

Date/Time

Tuesday, December 19, 2017, 12PM-2PM

Location

Los Alamos County Municipal Building
B & C Room 110

Members

- Ryn Herrmann (Chair), Public-At-Large Representative, **Present**
- Linda Deck (Vice Chair), Tourism Industry Representative (Bradbury Science Museum Director), **Present**
- Katie Bruell, Tourism Industry Representative (PEEC/Los Alamos Nature Center Director), **Present**
- Catherine Mockler, Lodging Industry Representative (North Road Inn Owner/Operator), **Present**
- Elizabeth Allen, Lodging Industry Representative (Pueblo Canyon Inn & Gallery Owner/Operator), **Present**

County Staff Present

- Joanie Ahlers, Economic Development Administrator
- Kelly Stewart, Economic Development Division Marketing Specialist and County Staff Liaison
- Linda Matteson, Assistant to the County Manager/Project Manager for Manhattan Project National Historical Park, Tourism Strategic Plan and Wayfinding Plan
- Dianne Marquez, Recreation Manager, Parks, Recreation & Open Space Division
- Barbara Lai, Senior Management Analyst, Community Development Department

Others Present

- David Empey, Griffin and Associates (County Tourism Marketing Services Contractor)
- Melanie Pena, Los Alamos Commerce and Development Corporation (County Visitor Center Services Contractor)

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 agenda was approved.

C. Review/Approval of Meeting Minutes

The Minutes of November 21, 2017 were approved with revisions.

D. Public Comment for Items Not on the Agenda

No Public Comment.

II. REPORTS

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Board – No report.
2. Historic Preservation Advisory Board
Linda Deck reported that she attended the December meeting of the HPAB. Ms. Deck introduced herself to the Board and discussed her role as liaison.
3. Library Board
Katie Bruell reported that she had not attended the Library Board as she had not received the meeting date and agenda. Staff will resolve this issue.
4. Parks and Recreation Board
Reported that she did not attend the meeting, but did state that the CIP recreations projects (golf course improvements, ice rink facilities improvements, White Rock splash pad and Aquatic Center kiddie pool), approved by Council, are moving forward
5. Planning and Zoning Board
Catherine Mockler reported that she did not attend the P & Z meeting but does have her pulse on the issues.
6. Transportation Board – No report.

B. State/Regional Tourism & Hospitality Report

Chair Herrmann reported that the annual Hospitality and Tourism TRENDS Conference, sponsored by the New Mexico Hospitality Association will be held January 29-30 at La Fonda hotel in Santa Fe, and encouraged board members to look at the conference agenda and consider going. Kelly Stewart will check to see if she can get a reduced or group rate for LTAB members who want to attend. In the meantime, she will email the conference information and agenda to the Board members.

C. Tourism Strategic Plan

Ms. Matteson reported that the draft plan is out and that the contractor Becky Zimmerman from Design Workshop, will be presenting the plan to Council at the December 19 meeting. On December 20, the Tourism Work Group will be meeting at noon in Room 110 to give their comments on the Plan. All comments on the plan are due on January 5 and will be incorporated into a new draft that will be presented to council at the January 30, 2017 meeting. Ms. Matteson will email the Strategic Plan link to the Board so that they can access and review the current draft.

D. Tourism Marketing Report

David Empey reported that Griffin worked with Kelly Stewart to develop and distribute media releases on Winterfest and Ski Pajarito. Releases currently in development are: 1) a "Top 10 Los Alamos Adventures;" 2) "Gateway 3 Winter Facebook Contest" that Griffin is administering to encourage visits and photo posts of Los Alamos' three National Parks from December 21 through January 31, with a winner being announced and awarded a Los Alamos play and stay weekend package on February 1. A second contest, "*Ski Pajarito Facebook Memorial Experience*" will run January 31 through February 28. Mr. Empey highlighted recent achievements, including an article entitled "A First Timer's Guide to Los Alamos" that ran in the December issue of the Denver area publication, *5280*. He also reported that the *Atomic City Spy Tour* won the Best New Experience award at the Top HAT Awards sponsored by the New Mexico Hospitality Association. Mr. Empey stated that the Visit Los Alamos Facebook page activity continues to increase in "Likes" and page views. Katie Bruell reported that an editor from *Sunset Magazine* said that Los Alamos will be highlighted in the April 2018 edition of the magazine.

E. Lodgers' Tax Revenue Reports

There is a small decrease in numbers reported for October, compared to the same month in FY16. However, total revenues for September, October, and November exceed last year's year-over-year total.

