

**Lodgers' Tax Advisory Board Meeting
May 14, 2019, 12:00 p.m.
Room 110, Municipal Building**

I. ADMINISTRATIVE ACTIONS

Members Present: Linda Deck, Katie Bruell, Stacy Baker.

Members Not Present: Jacqueline Shen and Catherine Mockler.

Council Liaison Not Present: James Robinson

Others Present: Linda Matteson, Assistant to the County Manager; Kelly Stewart, Marketing Specialist; Barbara Lai, Administrative Support; Floyd Vasquez, Sunny 505; Melanie Pena, LACDC.

A. Call to Order

Meeting called to order at 12:02 pm by Chair Deck

B. Approval of Today's Agenda

Motion:

Member Baker moved to accept today's Agenda. Member Bruell seconded. The motion passed (3/0).

C. Approval of Minutes from April 16, 2019

Motion:

Member Baker moved to accept the minutes with corrections from the April 16, 2019, meeting. Chair Deck seconded. The motion passed (3/0).

D. Public Comment: No public comment.

II. PRESENTATIONS AND DISCUSSIONS

A. Los Alamos County Economic Development Update

Ms. Ahlers explained that the Economic Development Office and CMO supports a community-based advisory team called Economic Vitality Action Team (EVAT). The purpose of EVAT is to promote economic development in the County and update the EVAT Strategic Plan. On May 28, there will be a comprehensive report to Council on EVAT's strategic plan and activities.

Ms. Ahlers reported on the status of business interests, demands, and projects concerning economic development and housing in the County.

III. NEW AND PENDING ITEMS/PROJECTS

A. June 18 Council Work Session on ED Investments and Metrics

Ms. Matteson reported that the Tourism Implementation Task Force sent a letter to Council listing the task force funding priorities. Focus was on the FTE for a Tourism Director. Council will review the position and other economic development items at the June work session. She also reported that CIP including the golf course, kiddie pool, and splash pad are moving forward.

B. Tourism Projects Status

Ms. Stewart reported that she and Ms. Matteson will meet Ms. Lawrence. Ms. Stewart will have more to report following the July meeting.

C. LTAB Priorities per FY20 LTAB Work Plan

Ms. Lai reported that the Council Review Committee met May 13 and made no changes to the LTAB work plan. The committee was pleased to see the projects and priorities in the plan.

IV. REPORTS

A. State/Regional Tourism & Hospitality Report

Governor's Conference on Tourism.

Ms. Stewart reported that she attended the conference and learned that the State will develop a short-term lodgers' tax handbook to explain the recently passed legislation. The North Central Region group met to discuss how to attract visitors utilizing Google.

Ms. Baker reported that the most meaningful ideas she learned from the conference are:

- The bucket list is an idea that has passed,
- People who want to visit destinations are looking for a deeper connection to the place, it is no longer just a matter of visiting a place and checking it off a list,
- Email lists are a very effective marketing tool, and,
- It is important to collaborate with other groups planning local and national events in the area and to market each others' events.

Ms. Matteson reported that the Zappos presentation was very impressive. The Zappos staff representative stressed customer service as very important in furthering one-to-one connection in all customer contacts.

Ms. Pena reported on the importance of an "influencer" on visitors. Chair Deck stated that she would like more information on influencers. Mr. Vasquez offered to research social-media influencers.

B. Councilor Report

No report.

C. Inter-Board-Commission Liaisons Update

HPAB - Ms. Lai reported that HP is very interested in the Boy Scout Cabin. Ms. Matteson reported that the HPAB supports placing information display panels in Fuller Lodge. She said that she hopes to place eleven panels in the lodge before Memorial Day.

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

Ms. Bruell reported that the Task Force will attend the June Council work session.

E. Tourism Marketing Report (Floyd Vasquez)

Mr. Vasquez gave an overview of the monthly activities of Sunny505. He reported that most of the goals set for 2019 will be met or exceeded. He gave a brief overview and showed a sample of the new ads that Sunny505 is pursuing. There were no press releases for April.

Ms. Stewart asked for volunteers to staff a booth at the Senior Olympics in Albuquerque.

F. Lodgers' Tax Revenue Report

Ms. Stewart reported tax revenues are on track to exceed the FY2019 goal.

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

Ms. Pena reported that the Los Alamos Visitors Center is now open. Visitation numbers are slightly lower than previous years, possibly because Bandelier did not report for April.

Chair Deck asked for a report comparing visitation numbers, month-to-month, i.e., April 2018 compared to April 2019.

H. Mainstreet/Creative District Report

Matteson reported that there are some county sites under consideration as the locations for displaying Time Projects, to include, the Nature Center, Ashley Pond, Fuller Lodge, Canyon Rim Trailhead, Overlook, White Rock Visitors Center.

I. Branding Update (Kelly Stewart)

There will be a DAT work group meeting in the Zia and Throne Rooms in Fuller Lodge on May 23, 11:30 am.

Shuttles to Bandelier will start May 16.

J. County Recreation Report

No report.

K. Group Marketing Events/Opportunities

No report.

L. Other Announcements

No report.

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V. PUBLIC COMMENT

No public comment.

VI. NEXT MEETING/FUTURE AGENDA ITEMS

The next meeting will be June 18 in Room 110 at 12:00 pm.

VII. ADJOURN

Chair Deck adjourned the meeting at 2:00 pm.

Approved by LTAB June 18, 2019

Linda Deck, Board Chair

DRAFT