



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### Lodgers' Tax Advisory Board

*Linda Deck, Chair; Katie Bruell, Vice Chair; Stacy Baker;  
Catherine Mockler; and Jacqueline Shen, Members*

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Tuesday, May 14, 2019

12:00 PM

1000 Central Avenue, Council Chambers

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#### **I. ADMINISTRATIVE ACTIONS**

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

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

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

1. [11960-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on April 16, 2019.

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - April 16, 2019 DRAFT Minutes](#)

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

#### **II. PRESENTATIONS/DISCUSSIONS**

##### ***A. Los Alamos County Economic Development Update***

Joanie Ahlers, LAC Economic Development Administrator

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

##### ***A. June 18 Council Work Session on ED Investments and Metrics***

##### ***B. Tourism Projects Status***

1. Data Collection, Reporting, Assessment-Victoria Gregg, NMTD Research Director
2. Rual Pathways Project Process-Suzy Lawrence, NMTD Tourism Development Director

##### ***C. LTAB Priorities per FY20 LTAB Work Plan***

**IV. REPORTS*****A. State/Regional Tourism & Hospitality Report***

1. Governor's Conference on Hospitality & Tourism Report
2. Tourism Department Announcements
  - a. Lodgers' Tax Handbook (2020)
  - b. Google Education Sessions - Free in Each Region
  - c. Newmexico.org Website Update - Photos, Videos
3. North Central Board Update

***B. Councilor Report******C. Inter-Board-Commission Liaisons Update******D. Tourism Implementation Task Force (Katie Bruell & Kelly Stewart)******E. Tourism Marketing Report (Floyd Vasquez)***

The report will be available at the meeting and streamed live.

***F. Lodgers' Tax Revenue Report (ALL)***

1. [11961-19](#) Lodgers' Tax Revenue Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Lodgers' Tax Revenue Report](#)

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

The report will be available at the meeting and streamed live.

***H. Mainstreet/Creative District Report******I. Branding Update (Kelly Stewart)******J. County Recreation Report***

The report will be available at the meeting and streamed live.

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

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

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

***The next meeting is June 18, 12-2 pm***

Municipal Building, Boards and Commissions Room 110

**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; Stacy Baker; Catherine Mockler; and Jacqueline Shen, Members*

Tuesday, April 16, 2019

12:00 PM

1000 Central Avenue, Room 110

#### **I. ADMINISTRATIVE ACTIONS**

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

**Members Present:** Linda Deck, Chair; Jacqueline Shen, and Stacy Baker, Members

**Absent:** Council Liaison James Robinson; Katie Bruell, Vice Chair; Catherine Mockler, Member

**Others Present:** Kelly Stewart, Staff Liaison; Floyd Vasquez, Sunny505; Barbara Lai, Admin Support.

The Meeting was called to order at 12:06 pm.

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

Ms. Shen moved to approve the agenda. Ms. Baker seconded the motion. The motion passed (3-0).

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

1. [11896-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on March 21, 2019.

**Attachments:** [A - March 21 DRAFT LTAB Minutes](#)

The board reviewed the minutes of the previous meeting. Member Baker moved to approve the minutes with a revision. Member Shen seconded the motion. The motion passed (3-0).

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

Ms. Stewart mentioned that Vice Chair Bruell cannot make the meeting.

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

No comment.

#### **II. PRESENTATIONS/DISCUSSION ITEMS**

##### **A. Pajarito Mountain**

1. Tom Long, General Manager, Pajarito Mountain

Mr. Long updated the board on Pajarito Recreation activities. This ski season has been one of the best in many years with 38,000 skier visits. Mr. Long mentioned a number of new programs offered at the mountain, including the incorporation of skiing into the elementary school P.E. curriculum. He stressed that snow-making equipment is critical to full operation and that hiring staff is difficult.

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

#### **A. Los Alamos Visitor Center Opening-Apr. 17 Ribbon Cutting**

Chair Deck announced the ribbon cutting ceremony for the Los Alamos Visitor Center, April 17, 2019 at 10:00 am.

#### **B. Move May 21 Meeting Date (May 14 or May 29?)**

Kelly Stewart suggested that the May meeting be held on May 14, 2019 because she will be out of town on May 21. The board agreed to the new meeting date.

