



# 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*

Friday, December 21, 2018

9:00 AM

1000 Central Avenue, Room 110

#### **I. ADMINISTRATIVE ACTIONS**

##### **A. Call to Order/Introductions**

**Members Present:** Linda Deck, Chair; Katie Bruell, Vice Chair; Catherine Mockler, Member

**Council Liaison Absent:** Morrie Pongratz, Councilor

**Others Present:** Kelly Stewart, Staff Liaison; Linda Matteson, County Manager's Office; Diane Marquez, PROS; Floyd Vasquez, Griffin and Associates; Stacy Baker, Bradbury Science Museum; Kimberly DeVall, Valles Caldera National Preserve; Barbara Lai, Admin Support.

The Meeting was called to order at 9:02 am.

##### **B. Approval of Today's Agenda**

Vice Chair Bruell moved to approve the agenda. Member Mockler seconded the motion. The motion passed unanimously.

##### **C. Review/Approval of Meeting Minutes**

1. [11507-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on November 27, 2018.

**Attachments:** [November 27, 2018 DRAFT Minutes](#)

The board reviewed the minutes of the previous meeting. Vice Chair Bruell moved to approve the minutes as corrected. Member Mockler seconded the motion. The motion passed.

##### **D. Approval of 2019 LTAB Meeting Dates**

1. [11508-18](#) Approval of 2019 LTAB Meeting Schedule

**Attachments:** [A - DRAFT LTAB 2019 Meeting Dates](#)

Chair Deck introduced the 2019 LTAB Meeting Calendar and moved to approve the meeting dates. Vice Chair Bruell seconded the motion. The vote passed unanimously.

##### **E. Status of Board Updates**

Ms. Lai announced that the vacancies on the Board have been advertised since November

2018.

**F. Public Comment for Items Not on the Agenda**

No public comment.

**II. PRESENTATION/DISCUSSION**

**A. Kimberly DeVall Valles Caldera National Preserve**

Ms. DeVall gave the board a detailed overview of the operation of the Preserve and the schedule of activities. Also, she brought along the new Preserve brochure and foundation document and passed them out. Ms. DeVall discussed some new ideas and programs under consideration by the Preserve staff, but no decisions have been made. Ms. Stewart and Ms. Matteson asked about how the visitation numbers are generated and who receives the visitation report. Ms. DeVall discussed some of the limitations placed on the Preserve that relate to collecting visitor data. She also announced that the Valles Caldera will be shut down at midnight due to the government shutdown.

**III. NEW AND PENDING ITEMS/PROJECTS (For Possible Action)**

**A. Acceptance of the Final FY2019 Tourism Marketing Plan**

**1. [11509-18](#) Acceptance of the Final FY2019 Tourism Marketing Plan**

**Attachments:** [A - FY19 Los Alamos Tourism Marketing Plan](#)

Chair Deck introduced the Final FY2019 Los Alamos Tourism Marketing Plan. Ms. Stewart said that this Plan is "in process" and will be proof read carefully in the coming days. Ms. Stewart said that the focus of the marketing efforts in the Plan have shifted slightly to attracting the "big adventurer" and to a younger visitors than in the past. Ms. Marquez raised the question as to the marketing focus of PROS, she asked the rhetorical question, is the department marketing to the community or to visitors? This is a future decision to be made by PROS. Chair Deck noted in the Tourism Plan that the web site users were anticipated to be 75,000 users. But, the site was actually visited by about 58,000 users. She wondered why there is such a disparity in the numbers and what brought down the views. Mr. Valdez stated that often the web site traffic is generated by advertising, the more advertising purchased, the more views. Katie Bruell made a motion to endorse the FY19 LA Tourism Marketing Plan. member Mockler seconded. The motion passed.

**B. FY20 Work Plan Priorities**

**1. [11510-18](#) FY20 Work Plan Priorities**

**Attachments:** [FY19 Work Plan](#)  
[FY20 Template](#)

Ms. Lai explained the FY20 Work Plan process and deadline are to be determined. The new County Council will hold their Strategic Planning meeting January 22nd and set

Council priorities at that meeting. Immediately after, the Work Plan template will be updated and distributed to the Boards and Commissions. The FY19 template may be used by Boards and Commissions that would like to begin planning early with the understanding that the decisions made might need to be updated in February. Chair Deck suggested that the board delay any discussion and action until Council completes their priorities.

**C. Other Items/Projects**

**IV. REPORTS**

**A. Inter-Board-Commission Liaisons Update**

1. Art in Public Places Advisory Board

Chair Deck volunteered to be the Art in Public Places Board liaison. She suggested that Ms. Lai be the liaison to the HPAB.

