	AUG	Jul	\$32,125	27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864	26,218
3	SEP	Aug	\$34,683	29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590	27,112
4	OCT	Sep	\$31,559	27,185	25,055	35,631	23,945	19,896	16,934	23,943	25,553	25,512	24,245	20,262
5	NOV	Oct	\$29,619	25,468	19,314	8,433	10,413	16,577	15,660	19,187	22,707	23,533	22,465	21,064
6	DEC	Nov	\$26,270	19,439	18,903	31,602	23,908	12,470	14,688	16,980	19,042	20,852	20,049	12,120
7	JAN			18,413	17,648	16,345	15,255	13,263	13,599	15,126	16,837	21,876	17,316	11,378
8	FEB			17,912	16,362	15,902	6,882	12,079	11,705	15,740	13,871	17,734	17,940	20,661
9	MAR			20,146	22,091	17,934	16,051	11,494	12,071	16,562	13,557	20,597	19,644	10,873
10	APR			27,355	19,910	14,809	13,514	13,237	14,266	12,921	18,142	21,736	19,072	17,381
11	MAY			25,972	23,974	18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864	22,636
12	JUN			29,610	28,567	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181
FY19	TOTAL		\$185,867	297,647	281,820	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144

ACTUALS→

6%

11%

6%

16%

2%

-19%

-8%

-5%

8%

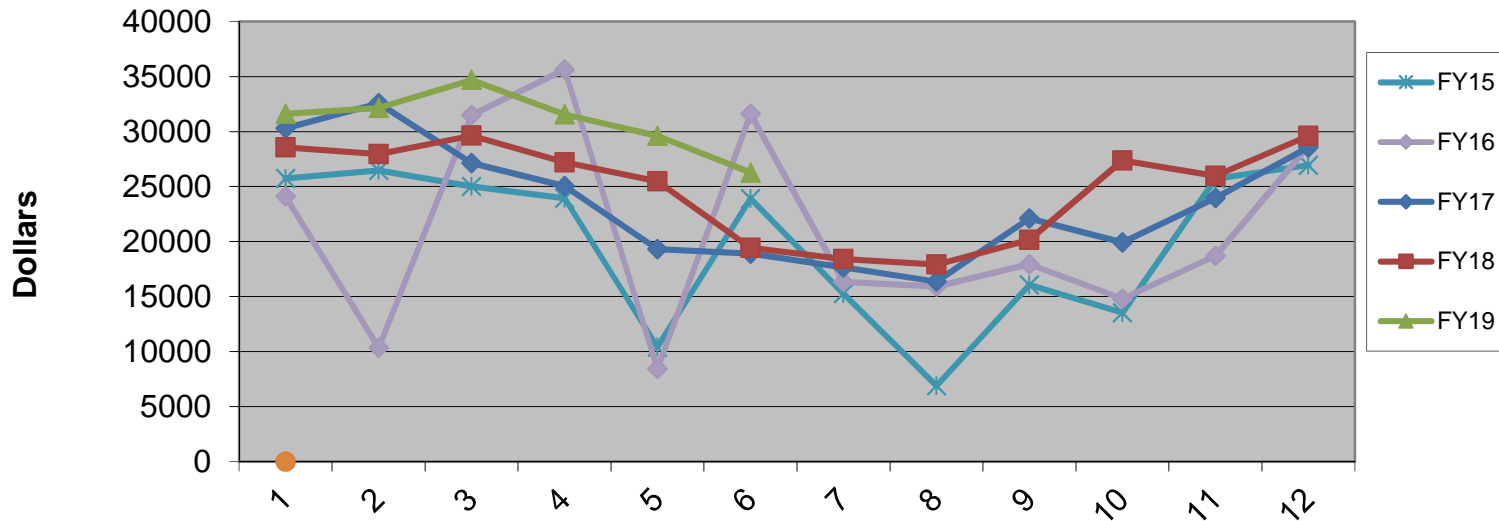
14%

FY18Jul-Dec

158,239

17% increase, same period FY18 (YOY)

Los Alamos County Lodgers' Tax Revenue





January 10, 2019

Kelly Stewart
Linda Matteson
Los Alamos County
1000 Central Ave.
Los Álamos, NM 87544

RE: Transmittal of Monthly DLA LTAB report

Dear Kelly and Linda:

Attached is the submission of our monthly activity tourism report for the month of December 2018. Please let me know if you have any questions. Our two national parks have not submitted visitation numbers which reflects negatively on this report.

