



County of Los Alamos

Minutes

Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

Linda Deck, Chair; Katie Bruell, Vice Chair; Stacy Baker; Catherine Mockler; and Jacqueline Shen, Members

Thursday, March 21, 2019

12:30 PM

1000 Central Avenue, Room 200

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

Members Present: Linda Deck, Chair; Katie Bruell, Vice Chair; Catherine Mockler, Jacqueline Shen, and Stacy Baker Members

Absent: Council Liaison James Robinson;

Others Present: Linda Matteson, County Manager's Office; Kelly Stewart, Staff Liaison; Floyd Vasquez, Sunny 505; Melanie Pena, Los Alamos Commerce and Development Corporation; Barbara Lai, Admin Support.

The Meeting was called to order at 12:34 pm.

B. Approval of Today's Agenda

Ms. Mockler moved to approve the agenda. Ms. Shen seconded the motion. The motion passed (5-0).

C. Review/Approval of Meeting Minutes

1. [11822-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on February 26, 2019.

Attachments: [A - February 26 Draft Minutes](#)

The board reviewed the minutes of the previous meeting. Chair Deck moved to approve the minutes as written. Vice Chair Bruell seconded the motion. The motion passed (5-0).

D. Public Comment for Items Not on the Agenda

No public comment.

II. PRESENTATIONS/DISCUSSIONS

A. Outdoor Recreation Industry

Jim Glover & Marianne Tennebaum, Once a Day Marketing

Jim Glover with Once A Day Marketing, presented an outdoor recreation update to the board. The presentation covered outdoor recreation not only as a generator for increasing tourism but also as a powerful economic driver for the local economy. Mr. Grover discussed the growth in outdoor industries moving into rural recreation areas. Specifically, he described to the members the growth and economic impact of the outdoor recreation industry in Ogden, Utah and in Farmington, NM. He encouraged the board to emphasize outdoor recreation opportunities in Los Alamos.

III. NEW AND PENDING ITEMS/PROJECTS

A. FY20 LTAB Work Plan for Approval

1. [11823-19](#) Draft FY20 LTAB Work Plan

Attachments: [A - DRAFT FY20 Work Plan](#)

Chair Deck explained her comments on the FY20 Work Plan to the board. Members discussed their ideas for additional revisions. Ms. Lai pointed out that the public outreach section should contain detail and action steps. Vice chair Bruell made a motion to approve the FY20 Work Plan with revisions. Ms. Mockler seconded the motion, and the board approved the FY20 Work Plan 5-0.

B. Possible Action on FY2020 Lodgers' Tax DRAFT Fund Budget

1. [11835-19](#) Lodgers' Tax DRAFT Fund Statement for Board Discussion

Attachments: [A - Lodgers' Tax DRAFT Fund Statement for Board Discussion](#)

Ms. Matteson explained the budget status of the Lodgers' Tax Fund and presented the proposed FY20 budget which funds priorities in the Strategic Plan and the Tourism Plan. She also pointed out that revenues are increasing and therefore adding to the balance. The proposal to the County Manager is to spend down the balance by increasing the allocation for marketing contracts, enhancing public displays in the visitor centers, redesigning the web site, and increasing funding to the NM Tourism Department Coop Marketing program.

Chair Deck made a motion to recommend to County Council approval of the proposed Lodgers' Tax Fund Budget. Ms. Mockler amended and seconded the motion. The amendment includes adding the Los Alamos Visitor Center to the budget narrative. The motion passed 5-0.

IV. REPORTS

A. Councilor Report

No report.

B. Inter-Board-Commission Liaisons Update

Art in Public Places - Chair Deck updated the board on the status of various art projects planned for the county.

Historic Preservation Advisory Board - Ms. Lai reported that the meeting was canceled due to a lack of quorum. She also reported that the interview process to fill three vacancies is complete. Council voted on March 19 to appoint the three applicants.

Library Board - No report.

Parks and Recreation - No report.

Planning and Zoning Commission - No report.

Transportation Board - No report.

C. Tourism Marketing Report (Floyd Vasquez)

1. [11824-19](#) March Marketing and Activity Reports

Attachments: [A - March 2019 LTAB Marketing Report](#)
[B - March 2019 Los Alamos Activity Report](#)

Mr. Vasquez explained the news headlines data in the activity report to the board. He also reported that Facebook numbers are down slightly possibly due to the Facebook outage and Facebook's charging practices. Mr. Vasquez asked for volunteers to work at the marketing booth at the National Senior Games in Albuquerque which will feature Los Alamos athletes. Chair Deck mentioned that the board needs to determine how visitors decide to come to Los Alamos.

D. Lodgers' Tax Revenue Report (All)

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

1. [11828-19](#) Visitation Report

Attachments: [A - February 2019 Monthly Report](#)

Ms. Pena reported that the Los Alamos Visitor Center soft opening is delayed to April 6. She also stated that some of the attraction centers visitation is down due to the severe weather conditions in February.

F. State/Regional Tourism & Hospitality Report (Kelly Stewart)

Ms. Stewart announced that member Baker will attend the Governor's Conference on April 29-30 in Santa Fe.

G. Mainstreet/Creative District Report (Kelly Stewart)

H. Branding Update (Kelly Stewart)

I. County Recreation Report

J. Group Marketing Events/Opportunities (All)

Chair Deck encouraged everyone to answer the customer service survey sent to the board by Ms. Pena. Ms. Stewart asked everyone to respond to the Economic Vitality Strategic

Plan feedback on Open Forum.

K. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Next Meeting: Tuesday, April 16, 2019, 12-2 pm

Municipal Building, Boards & Commissions Room 110

B. Future Agenda Items

FY20 Work Plan, Tourism Data/Metrics, RPP

VI. ADJOURN

The meeting adjourned at 2:33 pm.

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