



County of Los Alamos

Minutes

Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

Linda Deck, Chair; Katie Bruell, Vice Chair; and Catherine Mockler, Members

Tuesday, November 27, 2018

12:00 PM

Municipal Building, B & C Room 110,
12:00 noon

I. ADMINISTRATIVE ACTIONS: PART

A. Call to Order/Introductions

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

Council Liaison Absent: Morrie Pongratz, Councilor

Others Present: Kelly Stewart, Staff Liaison; Linda Matteson, County Manager's Office; Melanie Pena, Los Alamos Commerce and Development Corporation; Floyd Vasquez, Griffin and Associates; Lauren McDaniel, Executive Director, Los Alamos MainStreet; Stacy Baker, Bradbury Science Museum.

The Meeting was called to order at 12:05 pm.

B. Approval of Today's Agenda

Vice Chair Deck moved to approve the agenda. Member Allen seconded the motion. The motion passed unanimously.

C. Review/Approval of Meeting Minutes

1. [11426-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on October 16, 2018.

Attachments: [A - October 16 DRAFT Minutes](#)

The Board reviewed the minutes of the previous meeting. Vice Chair Deck moved to approve the minutes as corrected. Member Bruell seconded the motion. Member Allen abstained from the vote. The motion passed.

D. Board Updates

Chair Herrmann announced that she has termed out and this is her last day on the Board. Member Allen's stated that her last meeting will be in December, after which she will resign her seat to take on her new position as Municipal Judge.

1. Elizabeth Allen
2. Vacancies

Names of possible candidates for public-at-large and lodging were brain-stormed and the members will reach out to Los Alamos residents and people from area attractions and lodging establishments.

a. Public-At-Large

b. Lodging

3. Prospects/Recruitment Status

4. Chair/Vice-Chair Elections

The Board held elections for a chair and vice chair. Elizabeth Allen made a motion to nominated Linda Deck for the Chair. Katie Bruell seconded the motion. Cathy Mockler abstained from the vote. The motion passed.

Ryn Herrmann nominated Katie Bruell for vice chair. Elizabeth Allen seconded the motion. Cathy Mockler abstained from the vote. The motion passed.

E. Public Comment for Items Not on the Agenda

No public comment.

II. REPORTS

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Advisory Board (Ryn Herrmann)

Ms. Bruell reported that APP received a generous art donation from Richard Swenson: the metal lizard sculpture currently on the side of the white Rock Visitor Center will be moved to the outside of the Nature Center.

2. Historic Preservation Advisory Board (Linda Deck & Barb Lai)

a. HP Grants - AR and Getty

Ms. Lai reported that the County and the Historic Preservation Advisory Board sent a "Letter of Inquiry" to the Getty Foundation. The letter requests consideration to be invited to apply for a Getty Grant to fund repairs to the windows and logs in Fuller Lodge.

3. Library Board (Katie Bruell)

No report.

4. Parks and Recreation Board (Elizabeth Allen)

No report.

5. Planning and Zoning Commission (Catherine Mockler)

No report.

6. Transportation Board (Kelly Stewart)

No report.

7. Tourism Implementation Task Force Report

The Task Force has divided into four smaller working groups: marketing, attractions, events, and infrastructure. Each Task Force member joined one of the working groups to meet separately to prioritize, research and determine implementation of the Tourism Strategic Plan recommended actions.

Ms. Matteson reported that an RFP was advertised to recruit a contractor for the Visitor Centers management and operations. Proposals are due the last week of November with the goal of securing a contractor by Dec. 31, 2018. Ms. Matteson noted that the new contractor will set up Los Alamos Visitor Center (LAVC) operations in the space currently used by the State Cooperative Extension Service. There may be a period of up to 2 months (Jan-Feb) during which the LAVC will be closed to allow for move-in and refurbishing, and the WRVC will house all visitor center operations.

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

1. New Mexico Tourism Department

a. Andrea Lawrence Visit Recap

Ms. Stewart updated the Board on Andrea Lawrence's visit to Los Alamos in September. Ms. Matteson and Ms. Stewart discussed the Tourism Strategic Plan with Ms. Lawrence. Written impressions of the County will be shared with LTAB and County Council.

b. North Central Region Board Recap

Ms. Stewart reported that the Board has lost some members over the years and is in the process of recruiting additional members.

