

*Additional detailed information is available on any of the agenda items discussed at this meeting by viewing the video of the LTAB Meeting of August 22, 2017 at [http://losalamos.granicus.com/MediaPlayer.php?view\\_id=2&clip\\_id=1286](http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1286)*

**Date/Time**

Tuesday, August 22, 2017, 12PM-2PM

**Location**

Los Alamos County Municipal Building  
County Council Chambers (12PM-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 (By Telephone)
- Kelly Stewart, Marketing Specialist
- Linda Matteson, Assistant to the County Manager
- Barbara Lai, Senior Management Analyst

**Others Present**

- David Empey, Griffin and Associates (County Tourism Marketing Services Contractor)

**I. ADMINISTRATIVE ACTIONS**

**A. Call to Order/Introductions**

As a quorum was present, the meeting was called to order at 12:14 PM.

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

The agenda was approved.

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

The Minutes of July 19, 2017 were approved as written.

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

There was no public comment.

## **II. NEW PENDING PROJECTS for possible action**

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

Chair Herrmann reported that Elizabeth Allen, owner of the Pueblo Canyon Inn, and Cathleen Mockler, North Road B & B, were interviewed for the two-lodging establishment representative Board vacancies. A recommendation to fill both positions will go to County Council very soon.

### **B. Visitor Guide Update**

David Empey reported that the Visitors Guide came in on Friday, September 1, and is ready to distribute. The remaining copies of the old Guide will be pulled and only the new version will be distributed. The ads were sold out in the book and the revenues completely paid for the printing and shipping of the Guide. Ten of the boxes of the Guide will be taken to Expo New Mexico and the Balloon Fiesta.

### **C. Regional Tourism Economic Summit**

The New Mexico Hospitality Association selected Los Alamos as a destination for one of their ten Regional Tourism Economic Summits. Ms. Stewart will be moderating a panel representing the tourism industry. The Association is developing a list of issues to advocate to the NM congressional delegation to increase tourism in the State. The event is Wednesday morning, October 25, at Fuller Lodge.

### **D. Balloon Fiesta Participation/Opportunities**

David Empey reported that Griffin and Associates will staff the NM True booth at the Balloon Fiesta marketing Los Alamos attractions on Saturday, October 7 for both the AM and PM mass ascensions. It is the largest attendance day. Last year, Griffin staff distributed travel and attraction information about Los Alamos to 475 groups. This year Mr. Empey will have the new Visitors Guide, Gateway to Three National Parks rack card, and promotional items to hand out. Ms. Stewart stated that this event is being used to test the new brand, using the "Discovery Zone" corn hole game and branded items to help visitors discover "aha moments." A large laminated map shows how close Los Alamos is to Albuquerque will be placed on display for visitors to see how easy and seamless it is to get to Los Alamos County.

### **E. Hotel REVPAR Report**

There is nothing to report at this time. However, Barbara Lai will contact STR and prepare a report for the September meeting.

### **F. ScienceFest Update**

ScienceFest went very well and the official attendance was just over 14,000 persons. The Burro Packing event at the Nature Center was very successful with standing room only. A sampling of attendees and where they traveled from to the event revealed that 40% came from outside of the County. In the past, about 25 to 30% have come from outside the County. Among social media sites, many people learned of the event from Facebook and New Mexico Magazine. The first draft of the ScienceFest marketing video was shown highlighting the 2017 Festival and providing the date and a call to action for next year's event scheduled for July 11-15, 2018. There will be time for input by the Board and editing to be completed before the final video is ready. The digital and print marketing effort was very successful this year in increasing attendance at the event. The Board will

discuss marketing strategy for next year's event at a future meeting. Ms. Stewart will forward a Longwoods New Mexico 2016 Visitor Research report to the Board that she received at the North Central Region 5 meeting for discussion at the next LTAB meeting.

**G. Community Events/Programs Calendar**

There was no report.

**H. Visitor Websites Update**

There was no report.

**III. REPORTS**

**A. Tourism Marketing Report**

David Empey reported that the news release on the County Fair and Rodeo was distributed July 25<sup>th</sup>. The marketing for various events in Los Alamos were discussed and Mr. Empey went over the distribution schedule for each. "Los Alamos Gateway to Three Parks" ads and editorial content have been submitted and approved by the New Mexico Tourism Department for placement in the November issue of New Mexico magazine and the 2018 NM True Adventure Guide as part of the NMTD FY18 Marketing Coop Grant. The new graphic format for the social media report was explained by Mr. Empey to the Board. The social media outreach circulation numbers reported for various events showed very positive results.

