

Additional detailed information is available on any of the agenda items discussed at this meeting by viewing the video of the LTAB Meeting of July 19, 2017 at http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1256

Date/Time

Wednesday, July 19, 2017, 12PM-2PM

Location

Los Alamos County Municipal Building
Boards and Commissions Room 110, (Noon-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 Bruell, Tourism Industry Representative

Staff Present

- Antonio Maggiore, County Councilor
- Joanie Ahlers, Economic Development Administrator
- Linda Matteson, Assistant to the County Manager
- Dianne Marquez, Recreation Program Manager
- Barbara Lai, Senior Management Analyst

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)
- Jamie Dickerman, Griffin and Associates (By phone)

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:02 PM.

B. Approval of Today's Agenda

The presentation on Facebook 101 was moved to later in the agenda to be given at approximately 1:05 pm. Due to the absence of Kelly Stewart, fyilosalamos.com Calendar and the REVPAR Report were tabled. The Chair will speak briefly to the fyilosalamos.com Calendar item. The agenda was approved with changes.

C. Review/Approval of Meeting Minutes

Two revisions were suggested to the Minutes of June 20, 2017. The revised minutes were approved.

D. Public Comment for Items Not on the Agenda

There was no public comment.

II. PRESENTATION/DISCUSSION

A. Facebook 101 and New Strategy

Jamie Dickerman, from Griffin and Associates, presented the basics of the Facebook strategy, including: what the consultant has been doing, what their plans are, a breakdown of the metrics, and, other information. A lengthy discussion followed with questions from the public and responses by Ms. Dickerman.

(The hour presentation was very informative and may be viewed in its entirety. Please click on the link below.

http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1256 Click on the second listing of:

(1) 9702-17 Facebook 101 and New Strategy. David Empey and Jamie Dickerman, Griffin and Associates. This will take you to the time stamp 1:05:31)

III. PENDING PROJECTS

A. Board Terms and Vacancy Status

Chair Herrmann announced that Ms. Catherine Mockler, owner of the North Road B & B was interviewed before today's meeting. She is an excellent candidate for LTAB. There is interest from two other hoteliers in town and their applications are in process. No action was taken.

B. fyilosalamos.com Calendar

The fyilosalamos.com Calendar is a community calendar that is populated by event planners/organizations and mainly by the Los Alamos Commerce and Development, Discover Los Alamos program. It is very popular with residents and out-of-towners. The members discussed some of the issues with the calendar format, including who updates the calendar and the timing of the updates. No action was taken.

C. Visitor Guide

Currently, there are enough copies of the Visitor Guide left with almost 8,000 to distribute until the new guide is printed and distributed. David Empey reported the latest digital version of the draft guide is schedule to be finalized July 24th by the close of business. On Thursday, July 27, the final is scheduled to go to press. The guide will be available for distribution mid-August.

D. VisitLosAlamos.org Website

The information on the visitlosalamos.org and fyilosalamos.com Calendar websites is being maintained by the LACDC. The County maintains a calendar on the County website that only shows County-sponsored events. All three sites are heavily used by the residents and tourists.

IV. REPORTS

A. Tourism Marketing Report

Mr. Empey mentioned that the LA Triathlon media release is finished and was distributed regionally. The County Fair and Rodeo marketing release is completed and staged for a July 25th release. Mr. Empey handed out the “*Community Page*” section of an advertorial that will appear in Ski New Mexico’s Slopes magazine. The magazine is scheduled to hit the stands in the next 4 to 6 weeks. Mr. Empey discussed the Activity Report. He also noted that all data on the ScienceFest campaign will be posted to losalamosciencefestival.com.

B. State/Regional Tourism & Hospitality

LACDC received a Marketing Coop grant from the State to promote tourism. LACDC will coordinate design, production, and submittal with the County, Griffin and Associates, and the State Tourism Department.

C. Lodgers’ Tax Revenue Reports (Accrued/Actual) Review

Barbara Lai reported that the Lodgers’ Tax revenues for 2017 are well ahead of 2016. She also said that 2017 revenues could still be higher when final June actuals are reported. No action was taken.