#### **C. Farmers Market Opportunity (Kelly Stewart)**

1. [11898-19](#) Farmers Market Opportunity

**Attachments:** [A - CDD Farmers Market Available Dates](#)

The board will present information on short-term rentals at the Farmers Market sometime this summer.

#### **D. FY20 LTAB Work Plan Final Draft (Barb Lai)**

Ms. Lai reported that the work plan is in public information office for review of the public outreach section. The Council Subcommittee will review the FY20 Work Plan on May 13, 2019. The plans will go to County Council for approval late in May or early June.

#### **E. FY20 Marketing Goals (Tourism Marketing and Visitor Center Services, Kelly/Floyd)**

Ms. Stewart and Mr. Vasquez reported that the marketing goals are working well as stated and most will be met or exceeded.

#### **F. Short Term Lodging Update**

Board members discussed many of the issues likely to be encountered when implementing a short-term rental program. A short-term rental plan will go to EVAT and then to Council for approval May 28, 2019.

### **IV. REPORTS**

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

The board decided that there will be no formal liaison appointments this year.

**B. Councilor Report**

No report.

**C. Council Goals****1. [11899-19](#) Council Goals**

**Attachments:** [A - Strategic Action Plan](#)  
[B - MAPS SAP](#)

The board received the County FY19 Strategic Leadership Plan and the Management Action Plans. The board will review the documents over the next month and will then discuss at the May meeting.

**D. Tourism Implementation Task Force (Katie Bruell)**

Ms. Stewart reported that a representative from the Tourism Implementation Task Force will present its budget priorities to council at the budget meeting at the Municipal Building this evening.

**E. Tourism Marketing Report (Floyd Vasquez)****1. FY 19 Marketing Co-Op Update**

Mr. Vasquez reported that digital advertisements on Bandelier, Valle Caldera, and the MNHP will be placed on various web sites nationwide each containing five images. He described in detail the data gathered from the technology that tells which ads are viewed across all platforms.

**2. Monthly Reports****F. Lodgers' Tax Revenue Report (ALL)****1. [11900-19](#) Lodgers' Tax Revenue Report**

**Attachments:** [A - March Revenue Report KS](#)

Ms. Stewart reported that the revenues, year-to-date, are 20% over the same time frame in 2018.

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

The board reviewed the Attractions and Visitor Center reports and have some questions that will be discussed with Ms. Pena at the next meeting.

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

Ms. Stewart reported that she, Joanie Ahlers, Linda Matteson and Floyd Vasquez participated in a webinar on April 9 for the Coop Grant. The process is delayed due to enhancement being made in the grant criteria. The grant will add to the marketing budget for increasing advertising in the New Mexico Adventure Guide, New Mexico Magazine, Pandora, New Mexico True Email, and others. April 28 and 29 are the dates of the Governors Conference on Tourism in Santa Fe and

Ms. Stewart and Ms. Baker will attend.

**I. Mainstreet/Creative District Report (Kelly Stewart)**

**1. ScienceFest Update**

ScienceFest plans are well underway. Sevel Shepherd (Voice winner) will provide the entertainment at the Pond on Friday night.

**J. Branding Update (Kelly Stewart)**

Ms. Stewart reported that next Discoveries Action Team meeting will be on Thursday, April 18. The Community Services Department will administer a contract with the food truck vendors to provide food by the Visitor Center and Bandelier Shuttle stop.

**K. County Recreation Report**

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

**M. Other Announcements (All)**

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

**A. The Next Meeting**

The next meeting will be May 14.

**B. Future Agenda Items**

Governor's Conference Reports, Council goals, Economic Development Update

**VI. ADJOURN**

The meeting adjourned at 1:55 pm.

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County of Los Alamos Lodgers' Tax Revenue --Accrual Basis • 5 of 6 Collected in Mar 2019 • Reported in Apr 2019 • Presented in May 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	Dec	\$23,937	18,413	17,648	16,345	15,255	13,263	13,599	15,126	16,837	21,876	17,316	11,378
8	FEB	Jan	\$16,524	17,912	16,362	15,902	6,882	12,079	11,705	15,740	13,871	17,734	17,940	20,661
9	MAR	Feb	\$30,467	20,146	22,091	17,934	16,051	11,494	12,071	16,562	13,557	20,597	19,644	10,873
10	APR	Mar	\$15,973	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		\$272,767	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-Mar

213,498

28% increase, same period FY18 (YOY)

## Los Alamos County Lodgers' Tax Revenue