**B. Lodgers' Tax Revenue Reports (Accrued/Actual)**

Ms. Stewart reported that for the end of 2017, Lodgers' Tax is 3% over the target revenue goal of 6% and 9% over 2016 revenues.

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

The Board reviewed the report. There was a discussion about how to track participation. Ms. Stewart will discuss with Ms. Matteson how to develop a standard counting methodology and public presentation.

**D. Group Marketing Events/Opportunities**

There was no report.

**E. County Recreation Report**

The Board members reviewed the recreation report from RPOS.

**F. Tourism Materials Storage & Distribution Update**

There was no report.

**G. Tourism Strategic Plan Update**

Ms. Matteson reported that she would be giving an update on the Tourism Strategic Plan and Wayfinding Plan to Council later in the evening. The first Public Forum for the Strategic Plan will be held on September 6<sup>th</sup> at 6:00 PM at the UNMLA, Student Center. The consultant has reviewed over 60 studies and reports produced by or for the County. The consultant held four focus groups with stakeholders to determine the status and establish a baseline of tourism in Los Alamos. The next step is to define how the County will grow tourism. The consultant will present three possible scenarios to the public at

the Public Hearing of how the county can move forward about tourism. The public will have the opportunity to provide immediate feedback utilizing key pad polling. The consultant will present an issue and deliver a question to the audience. The audience will vote using the polling device. The results of the vote are instantaneous and on the screen to the group. This gives everyone in the room an opportunity to convey his/her opinion anonymously and without contention. There will also be comment cards available during the meeting. From the information gathered, the consultant will work with the work group and staff to fine-tune a recommended strategy, tactic and actions. On October 11, there will be a public prioritization meeting to determine priority projects and expenditures. A final plan will be adopted by County Council at the end of the year or early 2018.

#### **H. Wayfinding Plan Update**

At the last visit of the MERJE consultant, three concepts were brought before the public. The consultant listened to all the input and is developing a fourth concept. They will be briefing Council the last week of September, presenting the fourth concept and wayfinding analysis. Then, they will look at recommended sign locations. Discussions are continuing with the LANL and access to sites on Lab property. The new Visitors Guide emphasizes the "friendly guard" icon and this will be the icon that is to be used on all signage, website and materials. The sign standard manual and consultant recommendations will be completed by the end of November.

#### **I. State/Regional Tourism & Hospitality Report**

Ms. Stewart will forward the e-newsletters from the NM Hospitality and NM Tourism Newsletter.

#### **J. Other Announcements**

No new announcements.

### **IV. NEW PROJECTS/INITIATIVES**

No new projects or initiatives were discussed.

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

Tuesday, September 19, 2017, 12-2PM, Municipal Building, Rm 110  
The REVPAr report will be on the September Agenda.

### **VI. ADJOURNMENT**

The meeting was adjourned at 1:56 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.*



# LOS ALAMOS

where discoveries are made



## PUBLIC RELATIONS & SOCIAL MEDIA REPORT



August 2017

# Public Relations



Good PR is the telling of a good story. The better the story, the better the acceptance by the public and the better the public relations.





August 2017

# News Headlines



**July 8<sup>th</sup>, 2017**

Los Alamos Ranch School gets nod at this year's ScienceFest  
—*Santa Fe New Mexican*

**July 14<sup>th</sup>, 2017**

'This is what cycling should be'  
—*Albuquerque Journal*

**July 14<sup>th</sup>, 2017**

New exhibit 'Secret Pass' opens today  
—*Los Alamos Monitor*

**July 15<sup>th</sup>, 2017**

Virtual tour showcases five secret Manhattan Project-era buildings  
—*Santa Fe New Mexican*

**July 16<sup>th</sup>, 2017**

72 years later, legacy of first atomic test endures  
—*CNN*

**July 19<sup>th</sup>, 2017**

25 of the Happiest Small Towns in America  
—*House Beautiful*

**July 24<sup>th</sup>, 2017**

Trying to 'fill in the gaps' about age of Plaza-era buildings  
—*Albuquerque Journal*