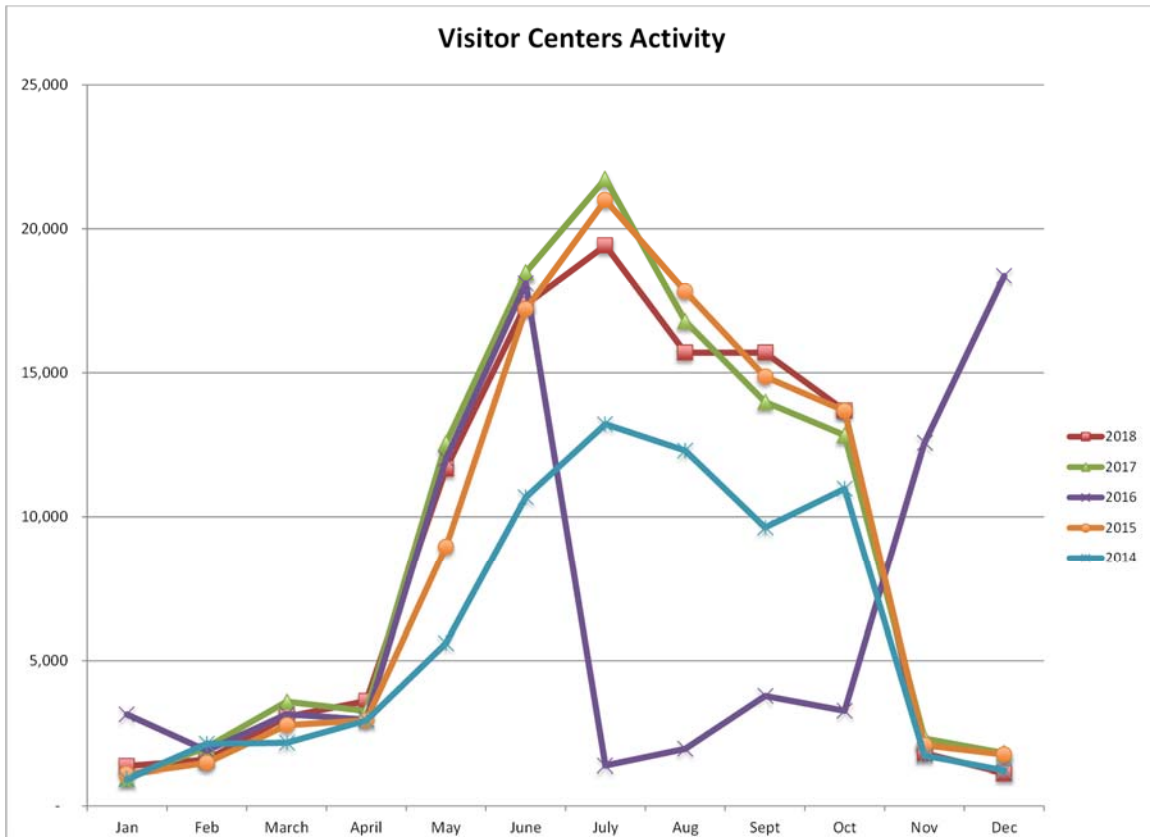
Sincerely,

Melanie Peña
Director Discover Los Alamos

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

DLA Monthly Report

December 2018

