

Date/Time

Tuesday, March 20, 2018, 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**
- Elizabeth Allen, Lodging Industry Representative (Pueblo Canyon Inn & Gallery Owner/Operator), **Present**
- Catherine Mockler, Lodging Industry Representative (North Road Inn Owner/Operator), **Present**

County Staff Present

- Kelly Stewart, Economic Development Division Marketing Specialist and County Staff Liaison
- Dianne Marquez, Recreation Manager, Parks, Recreation and Open Space Division

Others Present

- Linda Anderman, Bradbury Science Museum
- 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 12:01 pm.

B. Approval of Today's Agenda

The agenda was approved.

C. Review/Approval of Meeting Minutes

The LTAB Minutes of February 20, 2018 were approved with revisions.

D. Public Comment for Items Not on the Agenda

Ms. Stewart announced that Elizabeth Allen is running for the Municipal judgeship. If she is elected she will have to resign from LTAB when she takes office in January 2019.

II. REPORTS

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Board

Art in Public Places has put out a call for art and submissions close at the end of March.

2. Historic Preservation Advisory Board

Nothing new to report.

3. Library Board

Nothing new to report.

4. Parks and Recreation Board

Nothing new to report.

5. Planning and Zoning Board

Nothing new to report.

6. Transportation Board

Ms. Stewart reported that Transit will be the topic of discussion at the first meeting in April.

B. State/Regional Tourism & Hospitality Report

Chair Herrmann reported that she and Ms. Stewart attended the webinar for the next round of grant applications for the New Mexico Tourism Department's FY19 Cooperative Marketing grants. In the past several years, the Los Alamos Co-op grant application effort has been led by LACDC and funded by both LACDC and Los Alamos County's Tourism Marketing Services contract. However, in FY19, Los Alamos County is operating to a flat budget due to the uncertainty of the selection of a new LANL management contractor. In addition, LACDC is allocating its tourism marketing budget to the Manhattan Project National Historical Park's joint marketing effort with the sister cities in Oak Ridge, TN and Hanford, WA. Consequently, the County is taking the lead in applying for the Co-Op grant with a modest budget, pursuing a grant to fund video creative production by NMTD's agency, Talweg, plus a print ad buy in the 2018-2019 New Mexico Adventure Guide.

The New Mexico Hospitality Association's (NMHA) Governor's Conference on Hospitality and Tourism is scheduled for May 6-8 at the Inn of the Mountain Gods in Mescalero, NM. During the conference, Ms. Stewart will moderate a panel on how to promote tourism assets, tourism businesses focused on science, brewing

and film. Ms. Stewart is also competing in Travel Tank 2.0 on May 8, pitching the Atomic City Spy Trail to national travel writers.

C. Mainstreet/Creative District Report

The new Creative District curator is Liz Martineau who is currently scheduling summer events including On Tap, Tuesdays at the Pond and Fourth Fridays. Los Alamos MainStreet (LAMS) has submitted an application to the State (Arts and Culture Program under the Economic Development Division) to expand the western boundary of the Creative District to include the Los Alamos Nature Center and Reel Deal Theater.

The LAMS executive director position is open and applications are being accepted. LAMS has submitted an application to NMEDD/MainStreet to expand the borders of the Los Alamos MainStreet District to include the commercial area of White Rock via a non-contiguous boundary.

D. Branding Update

Ms. Stewart reported that the Discoveries Action Team meeting is scheduled for 11 a.m. to 1 p.m. at Fuller Lodge. Lunch will be provided by a sponsor and all LTAB members are encouraged to attend, bring friends and bring ideas for how to make Los Alamos a wonderful place to live, work, play and stay.

County EDD is currently negotiating the contract for the Visitor Journey A2D (Arrival 2 Departure) customer service training program. Training is scheduled for a summer start, beginning with those people who work on the front-line of hospitality businesses, in direct contact with visitors.

E. Tourism Strategic Plan/Wayfinding Plan Update

Ms. Matteson was not in attendance. Ms. Allen, a member of the Tourism Work Group reported that the County Council approved the final Tourism Strategic Plan on February 27.

F. Tourism Marketing Report

Mr. Empey circulated the finalists for the Ski Pajarito memories Facebook contest to get LTAB members' input for the winning submission. He reported that news releases had been distributed about the April 21st Earth Day event at the Los Alamos Nature Center, plus spring break outdoor activities, in Los Alamos. Griffin and Associates are working with MainStreet to produce three ScienceFest spreads for New Mexico magazine, the publication's contribution as the premier sponsor. Griffin will also be distributing a news release for ScienceFest. Mr. Empey also distributed a print out from the North Central Region page of NMTD's visitor website, newmexico.com, asking for new photos and copy from LTAB members, plus recommendations for new businesses and entities that should be listed on the site.

G. Lodgers' Tax Revenue Report

Ms. Stewart reported that the Lodgers' Tax revenue is up by 4%, year over year.

H. Visitation by Attraction/Visitor Centers

Most of the attractions' visitor numbers are down, year over year.

I. Group Marketing Events/Opportunities

Earth Day is April 21. The Chamber Fest is June 9th. June 30th is LANL's 75th Anniversary. July 11 through 15 is ScienceFest and Discovery Day is July 14.

J. County Recreation Report

Ms. Marquez reported that the District Swim and Dive Meet was held at the Aquatic Center. Japanese and Canadian swim teams came to train and expressed very positive feedback. The ice rink closed in February. The Parks Division is updating the tot and play lots. March 31 will be the date for the Egg Hunt activities at Ashley Pond, the Golf Course and Aquatic Center. The calendar on the PROS has a schedule of all upcoming events.

K. Other Announcements

The members discussed the Fun and Games delivery report.

III. NEW AND PENDING ITEMS/PROJECTS

No presentations or discussion.

IV. PRESENTATION/DISCUSSION ITEMS/PROJECTS

No presentations or discussion.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Ms. Stewart clarified the dates, room and times for the remaining 2018 LTAB meetings.

The next meeting is April 17, 2018 in the Municipal Building, Room 110.

VI. ADJOURN

The meeting adjourned at 2:04 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.