F. Visitation by Attraction/Visitor Centers

Ms. Pena reported that November visitation at Bandelier and the History Museum are higher. The remaining attractions' visitation numbers are similar to prior years.

G. Materials Distribution

There are still eight pallets of the Visitor Guide remaining. The quality of the visitor guide map was discussed briefly. Some members expressed satisfaction with the map, there were more requests for producing the detailed visitor guide maps of previous years that were produced by professional cartographer Andi Kron. Aspects missed include topographical data, as well as the list of street names. Vice-Chair Deck asked if Ryn had received the page of content about the Los Alamos National Laboratory for duplication and distribution at the visitor centers, and/or incorporation into the new visitor guides. Ms. Herrmann acknowledged receipt of the document.

H. Group Marketing Events/Opportunities

Ms. Marquez reported that a hockey tournament event will be hosted at the Los Alamos County Ice Rink, Wednesday, December 27 through Saturday, December 30. This event brings in teens from the surrounding states. On the weekend of January 12-14, the Adult Hockey Tournament will bring in teams from around the state. The Bathtub Row Brewing Co-op will set up a beer tent for the weekend. Also, on Saturday, January 12, the University of New Mexico

hockey teams, and a team from Dallas, will be holding an exhibition game at the rink. On January 27-28, the Cross-Ice Hockey Festival is expected to bring in 10 to 12 teams from around New Mexico and surrounding states.

I. County Recreation Report

Ms. Marquez reported that the Larry Walkup Aquatic Center was very busy with many swim meets. The Parks Division has erected lights and decorations throughout the downtown districts. Open Space Manager Eric Peterson is working diligently on improving wayfinding at trailheads to meet the criteria for making Los Alamos an International Mountain Bike Association (IMBA) ride center. IMBA has completed a review of the trails network and the County Communications and Public Relations Office has developed a bike trails map as part of the project. Ms. Marquez reported that the ice rink opened on November 15 and is busy with open skating, adult night, lessons, etc. The holiday schedule will go into effect in December with longer hours, special events and holiday music. The Community Services Department is consolidating all of its division Facebook pages to one by the end of December 2017.

J. Other Announcements

Kelly Stewart distributed the FY2018 LTAB meeting dates calendar for review by the Board. The board approved the dates, times and locations.

III. NEW PENDING PROJECTS

A. Visitation Data Collection and Interpretation

Board ran out of time to discuss and requested that the subject be deferred to the next meeting.

IV. PRESENTATIONS/DISCUSSION

A. Capital Improvement Projects

Philo Shelton, PW Director, presented the CIP projects approved by County Council.

B. Wayfinding Plan

Ms. Matteson reported that the Wayfinding Plan was presented to Council in November and provided highlights of the presentation to LTAB. She stated that based on feedback received from the public on three alternatives, the consultant developed a fourth, hybrid concept that emphasizes the Los Alamos brand and community's unique character. She passed around the actual finish that will be used for the reverse surface of the signs and the color code. Merje is preparing a phased plan with associated costs. She reported that the Wayfinding plan will be incorporated into the Tourism Strategic Plan to go for Council. Pending Council approval of the plan, and whether or not they approve a budget allocation to implement the plan, an RFP is expected to go out in the late spring/early summer to begin implementing the plan. In the meantime, Ms. Matteson continues to work with the Lab regarding wayfinding signage for the security gate checkpoints.

V. FY19 WORK PLAN WORK SESSION #1

A. FY18 Marketing Plan

Mr. Empey from Griffin and Associates distributed the Tourism Marketing Plan and Ms. Stewart asked the Board to review the plan. Kelly asked the board to review the document and return comments by Friday, December 29, 2017.

B. FY18 Work Plan Draft

Ms. Stewart asked the Board to review the Work Plan and to pay special attention to the red type that required input from the tourism marketing services contractor and the visitor center management contractor. Ms. Stewart requested that the group review and return comments on the work plan by Friday, December 29, 2017, so that she could produce a final draft version at the January LTAB meeting for Board comment/approval. Final work plans are due to Council by the end of February.

VI. NEW PROJECTS/INITIATIVES

A. Coordinated Visitation Metric Project

This item was moved to the agenda for January.

VII. NEXT MEETING(S)/FUTURE AGENDA ITEMS

January 16, 2018 in the Municipal Building, B & C Room 110.

VIII. ADJOURN

The meeting adjourned at 2:06 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 Community Development Department at 662-8006 if a summary or other type of accessible format is needed.