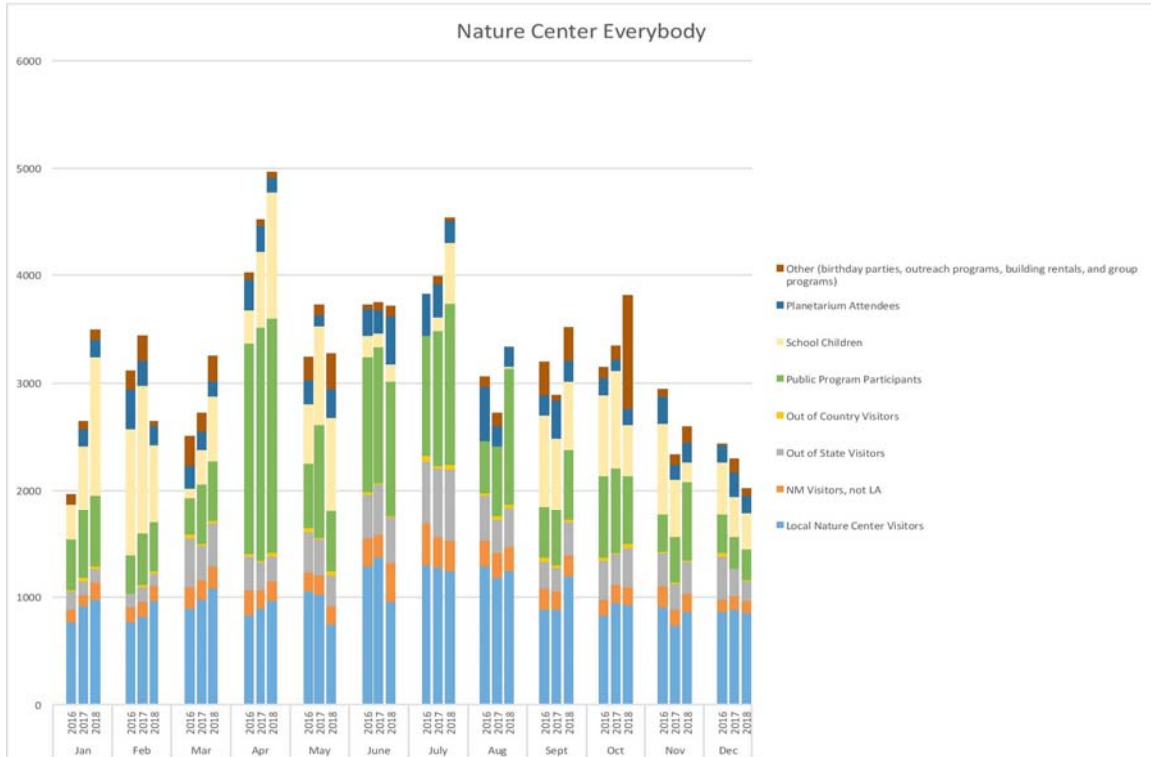


Los Alamos Visitor Center December 2018

563

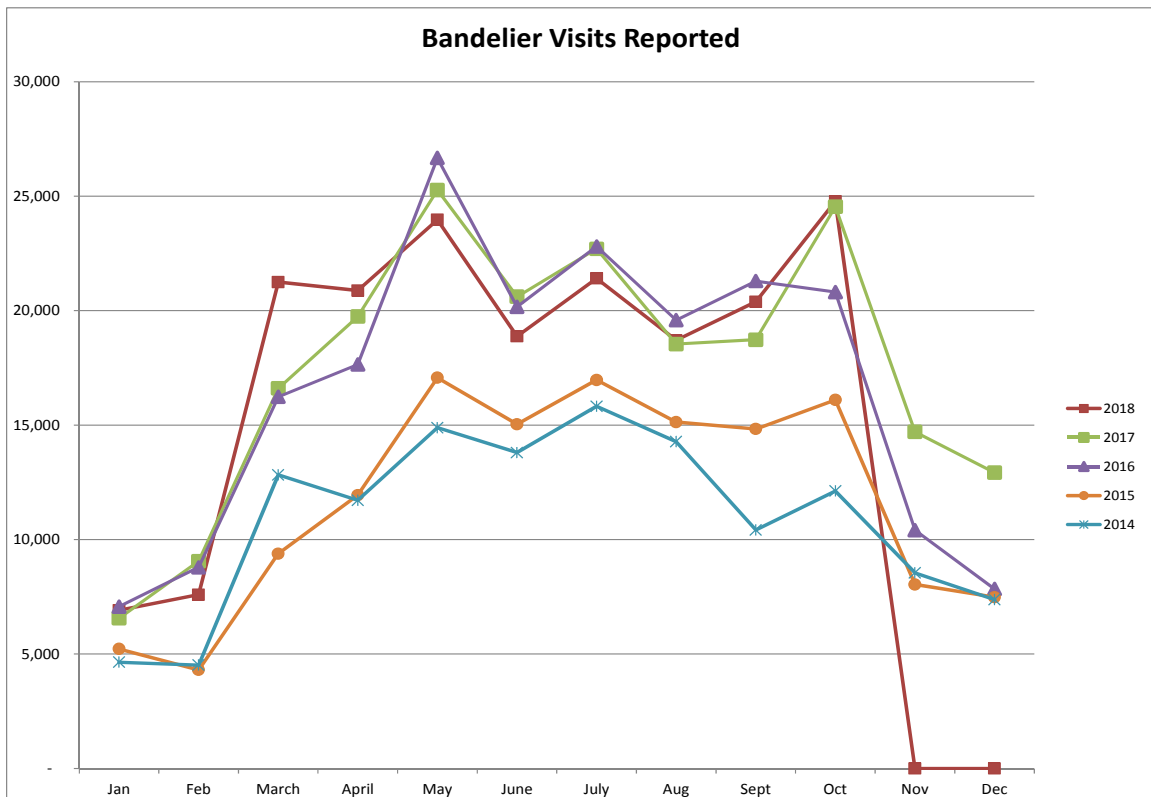
White Rock Visitor Center December 2018

349



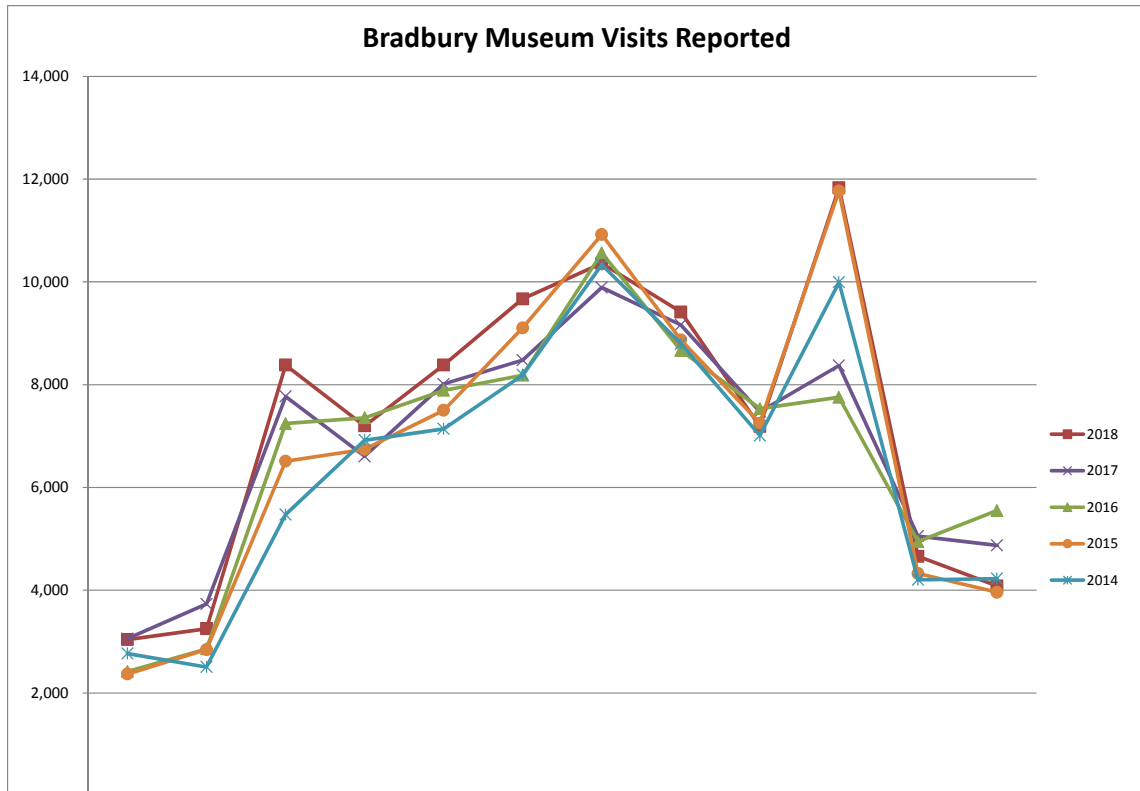
