



County of Los Alamos

Minutes

Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

Loryn 'Ryn' Herrmann, Chair; Linda Deck, Vice Chair; Katie Bruell, Elizabeth Allen, and Catherine Mockler, Members

Tuesday, October 17, 2017

12:00 PM

1000 Central Avenue, Room 110

I. PRESENTATION/DISCUSSION (From 12:00-1:30 LTAB Will Attend this Session in Council Chambers.)

A. Tourism Strategic Plan Update

- (1) [10007-17](#) Becky Zimmerman, Design Workshop and Tourism Work Group

The Regular LTAB Meeting Resumes in the B & C Room 110 at 1:30.

II. ADMINISTRATIVE ACTIONS **1:30 pm (5 min)**

The LTAB meeting minutes are now completed in the County's Legistar system. If you are interested in viewing the complete proceedings of the entire meeting, you may access the video in its entirety at:

http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1313

Once you open the website, you may navigate to a specific Agenda item by clicking on the item on the Agenda.

A. Call to Order/Introductions

The LTAB Vice Chair, Linda Deck called the meeting to order at 1:38 pm.

Board Members Present: Linda Deck - Vice Chair, Katie Bruell, Elizabeth Allen, Catherine Mockler

Others Present: Councilor Antonio Maggiore, Kelly Stewart, David Empey, Dianne Marquez, Barbara Lai

Present 4 - Board Member Bruell, Board Member Deck, Board Member Allen and Board Member Mockler

Absent 1 - Chair Herrmann

B. Approval of Agenda

Due to the abbreviated time of the meeting, the Agenda was amended to remove Item III - A and Item IV - F, G, H, I, J. Member Allen moved to approve the amended Agenda and the motion was seconded by Member Bruell.

The motion passed unanimously.

Present 4 - Board Member Bruell, Board Member Deck, Board Member Allen and Board Member Mockler

C. Review/Approval of Meeting Minutes

- (1) [9987-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting on Tuesday, September 19, 2017.

Attachments: [September 19, 2017 LTAB Minutes DRAFT](#)

Board Member Bruell moved to accept the Minutes from Tuesday, September 19, 2017 with revisions. Vice Chair Deck seconded the motion.

The motion passed unanimously.

D. Public Comment for Items Not on the Agenda

No public comment.

III. NEW/PENDING PROJECTS for possible action 1:35 pm (8 min)**A. Inter-Board Commission Liaisons (Kelly Stewart)**

Deleted from agenda.

- (1) [10008-17](#) Inter-Board Commission Liaisons

Attachments: [A - LAC Boards and Commissions Overview](#)

B. NMTD Grants Update (Kelly Stewart, David Empey)

Ms. Stewart gave an update on the status of the New Mexico Tourism Department's Rural Pathways Project grants. The October request to fund a project that will encourage Bandelier visitors to extend their visit to the townsite was not funded. Chair Herrmann and Ms. Stewart will meet with Suzie Lawrence, the grant administrator, to discuss the criteria for submitting a grant request for consideration for November funding.

C. Film Tourism - "Only the Brave" Premiere - Oct. 20 (Kelly Stewart)

Ms. Stewart announced that the Los Alamos Film Office is hosting a special event to celebrate the Oct. 20 premiere of "Only the Brave" which was filmed at several Los Alamos locations, and encouraged meeting attendees to participate.

D. Regional Tourism Economic Summit in Los Alamos - Oct. 25 (Kelly Stewart)

Ms. Stewart reminded all present to attend the Regional Tourism Economic Summit at Fuller Lodge on October 25th at 9:00 a.m. She reported that the initial recommendations from the Tourism Strategic Plan will be showcased at the event.

IV. REPORTS 1:43 pm (8 min)**A. Tourism Marketing Report (David Empey)**

- (1) [10002-17](#) Tourism Marketing Report

Attachments: [A - October 2017 Activity Report](#)
[B - October Marketing Report](#)

David Empey reported that Griffin and Associates were in the process of developing and distributing media releases for the following events: Halloweekend (Oct. 20-21); Ski Parjarito opening (Nov 23); Small Business Saturday (Nov 25); and Winterfest (Dec 1-2). He added that the written content and photos promoting Los Alamos attractions has been submitted to Rootsrated as part of the NMTD Cooperative Marketing and Advertising grant, to develop articles for *Outside* magazine and digital platforms, including newmexico.com. Rootsrated will reach out to Los Alamos attractions to cross reference the information. The final content will be subject to approval by Kelly Stewart.

Mr. Empey reported that the Balloon festival was very well attended and the bumper stickers, which the tourists named-laptop stickers, were a big hit with teens who use them as "laptop" stickers. All 500 stickers were given out. Additional details and pictures are posted to the Visit Los Alamos Facebook page.

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

- (1) [9991-17](#) Lodgers' Tax Revenue Reports

Attachments: [A - Lodgers' Tax Accrued Revenues September](#)
[B - Lodgers' Tax Actual Revenues September](#)

Vice Chair Deck noted that while July and August revenues were down, the September revenues increased. She also remarked that revenues are on a good upward trend.

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

- (1) [10003-17](#)

Attachments: [A. September 2017 Visitation By Attraction Report](#)

The visitation numbers for September are slightly down from 2016 numbers for all attractions. Vice Chair Deck stated that she will send Discover Los Alamos meeting and visitor bureau a one-page summary about what the Lab does that could be made into a rack card or flier.

D. Group Marketing Events/Opporunities (All)

Deleted from agenda.

E. County Recreation Report (Dianne Marquez)

- (1) [10004-17](#) County Recreation Report

Attachments: [A - PROS September Report 2017](#)

Ms. Marquez reported that the Golf Course was very busy during September with many tournaments held at the Course. An event scheduled for Mexico City was cancelled due to the earthquake, so the Canadian National Paralympic Team stayed an extra week in Los Alamos to continue training at the Aquatic Center. Ms. Marquez stated that the

Team toured Los Alamos and enjoyed the recreational facilities, the hospitality of the PROS staff, and the town. She also announced events associated with a Month of Arts and Culture (through the first week of Nov) and urged LTAB members to submit event information for the "100 Days of Winter" on-line calendar and print brochure to be published by the second week of November.

F. Tourism Materials Storage & Distribution Update (Melanie Pena)

G. Tourism Strategic Plan (Linda Matteson)

Deleted from agenda.

H. Wayfinding Plan (Linda Matteson)

Deleted from agenda.

I. State/Regional Tourism & Hospitality Report (Ryn Herrmann, Kelly Stewart)

Deleted from agenda.

J. Other Announcements (All)

Vice Chair Deck noted that the Agenda packet includes the list of Boards and Commissions and their mission. She said the Board would discuss assigning liaisons at the next meeting.

V. NEW PROJECTS/INITIATIVES 1:51 pm (5 min)

A. New Projects/Initiatives

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS 1:56 pm (4 min)

10005-17 Tuesday, November 21, 2017, 12:00-2 pm
Municipal Building, BCC Room 110
Fun and Games Distribution Report, Hotel Study

VII. ADJOURNMENT 2:00 pm

The meeting was adjourned at 2:01 pm.

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.