



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

Tuesday, April 16, 2019

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

Members Present: Linda Deck, Chair; Jacqueline Shen, and Stacy Baker, Members

Absent: Council Liaison James Robinson; Katie Bruell, Vice Chair; Catherine Mockler, Member

Others Present: Kelly Stewart, Staff Liaison; Floyd Vasquez, Sunny505; Barbara Lai, Admin Support.

The Meeting was called to order at 12:06 pm.

B. Approval of Today's Agenda

Ms. Shen moved to approve the agenda. Ms. Baker seconded the motion. The motion passed (3-0).

C. Review/Approval of Meeting Minutes

1. [11896-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on March 21, 2019.

Attachments: [A - March 21 DRAFT LTAB Minutes](#)

The board reviewed the minutes of the previous meeting. Member Baker moved to approve the minutes with a revision. Member Shen seconded the motion. The motion passed (3-0).

D. Board Updates

Ms. Stewart mentioned that Vice Chair Bruell cannot make the meeting.

E. Public Comment for Items Not on the Agenda

No comment.

II. PRESENTATIONS/DISCUSSION ITEMS

A. Pajarito Mountain

1. Tom Long, General Manager, Pajarito Mountain

Mr. Long updated the board on Pajarito Recreation activities. This ski season has been one of the best in many years with 38,000 skier visits. Mr. Long mentioned a number of new programs offered at the mountain, including the incorporation of skiing into the elementary school P.E. curriculum. He stressed that snow-making equipment is critical to full operation and that hiring staff is difficult.

III. NEW AND PENDING ITEMS/PROJECTS

A. Los Alamos Visitor Center Opening-Apr. 17 Ribbon Cutting

Chair Deck announced the ribbon cutting ceremony for the Los Alamos Visitor Center, April 17, 2019 at 10:00 am.

B. Move May 21 Meeting Date (May 14 or May 29?)

Kelly Stewart suggested that the May meeting be held on May 14, 2019 because she will be out of town on May 21. The board agreed to the new meeting date.

C. Farmers Market Opportunity (Kelly Stewart)

1. [11898-19](#) Farmers Market Opportunity

Attachments: [A - CDD Farmers Market Available Dates](#)

The board will present information on short-term rentals at the Farmers Market sometime this summer.

D. FY20 LTAB Work Plan Final Draft (Barb Lai)

Ms. Lai reported that the work plan is in public information office for review of the public outreach section. The Council Subcommittee will review the FY20 Work Plan on May 13, 2019. The plans will go to County Council for approval late in May or early June.

E. FY20 Marketing Goals (Tourism Marketing and Visitor Center Services, Kelly/Floyd)

Ms. Stewart and Mr. Vasquez reported that the marketing goals are working well as stated and most will be met or exceeded.

F. Short Term Lodging Update

Board members discussed many of the issues likely to be encountered when implementing a short-term rental program. A short-term rental plan will go to EVAT and then to Council for approval May 28, 2019.

IV. REPORTS

A. Inter-Board Commission Liaisons Discussion

The board decided that there will be no formal liaison appointments this year.

B. Councilor Report

No report.

C. Council Goals**1. [11899-19](#) Council Goals**

Attachments: [A - Strategic Action Plan](#)
[B - MAPS SAP](#)

The board received the County FY19 Strategic Leadership Plan and the Management Action Plans. The board will review the documents over the next month and will then discuss at the May meeting.

D. Tourism Implementation Task Force (Katie Bruell)

Ms. Stewart reported that a representative from the Tourism Implementation Task Force will present its budget priorities to council at the budget meeting at the Municipal Building this evening.

E. Tourism Marketing Report (Floyd Vasquez)**1. FY 19 Marketing Co-Op Update**

Mr. Vasquez reported that digital advertisements on Bandelier, Valle Caldera, and the MNHP will be placed on various web sites nationwide each containing five images. He described in detail the data gathered from the technology that tells which ads are viewed across all platforms.

2. Monthly Reports**F. Lodgers' Tax Revenue Report (ALL)****1. [11900-19](#) Lodgers' Tax Revenue Report**

Attachments: [A - March Revenue Report KS](#)

Ms. Stewart reported that the revenues, year-to-date, are 20% over the same time frame in 2018.

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

The board reviewed the Attractions and Visitor Center reports and have some questions that will be discussed with Ms. Pena at the next meeting.

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

Ms. Stewart reported that she, Joanie Ahlers, Linda Matteson and Floyd Vasquez participated in a webinar on April 9 for the Coop Grant. The process is delayed due to enhancement being made in the grant criteria. The grant will add to the marketing budget for increasing advertising in the New Mexico Adventure Guide, New Mexico Magazine, Pandora, New Mexico True Email, and others. April 28 and 29 are the dates of the Governors Conference on Tourism in Santa Fe and

Ms. Stewart and Ms. Baker will attend.

I. Mainstreet/Creative District Report (Kelly Stewart)

1. ScienceFest Update

ScienceFest plans are well underway. Sevel Shepherd (Voice winner) will provide the entertainment at the Pond on Friday night.

J. Branding Update (Kelly Stewart)

Ms. Stewart reported that next Discoveries Action Team meeting will be on Thursday, April 18. The Community Services Department will administer a contract with the food truck vendors to provide food by the Visitor Center and Bandelier Shuttle stop.

K. County Recreation Report

L. Group Marketing Events/Opportunities (All)

M. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. The Next Meeting

The next meeting will be May 14.

B. Future Agenda Items

Governor's Conference Reports, Council goals, Economic Development Update

VI. ADJOURN

The meeting adjourned at 1:55 pm.

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