Nature Center December 2018

2,020

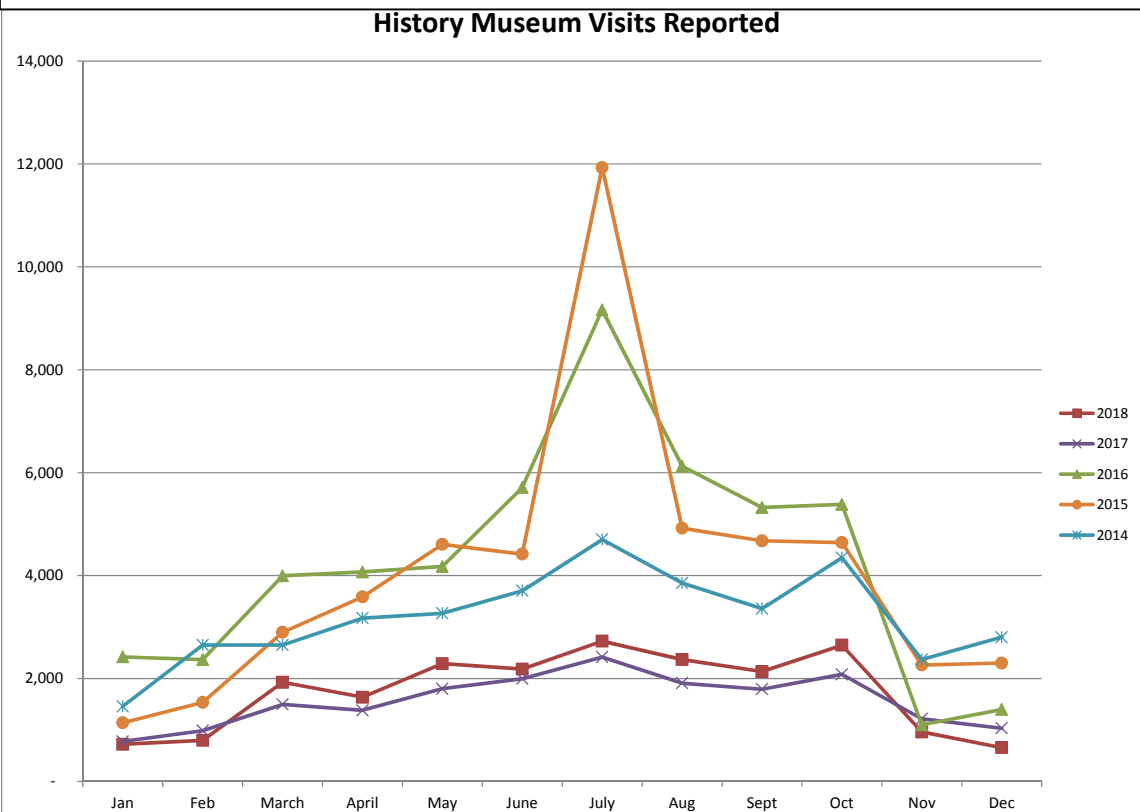


Bandelier National Monument December 2018

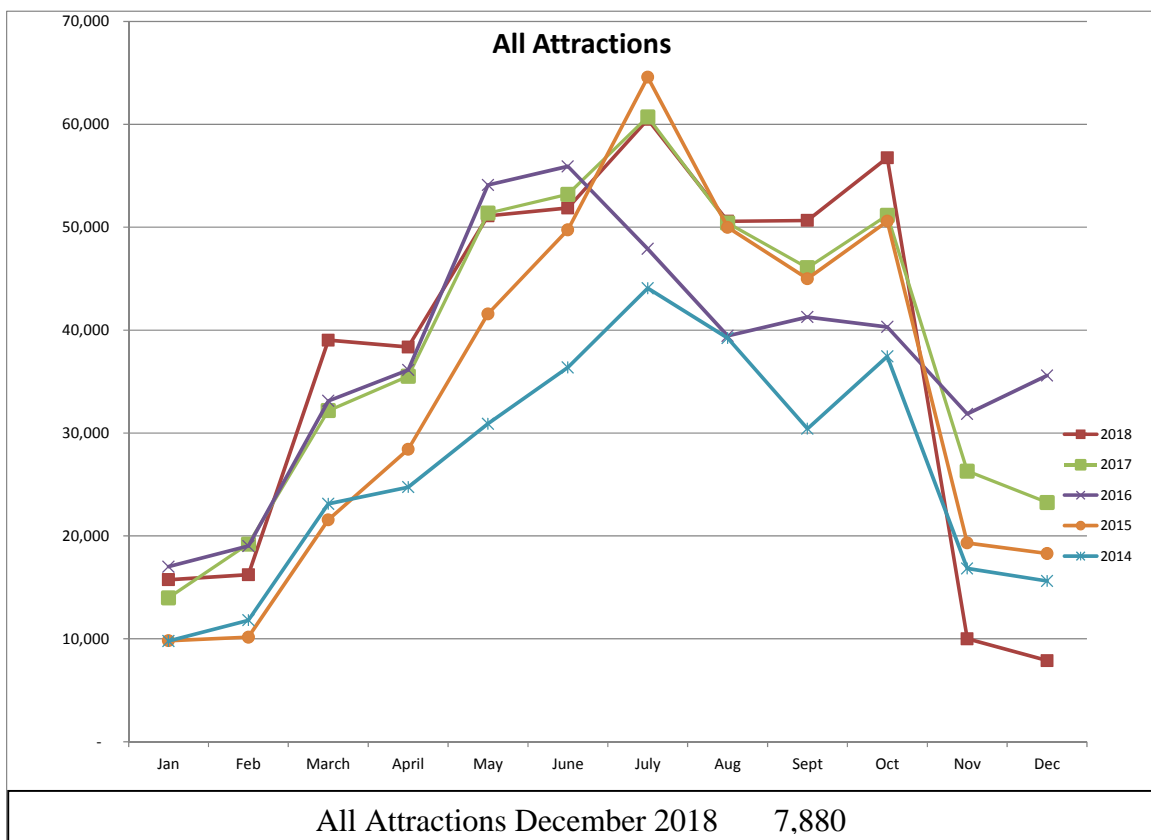
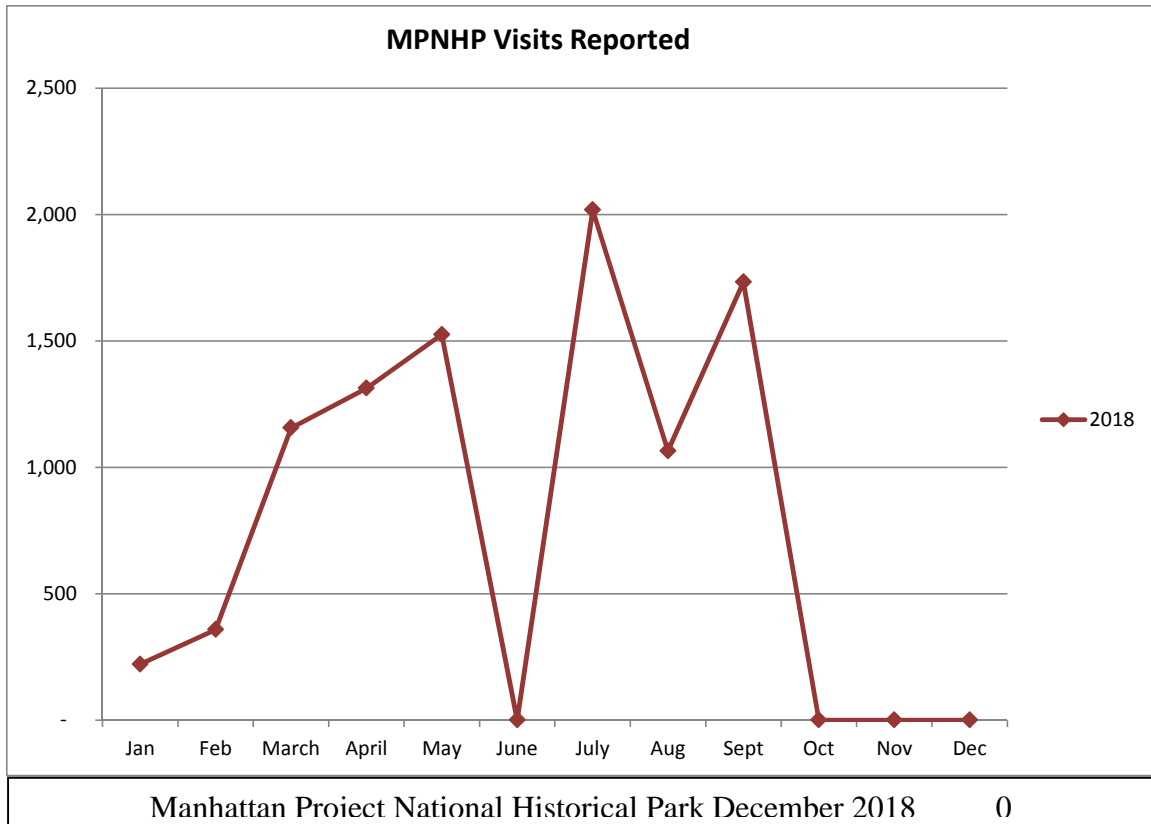
0