2. New Mexico Hospitality Association

a. Top HAT Awards Recap

Ms. Stewart reported that the Top HAT Awards Gala was held on Nov. 8 at the Santa Ana Star Casino in Bernalillo. Bardbury Science Museum's "Manhattan on the Mesa" exhibit was a finalist for "Outstanding Event" and the Los Alamos Nature Center won in its category of "Outstanding Attraction".

b. TRENDS Conference (Jan 28-29)

Ms. Stewart reported that the TRENDS Conference is scheduled for January 28 and 29, 2019. The location of the Conference is La Fonda in Santa Fe.

3. Public Relations Society of America Le Cumbres Awards

Ms. Stewart reported that Griffin and Associates submitted the Los Alamos Visitors Guide and it won the Bronze Award. The PRSA has promised to share the judge's feedback on the visitor guide at a later date.

C. Mainstreet/Creative District Report (Lauren McDaniel)

Ms. McDaniel reported on the schedule of events beginning with WinterFest and the parade which is held on December 8 in Los Alamos. She also reported that MainStreet and the Chamber are working very hard to promote *Small Business Saturday*. A Blue Bucks raffle with cash prizes awarded will follow the December 8 light parade.

D. Branding Update (Kelly Stewart)

Ms. Stewart reported that the branding focus is now on the Discoveries Action Team. There will be some training offered to businesses to assist them with incorporating the County's brand into their businesses.

She also reported that one of the DAT projects is to develop a designated area for food trucks.

E. Tourism Strategic Plan/Wayfinding Plan Update (Linda Matteson)

See Section II.A.7.

F. Tourism Marketing Report (Floyd Vasquez/Dave Hayduk)

Mr. Vasquez updated the Board on the marketing activities underway since last month. He said that a press release promoting the WinterFest schedule of activities was distributed statewide. He also reviewed a number of marketing initiatives that Griffin is working on in the coming months.

G. Lodgers' Tax Revenue Report Review (ALL)1. [11429-18](#) Lodgers' Tax Revenue Report

Attachments: [A - LTAB Revenue Report](#)

Ms. Stewart reported that the Lodgers' Tax revenues are up over last year. Ms. Bruell requested a chart showing the revenues charted against the visitation numbers.

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

1. [11427-18](#) Visitation By Attraction/Visitor Centers

Attachments: [A - October 2018 Visitation Monthly Report](#)

Ms. Pena reported that October was a busy month for attraction visitation which is up from last year. She would like to start getting visitation numbers from the Manhattan Project National Historic Park (MAPR) and the Valles Caldera National Preserve. Ms. Matteson reported that MAPR visitation data is available in a special section of the nps.gov website and will work with Ms. Pena to access that data for inclusion in the Visitor Trends Report.

I. Group Marketing Events/Opportunities (All)

J. County Recreation Report (Dianne Marquez)

Chair Deck asked Ms. Stewart to reach out to Ms. Marquez to get the monthly report for inclusion in the LTAB packet each month.

K. Tourism Materials Distribution Update (Fun & Games) (Melanie Pena)

Ms. Pena reported that Fun And Games staff picked up another 24 boxes of Visitor Guides about two weeks ago.

L. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

IV. PRESENTATIONS/DISCUSSION ITEMS

1. LTAB Priorities (Discussions)

Ms. Stewart reported that it is about time to start working on LTAB FY20 Work Plan. The Board members reviewed the suggested priorities a-h below and shared their ideas for key, actionable priorities.

Chair Deck asked the members to provide feedback on recommendations for spending Lodgers' Tax funds.

- a. Lodging Opportunities
- b. Airbnb, etc. Policy
- c. Materials Coordination and Distribution
- d. Metrics
- e. Rural Pathways Program Grants
- f. AR Project with Historic Preservation Board

Ms. Lai reported that the HPAB is researching the development of an augmented reality application for interpreting the history of Fuller Lodge.

- g. Recreation/Tournament Tourism
- h. NMTD Tools Integration
- i. Other

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next LTAB Meeting will be held on December 18, 2018 in the Municipal Building, Room 110 at 12:00 pm.

VI. ADJOURN

Chair Deck adjourned the meeting at 2:00 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.