D. Lodging Reports/Trends

Ms. Ahlers stated that Hilltop House has pulled a permit to rebuild the roof and work has begun on the project. Also, Motel 6 has workers on the roof which also requires repairs. Arrangements will be made to remove the two brochure racks, one each from Hilltop and Motel 6. No action was taken.

E. Visitation by Attraction/Visitor Centers

Ms. Pena reported all attraction numbers are down slightly from the previous year. She feels that this may be attributable to the way the History Museum is counting their participants. In the past, everyone that walked in the door was counted, whether they were tourists/visitors to the Museum, or County staff providing maintenance or facility repairs. Currently, the counting process is refined to only count the number of visitors and tourists to the Museum.

F. Group Marketing Events/Opportunities

Upcoming events include: The Artist Market is on for Saturday, August 5; Science On Tap will be held at Unquarked July 20 and Movie in the Park is this evening, Wednesday, July 19. The Triathlon takes place the week of July 31. To date, in addition to local registrations, participant registrations have come in from out of state with the majority from surrounding states and one from New York.

ScienceFest Update

The event went very well. The numbers are still shaking out. It was very well attended by children and parents seeking information about science careers in the future. The Friday night concert did not have quite the attendance it has had in the past. New events were on the schedule this year, like camping out at Fuller Lodge. A number of people camped with 12 tents raised at Fuller.

On the first day, most of the booth holders were overwhelmed with crowds in the morning. The Thursday evening Burro Packing at PEEC was fabulous with over 70 people in

attendance. The live music on Saturday afternoon started after the booths were closing down so some people were leaving the park before the music started. In the future, maybe the live music should start before the end of the festival. A nice addition this year was the addition of the movie, Dream Big, sponsored by Bechtel that carried a STEM message. A second showing of the movie had to be scheduled because of the high response rate. The Friday opening of the new exhibit at the Bradbury was very well attended. MainStreet is currently collecting hotel numbers and out-of-town visitor numbers. Councilman Maggiore read an email that all of Council received regarding the event. A Texas family that spent the weekend in Los Alamos for the ScienceFest sent a very complimentary letter regarding the town, event, and the great library that we have. Next year, ScienceFest is scheduled for July 11 to 15, 2018. No action was taken.

G. County Recreation Report

Ms. Marquez reported growth in many of their programs. The Aquatic Center has been busy with youth from the Pueblos coming into town to use the pool. The Golf Course is hosting about 50 golf tournaments this summer. The Youth Golf program has seen major growth in the number of participants. The Kiwanis July 4th celebration saw growth over last year. The Recreation Division has hosted many events featuring “special” weekly promotions. For example, the *Where’s Waldo Scavenger Hunt* promotion was very successful and brought in visitors from out-of-town, as well as many residents looking for Waldo. In addition, the Aquatics Center and PEEC capitalized on Shark Week with the showing of the movie Sharknado at PEEC and special events at the pool. Recreation will host special events for National S’mores Day and others. No action was taken.

H. Tourism Materials Distribution Update (Fun and Games)

Nothing new to report.

I. County Tourism Strategic Plan Update

(1) Tourism Strategic Plan Update

Tourism consultants will be back in town next week for the third Tourism Work Group meeting. They are prepping for the September 6th Public Visioning Meeting.

(2) Wayfinding Plan Update

Consultants presented the three concepts which they had developed at the June LTAB meeting. Currently, they are taking the feedback from the public, stakeholder meetings and online survey to develop a concept document. They received about 60 surveys and will incorporate the feedback gathered from the meetings and survey into the document. They will return in late September and may present to Council at that time. In addition, the consultants will start looking at sign design and locations.

J. Other Announcements

The meeting of New Mexico Association of Museums Board Annual Conference will be held in Los Alamos in the fall (November 15-18). The Comfort Inn is the designated hotel for the Conference.

V. NEW PROJECTS/INITIATIVES

The REVPAR Report discussion will be rescheduled to a future meeting.

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Tuesday, August 22, 2017, 12-2PM, Municipal Building, Rm 110
The REVPar Report, fyilosalamos.com Calendar, and visitlosalamos.org.

VII. ADJOURNMENT

The meeting was adjourned at 1:58 P.M.

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 Community and Economic Development Department at 662-8006 if a summary or other type of accessible format is needed.