Bradbury Science Museum December 2018 4,083



History Museum November 2018 658



December 2018 Narrative Comments

- We currently have approximately 83,500 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 December was 15.
- Comments left by visitors in our logs included "Love the mountains in the winter as much as I love them in the summer....autumn....and spring", "Thank you for the info", "Great info from Annie", "Thank you for preserving history", "Info for friends", and "My dad worked here in the 1960's".
- 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, Village Arts, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of December. The large display featured the Los Alamos History Museum.
- In December, 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.

December 2018:

43 visitlosalamos.org online Visitor Guide requests.
15 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

December 2018

Sample size = 14 entries

✓ *Length of Stay-*

72% of visitor center survey respondents report less than a day
28% report overnight stays

✓ *First Time Visit to Los Alamos--*

78% Yes
22% No

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

Bandelier	72%
Manhattan Project/MPNHP	43%
Bradbury/History Museum	50%
Nature Center	21%
Scenery/Recreation/Sports	29%
Business/Family/Friends	14%
Other: _____	

✓ The most prevalent states of origin in chronological order are from Texas, South Carolina, Indiana, Ohio, Kentucky, Maryland, Oregon and Washington State.

✓ The most prevalent foreign countries of origin, there were no foreign visitors recorded this month.

✓ The most prevalent cities in New Mexico visiting Los Alamos were from Santa Fe.



FY19 Work Plan for Los Alamos County Boards and Commissions

(Fiscal Year 2019: July 1, 2018 – June 30, 2019)

Board and Commission Name: Lodgers' Tax Advisory Board (LTAB)

Date prepared: Feb 9, 2018 Date approved by Council: 5/1/18

Prepared by: Kelly Stewart, County Staff Liaison

This work plan will be accomplished in the following time frame:
from Jul 1, 2018 to Jun 30, 2019

Chairperson: Ryn Herrmann Term: Dec 2015 to Present

Members and terms:

Loryn "Ryn" Herrmann – Dec 2 2015 - Dec 1 2018 (Term 2)
Linda Deck – Dec 2 2016 - Dec 1 2019 (Term 1)
Katie Bruell – Dec 2 2015 - Dec 1 2018 (Term 1)
Catherine Mockler - Dec 2 2016 - Dec 1 2019 (Term 1)
Elizabeth Allen - Dec 2 2017 - Dec 1 2020 (Term 1)

Department Director: Joanie Ahlers, Economic Development Division

Work plan developed in collaboration with Department Director?(Y/N?) Y

Staff Liaison: Kelly Stewart, Marketing Specialist, Economic Development Division
Administrative Support provided by: Barbara Lai, Community Development Department

Council Liaison: James Chrobocinski Reviewed by Council Liaison? N

1.0 Provide a brief Summary of your Board or Commission's activities over the past twelve months. Please describe your Board or Commission's accomplishments and identify constraints. List any "lessons learned" and identify the greatest challenges faced by the Board or Commission.

