

**Date/Time**

Tuesday, January 17, 2017, 12PM-2PM

**Location**

Los Alamos County Municipal Building  
Suite 150 Conference Room (Noon-1PM) and Council Chambers (1PM-2PM)  
1000 Central Avenue, Los Alamos, NM 87544

**Members Present**

- Ryn Herrmann (Chair), Public-At-Large Representative
- Linda Deck (Vice Chair), Tourism Industry Representative
- Katie Watson, Tourism Industry Representative

**Staff Present**

- Kelly Stewart, Marketing Specialist, Staff Liaison
- Joanie Ahlers, Economic Vitality Administrator
- Linda Matteson, Assistant to the County Manager
- Dianne Marquez, Recreation Program Manager
- Perry Rutherford, Permit Technician

**Others Present**

- David Empey, Griffin and Associates (County tourism marketing services contractor)
- Melanie Pena, Los Alamos Commerce and Development Corporation (County visitor center operations and management services contractor)
- Brad Nyenhuis, Owner, Fusion Multi-Sports, member of the Tuffriders and bike trail proponent.
- Colin Tuttle, member Pajarito Mountain volunteer, member of the Tuffriders and bike trail proponent.

**I. ADMINISTRATIVE ACTIONS**

**A. Call to Order/Introductions**

As a quorum was present, the meeting was called to order at 12:04 PM.

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

The agenda was approved without objection.

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

Minutes from the last meeting, December, were not ready.

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

There was no public comment.

## **II. PENDING PROJECTS**

### **A. Legistar Deadlines/Streaming Update**

Linda Matteson explained how Legistar is used to post agendas and serve as the repository for the recording of the meeting which is the transcript of the minutes. The role of the Senior Office Specialist (SOS) during the meeting is to record the motions made. No action was taken.

### **B. Board Terms and Vacancy Status**

Chair Herrmann reported that the new general manager of Holiday Inn Express is not available to participate in the LTAB meetings. There were no new membership prospects identified since the last meeting. No action was taken.

### **C. FY18 LTAB Workplan**

The FY18 Workplan will be presented for Board approval at the February meeting.

### **D. Short Term Rentals**

Nothing to report.

### **E. Visitors Guide**

Nothing to report.

## **III. PROJECTS, INITIATIVES AND ANNOUNCEMENTS**

### **A. New Projects/Initiatives**

Nothing to report.

## **IV. REPORTS**

### **A. Tourism Marketing Report**

Nothing to report.

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

Ms. Stewart and members of the Board announced the following:

- Ms. Stewart, Chair Herrmann and Visitor Center Manager Melanie Peña will represent Los Alamos at the New Mexico Hospitality Association's TRENDS Conference in Santa Fe, January 23-25.
- Los Alamos made the Top 20 "Best Value Towns" as an "Adventure Playground" in *Sunset* magazine's annual "Best Places to Live" February issue.
- Los Alamos was selected by the New Mexico Tourism Department Secretary Latham to host the next quarterly meeting of the New Mexico Tourism Commission meeting on February 15. In addition to the commission's meeting, Ms. Stewart has worked with Los Alamos tourism partners to offer complimentary lift tickets to ski Pajarito in the morning, lunch at Blue Window Bistro's new location, Rose Chocolatier's famous cocoa and chocolate bark, a tour of the new Los Alamos History Museum and a reception hosted by PEEC at the Los Alamos Nature Center with a demonstration in the planetarium.
- Families of Legislators have been invited to visit Los Alamos area attractions on February 24. Los Alamos Commerce and Development's Chamber and Meeting and Visitor Bureau are working with the Lab's Protocol office to facilitate the visit.
- A VIP travel writer who contributes to National Geographic Traveler, among other high profile publications, is coming to visit Los Alamos the weekend of Feb 27-28.

No action was taken.

### **C. Lodger's Tax Revenue Reports (Accrued/Actual) Review**

Ms. Stewart stated that the latest figures for revenues and accruals are attached to the agenda packet for this meeting. No action was taken.

**D. Lodging Reports/Trends**

Chair referred members to the report. No action was taken.

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

Chair referred members to the report. No action was taken.

**F. Group Marketing Events/Opportunities**

Chair referred members to the report. No action was taken.

**G. County Recreation Report**

Ms. Marquez mentioned that the Recreation Division was hosting a fire pit on the grounds of the Nature Center as part of PEEC event and are prepared to help kids toast marshmallows for s'mores in the snow. No action was taken.

**H. Tourism Materials Distribution Update (Fun and Games)**

No news to report.

**I. County Tourism Strategic Plan Update**

No news to report.

**J. Other Announcements**

Chair Herrmann and Ms. Stewart announced to the group that the New Mexico Tourism Department was soliciting proposals for a new Tourism Development Grant program to fund "brick and mortar" improvements completed by June 1. Projects under consideration include: public Wi-Fi in the downtown historic district, the Historic Walking Tour map and markers, a new bike flow trail and execution of the Big Mountain Enduro series event.

Brad Nyenhuis and Colin Tuttle gave a brief description of a new mountain bike flow trail that includes a 10-mile section that starts at the roundabout at Barranca and North Mesas and continues downhill through Bayo Canyon. County Council has approved \$50,000 to develop this trail that will incorporate features to accommodate all types of bicycles and all skill levels. Ultimately, the trail will be connected to Pajarito Mountain with bus service to shuttle riders and their bikes back up the hill. Ms. Stewart stated that she is working with the New Mexico Tourism Department to see if/when this trail development might be eligible for funding through the Tourism Development Grant program.

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

Tue., Feb 21, 2016, 12-2PM, Municipal Bldg, Rm 110

Agenda Items: FY18 Workplan (final draft), Los Alamos App, Star Report Status, Visitor Data Collection Criteria.

**VI. PRESENTATION/DISCUSSION**

The Board attended a presentation on the Brand Action Plan by the Idea Group in Council Chambers from 1:00 P.M. to 2:00 P.M.

**VII. ADJOURN**

The meeting was adjourned at 2:00 P.M.

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