**July 29<sup>th</sup>, 2017**

Los Alamos County Fair & Rodeo Weekend August 12<sup>th</sup>–14<sup>th</sup>  
—*Los Alamos Daily Post*





August 2017

# News Headlines



## August 1<sup>st</sup>, 2017

Los Alamos County Fair and Rodeo

—*Los Alamos Daily Post*

## August 2<sup>nd</sup>, 2017

BUFFALO DALE: Outlaws' secret canyon became popular Ghost Ranch

—*Bartlesville Examiner-Enterprise*

## August 9<sup>th</sup>, 2017

Los Alamos prepares for the annual Fair and Rodeo

—*Los Alamos Monitor*

## August 9<sup>th</sup>, 2017

Bring The Past To The Present This Weekend

—*Los Alamos Daily Post*

## August 11<sup>th</sup>, 2017

Family Fun Gets Underway Today At 2017 Los Alamos County Fair & Rodeo ... Festivities Through Sunday

—*Los Alamos Daily Post*

DAILY POST

Bartlesville  
EXAMINER-ENTERPRISE

Los Alamos Monitor

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*\*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. Additionally, we send and pitch at least one news release per month. While we get the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.*

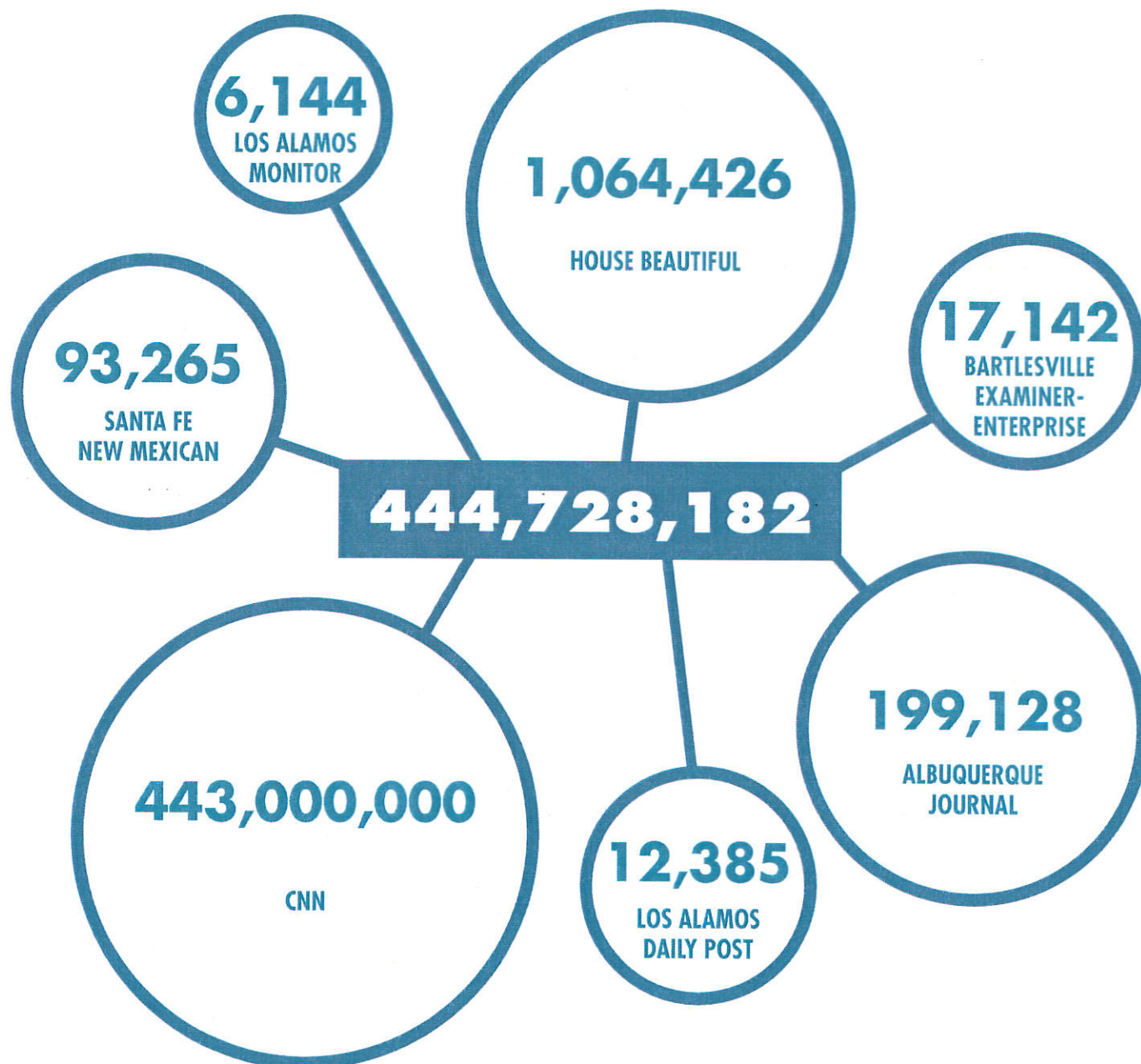




August 2017



# News Circulation Audience



*\*News Circulation Audience and News Ad Value is generated through Meltwater and SimilarWeb.*