LTAB FY18 ACTIVITIES

- Discover Los Alamos meeting and visitor bureau (DLA), a program of the Los Alamos Commerce and Development Corporation (LACDC), renewed contract with tourism materials service vendor, Fun and Games to distribute services of visitor guides to hotels, visitor centers and events statewide to all Los Alamos attractions for a reduced rate. In addition to the County's visitor guide distribution, Fun and Games now distributes brochures from the Bradbury Science Museum, the Los Alamos Nature Center/PEEC and the Manhattan Project National Historical Park/Gateway to 3 National Parks.
- LTAB presented to Council in November 2017, including the need for a full-service hotel and event space, the need for a regular source/system for collecting lodging data, i.e., average daily rate (ADR) and occupancy; enhancement of Gateway to Three National Parks, customer service training.
- Promoted Los Alamos as the Gateway to 3 National Parks, as well as high altitude recreation events and assets including the 100-plus mile trail system, Pajarito Mountain and bike tourism opportunities.
- Hosted one of ten Regional Tourism Economic Summits in Los Alamos on behalf of the New Mexico Hospitality Association (October 25, 2017)
- Worked with New Mexico Tourism Department and the New Mexico Hospitality Association to leverage all opportunities for positive exposure to target audiences, including article placement in several national magazines and statewide and southwest regional awards/recognition for Los Alamos assets and marketing efforts, e.g., the Atomic City Spy Tour
- Advised County on the Tourism Marketing Services contract. See summary of activities and results in the FY18 Tourism Marketing Plan (Can be obtained from LTAB Staff Liaison).
- Advised County on the Visitor Center Operations and Management services performed by DLA. DLA maintains, operates and staffs the Los Alamos and White Rock visitor centers, providing a quality visitor experience 7 days a week. In addition, they promote and facilitate the Bandelier Shuttle operations (May 15-October 15), fulfill all visitor guide requests, and maintain 4 auxiliary kiosk locations along Central Avenue with a weekly up-to-date event calendar. DLA also stocks 12 display racks with visitor guides and event calendars at attractions and businesses throughout the townsite and White Rock. DLA updates VisitLosAlamos.org (the County's official tourism website), and applies for, implements and solicits for matching dollars from the New Mexico Tourism Department's Marketing Co-op grants, as well as other available grant opportunities. DLA regularly collaborates with the County and the Tourism Marketing Services on advertising, marketing, print materials and events. DLA provides logistical, marketing and visitor welcome services for any event that requests Visitor Center services and or materials. DLA continues to manage the rotation of two local business display cases inside the White Rock Visitor Center.

2.0 Describe the future work plans for this Board or Commission using the following items and showing the relationship to those items: (Please remember that Council approval of this work plan does not constitute official Council approval of proposed projects, assignments, or anticipated recommendations included in this work plan that have budget implications.)

MISSION: To advise the County Manager and Council on the expenditures of funds received through Lodgers' tax for advertising, publicizing and promoting tourist attractions and facilities in and around the County of Los Alamos.

GOALS:

- I. Maximize every opportunity to put heads in beds.
- II. Influence a positive visitor experience at every interface, e.g., a tourism visit is the potential first of several economic development visits.
- III. Develop measures for tourism interfaces/experiences.
- IV. Support projects that drive tourists to other local businesses, like retail and restaurants.
- V. Serve as a conduit between the public and the County Council.

COUNCIL VISION: Los Alamos is a world-renowned community where discovery and innovation are inspired by its dramatic history and magnificent mountain setting. We offer extraordinary education, recreational and cultural opportunities in a vibrant, small-town atmosphere.

COMMUNITY ASSET AREAS: 3 National Parks and High Altitude Recreation.

AREAS OF FOCUS: National Parks Trifecta including Manhattan Project National Historical Park, High Altitude Sports & Recreation, Hospitality Industry, Branding & Marketing and Destination Vitality.

1. Support implementation of the Tourism Strategic Plan, Wayfinding Plan and Brand Action Plans
2. Facilitate transition of new contracts for Visitor Center Operations and Management services and Tourism Marketing services.
3. Assess and change data collection, interpretation and reporting to increase effectiveness of tourism marketing decisions, including visitation data, lodging data (occupancy and average daily rate), return on investment, etc.
4. Develop target markets and campaigns based on identified visitor trip planning decision points—timing, location, media preference—e.g., all Bandelier National Monument visitors' decision to travel up to the Los Alamos townsite attractions; or a Santa Fe visitor's decision to travel up to a Los Alamos attraction. Identify resources to help determine when and where in the trip planning process is the best time and medium to present our message to visit Los Alamos. Campaigns must include hospitality partners and incentives to track conversion from awareness to interest to consideration to visit.
5. Assess and consolidate Los Alamos tourism marketing materials.
6. Participate and promote customer service training program offered via the County's branding initiative.
7. Initiate group marketing efforts, targeting tour operators, tournament events and other activities that bring large groups of visitors to town for multiple nights.

2.1 List any special projects or assignments given to this Board or Commission by Council or the Department director:

N/A

2.2 List the guiding documents/plans (with approval or revision dates listed) used by this Board or Commission.

- FY18 Tourism Marketing Services Marketing Plan
- Lodgers' Tax Fund Accrued and Actual Revenue reports (Los Alamos County Finance Department)
- P.R./Social Media Data reports (Griffin and Associates)
- Visitor/Attraction Trends reports (LACDC-Meeting and Visitor Bureau Program, visitor center operations and management contractor)
- Recreation Division monthly reports
- Reports from interactions with Arts In Public Places Board, Historic Preservation Board, Library Board, Parks and Recreation Board, Planning and Zoning Board and Transportation Board
- Tourism Strategic Plan, including Wayfinding Plan
- Brand Action Plan

2.3 Other projects/assignments proposed by the Board or Commission: *(Any projects or activities proposed in this section should be discussed with the Council Liaison prior to listing it in this work plan.)*

N/A

3.0 Identify any interfaces for the goals/tasks in this work plan with County Departments and other Boards and Commissions. Specify the coordination required.

