



# County of Los Alamos

## Minutes

### Transportation Board

1000 Central Avenue  
Los Alamos, NM 87544

*Brian O'Neil, Chair; Sriram Swaminarayan, Vice-Chair; Nancy Jo Barnes; Eileen Lime; Don Machen; and James L. Nesmith; David Schiferl, Members*

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Thursday, January 4, 2018

5:30 PM

1000 Central Avenue, Room 110

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#### 1. CALL TO ORDER / ROLL CALL

The January 4, 2018 Transportation Board Meeting was called to order at 5:30 p.m.

Present: Brian O'Neil, Chair; Nancy Barnes, Member; Don Machen, Member; and David Schiferl, Member.

Absent: Sriram Swaminarayan, Vice Chair; Eileen Lime, Member; and James Nesmith, Member.

Staff in attendance: Philo Shelton, Public Works Director; Linda Matteson, Assistant to the County Manager; Dan Erickson, Traffic & Streets Manager; Cameron Humphres, Airport Manager; Annette Granillo, Transit Manager; and Louise Romero, Office Manager.

Councilors: Christine Chandler

Members of the public in attendance: Charlotte Glasco, 180 Maple Drive; Alexis David, 1051 11th Street; Tim Glasco, 180 Maple Drive; Patrick Fisher 2025 E Jemez Road # 263; and Heather Ward, 2380 Canyon Glen.

#### 2. APPROVAL OF AGENDA

A motion was made by Member Schiferl, seconded by Member Machen, that the January 4, 2018 agenda be approved as presented; motion passed unanimously.

#### 3. PUBLIC COMMENT

Charlotte Glasco spoke, regarding bus shelters; 180 Maple Drive.

#### 4. LIAISONS' REPORTS

Member Machen did not attend the December ESB meeting.

**5. APPROVAL OF MINUTES****10241-17 Item 10242-17 - Approval of the Revised 2018 Transportation Board Meeting Schedule.**

A motion was made by Member Schiferl, seconded by Member Machen, that the Revised 2018 Transportation Board Meeting Schedule be approved as presented; motion passed unanimously.

**6. OLD BUSINESS****10242-17 Item 10243-17 - Approval of the FY19 Transportation Board Work Plan**

A motion was made by Member Schiferl, seconded by Member Barnes, that the FY19 Transportation Board Work Plan be approved as presented; motion passed unanimously.

**7. NEW BUSINESS****10243-17 Item 10243-17 - Approval of the FY19 Transportation Board Work Plan**

A motion was made by Member Schiferl, seconded by Member Barnes, that the FY19 Transportation Board Work Plan be approved as presented; motion passed unanimously.

**10244-17 Item 10244-17 - Los Alamos Tourism Strategic Plan and Wayfinding Analysis**

Linda Matteson, Assistant to the County Manager presented the Draft Tourism Strategic Plan and Wayfinding Analysis.

- The Los Alamos Tourism Strategic Plan has been developed as a practical roadmap detailing the strategies and actions needed to promote tourism as an economic driver for Los Alamos and White Rock. It builds on previous efforts and integrates the recent branding and wayfinding plans the County is currently implementing.
- As part of the process of managing and enhancing marketing efforts

for visitors, the County led branding and wayfinding processes in 2016, which are currently being implemented. These initiatives led to an integrate plan that will provide information to visitors to make it easier for them to find their way around town and learn about what Los Alamos has to offer. These efforts integrate perfectly with the Tourism Strategic Plan, as both are focused on strategic enhancements.

- Los Alamos is the gateway to three National Parks.
- The strategic direction for the future of tourism in Los Alamos should focus on four areas:
  - ✓ Create and Market an inviting community
  - ✓ Increase the capture of visitor dollars
  - ✓ Enrich our natural beauty, attractions and downtowns
  - ✓ Operate with intentional leadership, public and private investment and partnerships.

## 8. PROJECT UPDATES

[10246-17](#) Philo Shelton, Public Works Director, updates were briefly discussed.

## 9. CHAIRPERSON'S REPORT

[10245-17](#) Chair O'Neil mentioned his last Transportation Board Meeting will be February 1st. Elections will be held at the next meeting for Chair and Vice Chair.

Councilor Chris Chandler mentioned this would be her last Transportation Board Meeting.

## 10. FUTURE AGENDA ITEMS

- Bus Shelter Plans
- Golf Course Mid-Block Crossing
- LANL Trail Map
- Central Avenue - On Street Parking with Main Street Future Group

## 11. ADJOURNMENT

A motion was made by Member Machen, seconded by Member Schiferl that the January 4, 2018 meeting be adjourned. The meeting was adjourned at 6:31 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 505-662-8040 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 Public Works Division at 505-662-8150 if a summary or other type of accessible format is needed.

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