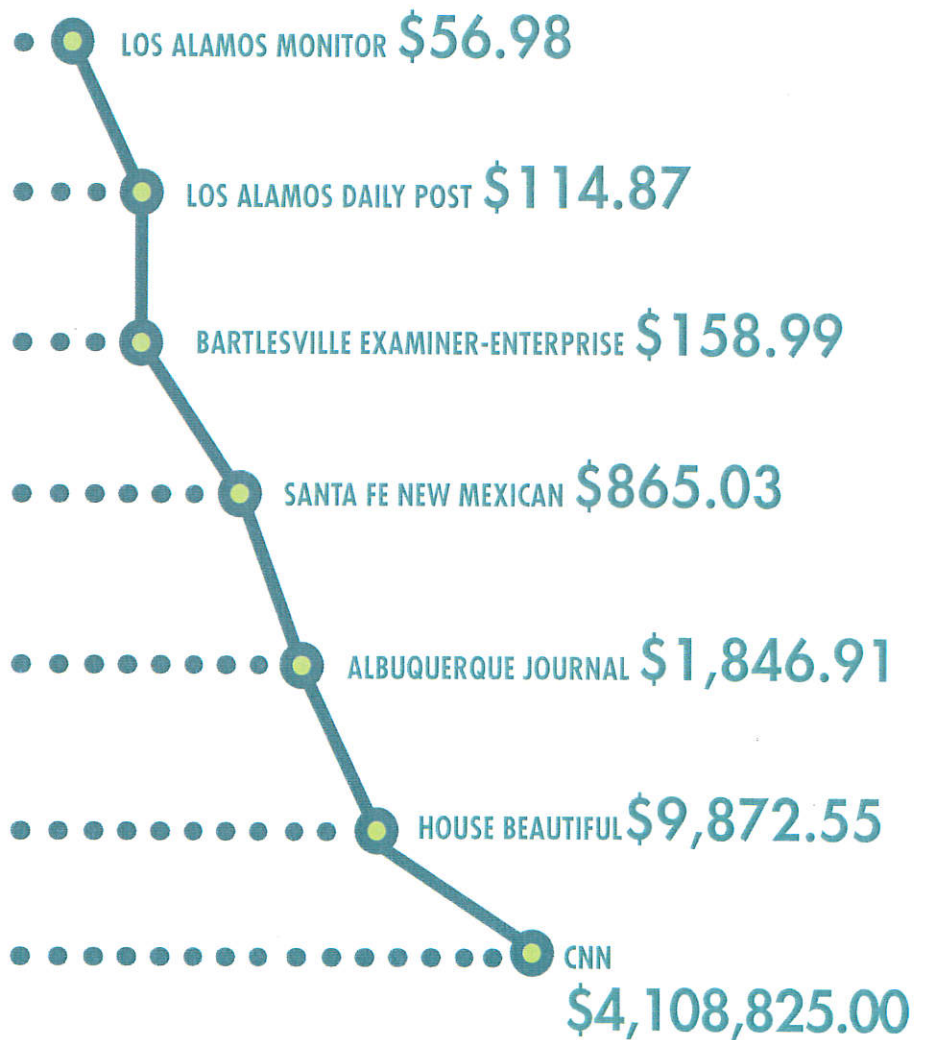


August 2017

# News Ad Value



**\$4,124,853.86**



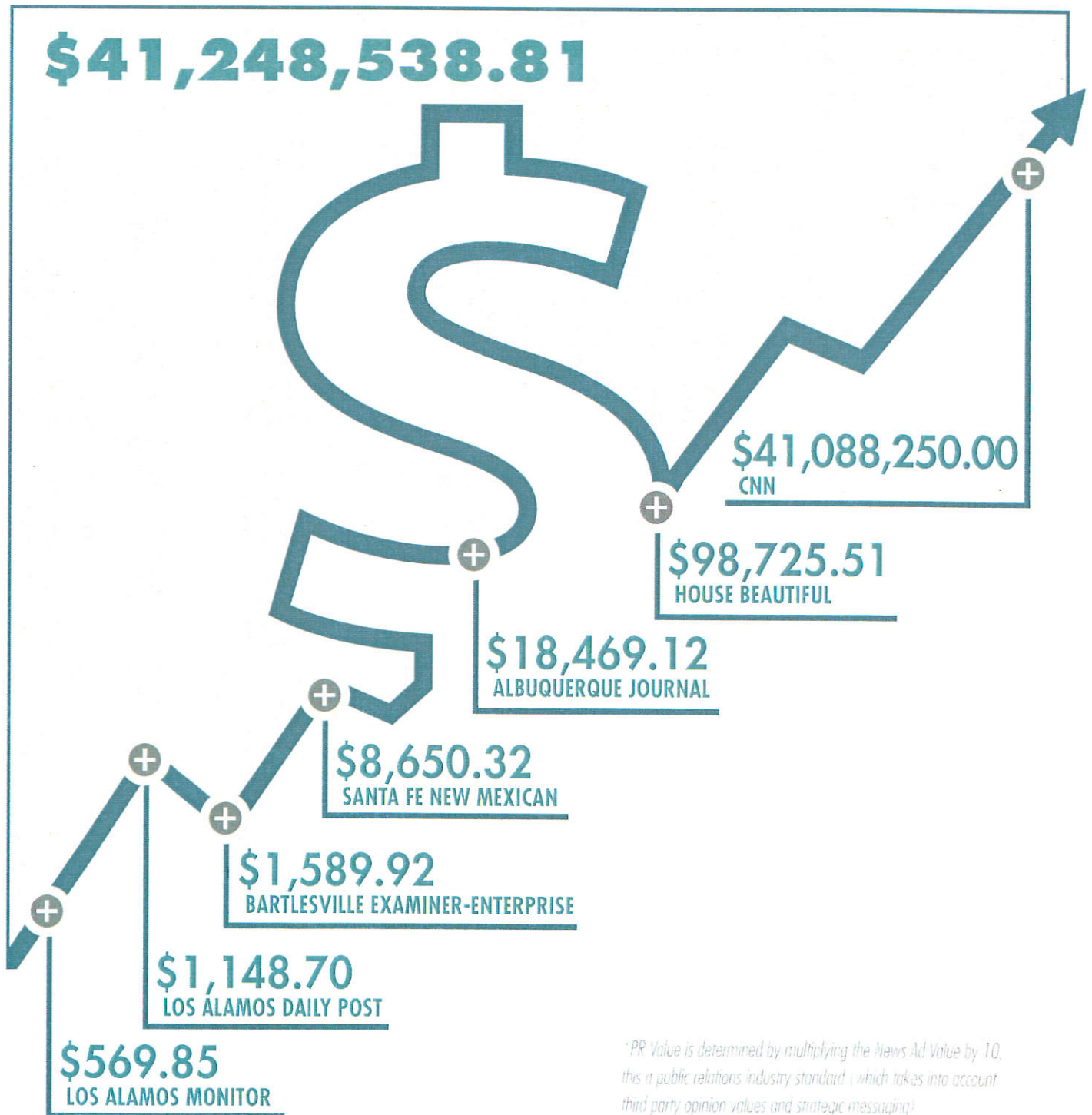
*Ad Value is a public relations industry standard (which takes into account third party opinion values and strategic messaging)*