LTAB members are assigned to monitor activities of other Boards and Commissions as follows:

- 1) Historic Preservation Advisory Board - Linda Deck
- 2) Planning and Zoning Commission – Catherine Mockler
- 3) Parks and Recreation Board – Elizabeth Allen
- 4) Transportation Board – Kelly Stewart
- 5) Library Board – Katie Bruell
- 6) Art and Public Places – Ryn Herrmann

4.0 List any special public information or involvement meetings or efforts to be conducted by this Board or Commission:

N/A

5.0 List the current subcommittees for this Board or Commission.

N/A

- 5.1 For subcommittees with members that are not members of the parent board or commission:**
List the subcommittee members and their terms.
Explain how sub- committee members are selected or appointed.
Provide a description of each subcommittee's charter or purpose.
Describe the expected duration for the subcommittee and their work plan(s) demonstrating how they support the Board or Commission:

Attachment A: Provide a copy of your Board or Commission's "Purpose" and "Duties and Responsibilities" from Chapter 8 of the County Code:

Sec. 8-101. Purpose

A lodger's tax advisory board is established to advise the county manager and council on the expenditure of funds authorized by NMSA 1978, § 3-38-22 for advertising, publicizing and promoting tourist attractions and facilities in and around the county. (Ord. No. 02-078, § 2, 10-3-2006)

Sec. 8-102. Membership, terms and qualifications.

The lodger's tax advisory board is established and its members shall be appointed in accordance with NMSA 1978, § 3-38-22. Only the member representing the general public must be a resident of the county. The term of each member of the lodger's tax advisory board shall be three years beginning on December 2 and ending on December 1. (Ord. No. 02-078, § 2, 10-3-2006)

Sec. 8-103. Duties and responsibilities. (Ord. No. 02-078, § 2, 10-3-2006)

The lodger's tax advisory board shall serve in an advisory capacity to the county council and shall have the following functions, responsibilities and duties:

- 1) Provide citizen input to staff and council on ways and means for improving the county's use of lodger's tax funds. For this purpose, the board shall gather public input in ways appropriate to the circumstances, which may include public hearings dedicated to specific topics.
- 2) Review and act upon all lodgers' tax related matters submitted to the board by council.

Attachment B: Using the chart below, place an X in the column on the right if the Council Goal is related to the work of the LTAB Board or Commission:

Mark all that apply

Economic Vitality		
	<u>Economic Vitality:</u>	
	<ul style="list-style-type: none"> • Priority Area – Build the local tourism economy with emphasis on implementing Tourism Strategic Plan and supporting plans. 	X
	<ul style="list-style-type: none"> • Priority Area - Revitalize and eliminate blight in Los Alamos and White Rock (TBD) 	
	<ul style="list-style-type: none"> • Promote a strong and diverse economic base by encouraging new business growth 	
	<ul style="list-style-type: none"> • Collaborate with Los Alamos National Laboratory as the area's #1 employer 	
	<u>Financial Sustainability</u>	
	<ul style="list-style-type: none"> • Encourage the retention of existing businesses and assist in their opportunities for growth 	
	<ul style="list-style-type: none"> • Support spinoff business opportunities from LANL 	
	<ul style="list-style-type: none"> • Significantly improve the quantity and viability of retail business 	
Quality of Life		
	<u>Housing:</u>	
	<ul style="list-style-type: none"> • Priority Area -- Support development of affordable workforce housing 	
	<ul style="list-style-type: none"> • Promote the creation of a variety of housing options for all segments of the Los Alamos Community, including infill opportunities as appropriate 	
	<u>Education:</u>	
	<ul style="list-style-type: none"> • Support Los Alamos Public Schools' goal of ranking among the top public schools in the nation 	
	<ul style="list-style-type: none"> • Partner with Los Alamos Public Schools and the University of New Mexico – Los Alamos; and support, as appropriate, the delivery of their educational services to community standards 	
	<u>Quality Cultural and Recreational Amenities:</u>	
	<ul style="list-style-type: none"> • Priority Area – Maintain and improve existing outdoor recreation and open space amenities 	
	<ul style="list-style-type: none"> • Implement a comprehensive range of recreational and cultural amenities that enhance the Los Alamos community 	
	<u>Environmental Stewardship:</u>	
	<ul style="list-style-type: none"> • Enhance environmental quality and sustainability balancing costs and benefits including County services and utilities 	
	<u>Mobility:</u>	
	<ul style="list-style-type: none"> • Maintain and improve transportation and mobility 	
	<u>Operational Excellence:</u>	
	<ul style="list-style-type: none"> • Priority Area – Continue implementation of the Comprehensive Plan with an emphasis on neighborhoods 	
	<ul style="list-style-type: none"> • Priority Area – Maintain and improve existing quality essential services 	

	and supporting infrastructure including PRISM/Munis and permitting	
	<ul style="list-style-type: none">• Invest in staff development to create a high performing organization	
	<ul style="list-style-type: none">• Manage commercial growth well following an updated, concise, and consistent comprehensive plan	
	<ul style="list-style-type: none">• Establish and implement a mechanism for effective Utility policy setting and review	
	<u>Communication:</u>	
	<ul style="list-style-type: none">• Improve transparency in policy setting and implementation	
	<ul style="list-style-type: none">• Create a communication process that provides measurable improvement in citizen trust in government	
	<u>Intergovernmental Relations:</u>	
	<ul style="list-style-type: none">• Strengthen coordination and cooperation between County government, LANL, and the regional and national partners	