2. Historic Preservation Advisory Board (Linda Deck)

Ms. Lai reported that the HPAB is finishing their work reviewing the Fuller Lodge Interpretive Plan and setting priorities for its implementation. She also reported that the board is researching any grant opportunities for future funding requests.

3. Library Board (Katie Bruell)

No Report.

4. Parks and Recreation Board

No report. Judge Allen was the liaison who resigned from the board. A new liaison will be appointed.

5. Planning and Zoning Commission (Catherine Mockler)

No report.

6. Transportation Board - Kelly Stewart

Ms. Stewart reported that the NM502 Roundabout project will begin March 4th. This project will also impact the DP Road TA21 cleanup project. Ms. Mockler stated that these projects will negatively affect the businesses.

7. Tourism Implementation Task Force (Katie Bruell & Linda Matteson)

Vice Chair Bruell reported that the Tourism Implementation Task Force subgroups are meeting. She reported that the marketing subgroup is meeting and conducting some background research. She also reported that a data analysis representative (Victoria Greg) from the Tourism Department will attend the marketing subgroup meeting and work with the members on a methodology to capture the visitor data. Ms. Matteson reported that the Task Force met group met and made a presentation to Council which included a letter of recommendation to Council regarding the Visitor Center agreement.

**B. State/Regional Tourism & Hospitality Report**

Ms. Stewart reported that the Trends Conference is in Santa Fe at La Fonda and she will report back to the board after the meeting.

1. NM Hospitality Association: TRENDS Conf Jan 28-29, 2019

2. New Mexico Tourism Department Update

Vice Chair Bruell reported that the NM Magazine came out with an article, '52 Weekends With Get-A-Ways in NM'. However, Los Alamos was not included in the article. The board discussed ideas on how to develop better relationships with the editors of the magazine to feature Los Alamos. Ms. Stewart mentioned putting together an itinerary for a weekend in Los Alamos.

3. Visitor Guide Feedback from PRSA

Ms. Stewart will email the criteria for the Public Relations Society of America (PRSA) awards to the board members.

#### **C. Mainstreet/Creative District Report**

Ms. Stewart will email the quarterly MainStreet Report to the board members.

1. MainStreet Update (Lauren McDaniel)
2. Creative District Update (Lauren McDaniel)

No report.

#### **D. Branding Update (Kelly Stewart)**

1. Discoveries Action Team Projects Update

Ms. Stewart reported that DAT members discussed possible projects to champion.

#### **E. Tourism Marketing Report (Floyd Vasquez)**

1. FY19 Marketing Co-Op Update

Mr. Vasquez reported that there is a scheduled television shoot to get a new video. The video should be ready in June, 2019 and it will be supported with new ads on television, Facebook and Instagram. In addition, the video will be featured on KQRE, New Mexico Living.

2. Monthly Reports

1. [11514-18](#) Tourism Marketing Report

**Attachments:** [A - Dec 2018 LTAB PR Social Media Report](#)  
[B - Dec 2018 Activity Report](#)

Mr. Vasquez reported on the activities that Girffin and Associates completed in December. He encouraged the board members to utilize social media and promote Los Alamos. He reported on the audit of social media just completed. He expressed the need to develop more video. Vice Chair Bruell suggested that Mr. Vasquez talk to a

representative of PAC 8 about creating more video. He summarized a number of the marketing efforts underway and their successes in spreading the good word about Los Alamos.

**F. Lodgers' Tax Revenue Report Review (ALL)**

1. [11511-18](#) Lodgers' Tax Revenue Report

**Attachments:** [A - Revenue Accrual Report](#)

Chair Deck reported that the Lodgers' Tax revenues for November were the strongest for the month ever reported.

**G. Visitation by Attraction/Visitor Centers (Melanie Pena)**

1. [11513-18](#) Visitation by Attraction/Visitor Centers

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

Chair Deck referred the members to the Visitation report. She acknowledged that the visitor numbers are steady.

**H. Group Marketing Events/Opporunities (All)**

**I. County Recreation Report**

1. [11512-18](#) County Recreation Report

**Attachments:** [A - December PROS Division Report](#)

Ms. Marquez promoted the upcoming holiday events and encouraged everyone to attend. She also reported that in January, PROS will be hosting the first annual hockey tournament through the Lobos Hockey Team. Four large collegiate Teams will come to Los Alamos to compete in this event from Northern Arizona, Nebraska, and Texas. The tournament is a weekend event, so people will be staying overnight in town. Also in January, PROS will be hosting the adult tournament and teams will come from Colorado, Arizona, and New Mexico.

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

**K. Other Announcements (All)**

**V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

The next LTAB meeting is Tuesday, January 15, 2019, 12-2 p.m.

Municipal Building , Location TBD

**VI. ADJOURN**

The meeting adjourned at 1:58 pm.

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DRAFT