August 2017

# PR Value





2017

# ScienceFest Campaign





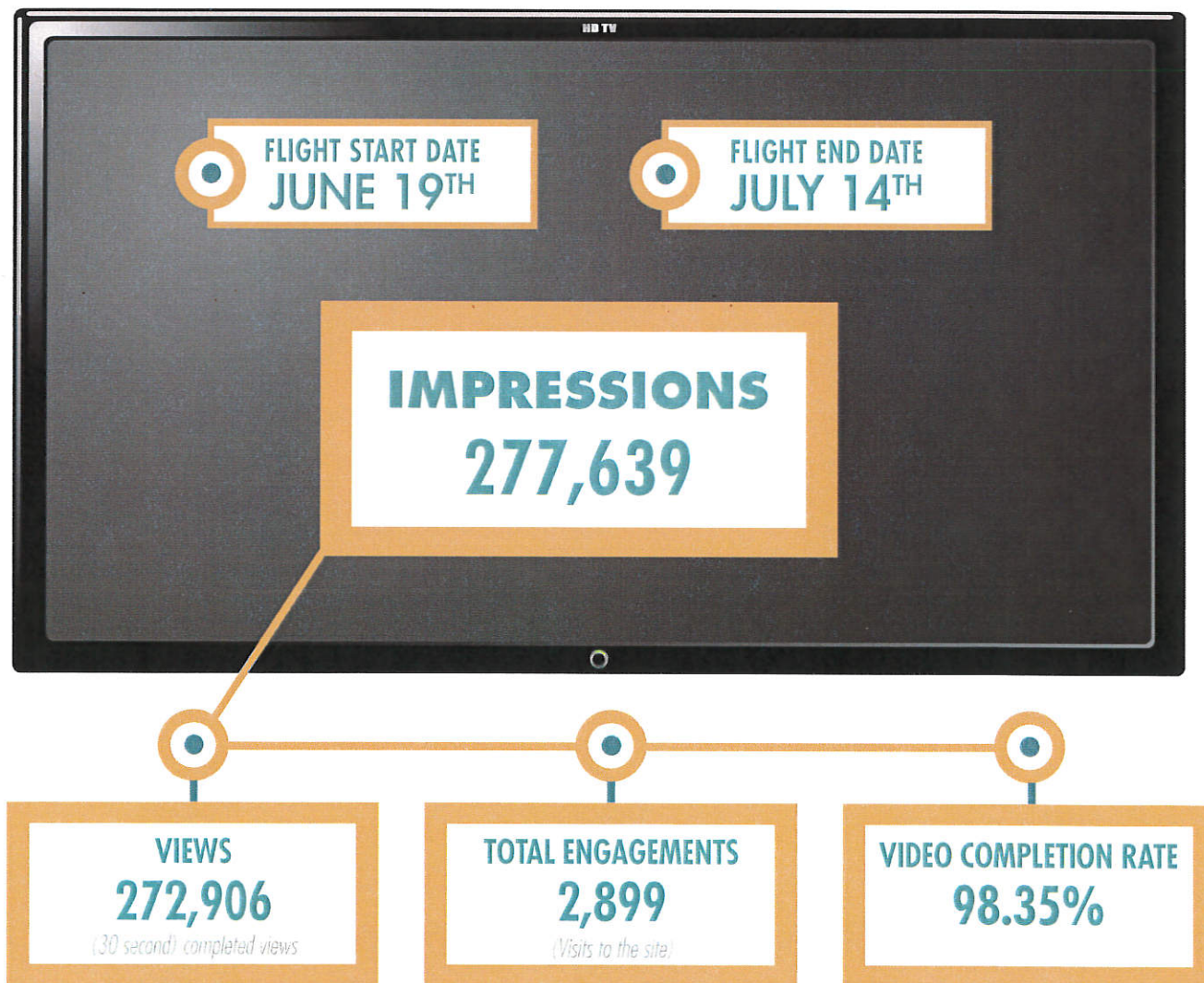


2017 ScienceFest

# Connected TV



Connected TV: Bright Roll, Sling Box TV, A&E, Fox Networks Group







2017 ScienceFest

**Pandora**



FLIGHT START DATE  
**JUNE 19<sup>TH</sup>**



FLIGHT END DATE  
**JULY 14<sup>TH</sup>**



**IMPRESSIONS**  
**496,162**



**CLICKS**  
**1,842**



**CTR**  
**0.78%**  
*(Benchmark 0.68%)*



# August 2017 Social Media



"The strength  
of your social media  
is determined by  
the strength of  
your content"





August 2017

# Social Media



TOTAL PAGE LIKES  
**2,541**

MONTHLY REACH  
**12,242**



NEW  
PAGE  
LIKES THIS  
MONTH  
**114**

MONTHLY  
PAGE  
VIEWS  
**153**

MONTHLY ENGAGEMENTS  
**2,688**