LOS ALAMOS
where discoveries are made

FY20 Work Plan for Los Alamos County Boards and Commissions

(Fiscal Year 2020: July 1, 2019 – June 30, 2020)

Board and Commission Name: _____

Date prepared:_____ **Date approved by Council:**_____

Prepared by:_____

This work plan will be accomplished in the following time frame:
from _____ **to** _____ **(dates)**

Chairperson:_____ **Term:**_____

Members and terms:

Department Director: _____

Work plan developed in collaboration with Department Director?(Y/N?)_____

Staff Liaison: _____

Administrative Support provided by: _____

Council Liaison: _____ **Reviewed by Council Liaison?** _____

1.0 Provide a brief Summary of your Board or Commission’s activities over the past twelve months. Please describe your Board or Commission’s accomplishments and identify constraints. List any “lessons learned” and identify the greatest challenges faced by the Board or Commission.

2.0 Describe the future work plans for this Board or Commission using the following items and showing the relationship to those items: *(Please remember that Council approval of this work plan does not constitute official Council approval of proposed projects, assignments, or anticipated recommendations included in this work plan that have budget implications.)*

2.1 List any special projects or assignments given to this Board or Commission by Council or the Department director:

2.2 List the guiding documents/plans (with approval or revision dates listed) used by this Board or Commission.

2.3 Other projects/assignments proposed by the Board or Commission: *(Any projects or activities proposed in this section should be discussed with the Council Liaison prior to listing it in this work plan.)* To assist with Council review of the work plans, please list the B&C’s proposed projects or assignments in priority order.

3.0 Identify any interfaces for the goals/tasks in this work plan with County Departments and other Boards and Commissions. Specify the coordination required.

4.0 List any special public information or involvement meetings or efforts to be conducted by this Board or Commission:

5.0 List the current subcommittees for this Board or Commission.

**5.1 For subcommittees with members that are not members of the parent board or commission:
List the subcommittee members and their terms.
Explain how sub- committee members are selected or appointed.
Provide a description of each subcommittee’s charter or purpose.
Describe the expected duration for the subcommittee and their work plan(s) demonstrating how they support the Board or Commission:**

Attachment A: Provide a copy of your Board or Commission’s “Purpose” and “Duties and Responsibilities” from Chapter 8 of the County Code:

Attachment B: Using the chart below, place an X in the column on the right if the Council Goal is related to the work of the _____ Board or Commission:

Mark all that apply

Economic Vitality		
	<u>Economic Vitality:</u>	
	<ul style="list-style-type: none"> • Priority Area – Build the local tourism economy 	
	<ul style="list-style-type: none"> • Priority Area – Promote vitality in our neighborhoods and downtown areas and eliminate blight in Los Alamos and White Rock as part of an overall property maintenance and beautification effort. 	
	<ul style="list-style-type: none"> • Promote a strong and diverse economic base by encouraging new business growth. 	
	<ul style="list-style-type: none"> • Collaborate with Los Alamos National Laboratory as the area’s #1 employer. 	
	<u>Financial Sustainability</u>	
	<ul style="list-style-type: none"> • Encourage the retention of existing businesses and assist in their opportunities for growth 	
	<ul style="list-style-type: none"> • Support spinoff business opportunities from LANL 	
	<ul style="list-style-type: none"> • Significantly improve the quantity and quality of retail business 	
Quality of Life		
	<u>Housing:</u>	
	<ul style="list-style-type: none"> • Priority Area -- Support development of affordable workforce housing. 	
	<ul style="list-style-type: none"> • Promote the creation of a variety of housing options for all segments of the Los Alamos Community, including infill opportunities as appropriate. 	
	<u>Education:</u>	
	<ul style="list-style-type: none"> • Support Los Alamos Public Schools’ goal of ranking among the top public schools in the nation 	
	<ul style="list-style-type: none"> • Partner with Los Alamos Public Schools and the University of New Mexico – Los Alamos; and support, as appropriate, the delivery of their educational services to community standards 	
	<u>Quality Cultural and Recreational Amenities:</u>	
	<ul style="list-style-type: none"> • Priority Area – Maintain and improve existing outdoor recreation and open space amenities. 	
	<ul style="list-style-type: none"> • Implement a comprehensive range of recreational and cultural amenities that enhance the Los Alamos community 	
	<u>Environmental Stewardship:</u>	
	<ul style="list-style-type: none"> • Enhance environmental quality and sustainability balancing costs and benefits including County services and utilities 	
	<u>Mobility:</u>	
	<ul style="list-style-type: none"> • Maintain and improve transportation and mobility 	

Quality Governance		
	<u>Operational Excellence:</u>	
	<ul style="list-style-type: none"> • Priority Area – Continue implementation of the Comprehensive Plan with an emphasis on neighborhoods. 	
	<ul style="list-style-type: none"> • Priority Area – Maintain and improve existing quality essential services and supporting infrastructure including updated enterprise software and permitting. 	
	<ul style="list-style-type: none"> • Invest in staff development to create a high performing organization 	
	<ul style="list-style-type: none"> • Manage commercial growth well following an updated, concise, and consistent comprehensive plan. 	
	<ul style="list-style-type: none"> • Establish and implement a mechanism for effective Utility policy setting and review. 	
	<u>Communication:</u>	
	<ul style="list-style-type: none"> • Improve transparency in policy setting and implementation. 	
	<ul style="list-style-type: none"> • Create a communication process that provides measurable improvement in citizen trust in government. 	
	<u>Intergovernmental Relations:</u>	
	<ul style="list-style-type: none"> • Strengthen coordination and cooperation between County government, LANL, and the regional and national partners. 	
	<ul style="list-style-type: none"> • Actively pursue land transfer opportunities. 	