

Please Note: Additional detailed information is available on any of the agenda items discussed at this meeting by viewing the video of the LTAB Meeting of April 18, 2017 at:
http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1188

Date/Time

Tuesday, April 18, 2017, 12PM-2PM

Location

Los Alamos County Municipal Building
Suite 150 Conference Room (Noon-2PM)
1000 Central Avenue, Los Alamos, NM 87544

Members Present

- Ryn Herrmann (Chair), Public-At-Large Representative
- Linda Deck (Vice Chair), Tourism Industry Representative
- Katie Bruell, Tourism Industry Representative

Staff Present

- Linda Matteson, Assistant to the County Manager
- Dianne Marquez, Recreation Program Manager
- Barbara Lai, Senior Management Analyst

Others Present

- David Empey, Griffin and Associates (County Tourism Marketing Services Contractor)
- Melanie Pena, Los Alamos Commerce and Development Corporation (County Visitor Center Operations and Management Services Contractor)
- Jacqueline Shen, Local Business Owner

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:06 PM.

B. Approval of Today's Agenda

The agenda was approved without objection.

C. Review/Approval of Meeting Minutes

Minutes from March 21, 2017 were approved.

D. Public Comment for Items Not on the Agenda

Linda Deck announced that she just received her copy of New Mexico Magazine and Los Alamos has extensive coverage throughout the magazine. The article *Hike Los Alamos* is featured on the cover. Attractions and features highlighted in the magazine

include: ScienceFest, an article on Craig Martin and the hiking trails, Bandelier- *Visit Our Three Parks*, a sidebar all about PEEC with a quote from Ms. Bruell.

II. PRESENTATION/DISCUSSION

No presentations or discussions.

III. PENDING PROJECTS

A. Board Terms and Vacancy Status

Chair Herrmann announced that Ms. Shen is attending the meeting and has agreed to apply for the board. No action was taken.

B. FY18 LTAB Workplan

The Workplan is on schedule. Linda Matteson gave an overview of the Workplan process.

C. Visitors Guide

Mr. Empey reported that he is on round 2 of revisions to the guide content and the downtown map. He is working with local advertisers to finalize ads and get payment. Content revisions may be uploaded to base camp. The document is on schedule and there will be time for the Visitor Guide Review Committee and other contributors to review and to provide comment. Ms. Pena reported that Fun and Games (tourism materials distributors) was in Los Alamos last week and picked up another 20 boxes of guides to distribute to visitor centers and hotels throughout the State. There are 17,000 copies remaining. Vice-Chair Deck pointed out that we should try to stay flexible in publishing information that may change. Mr. Empey pointed out that the Guide is available online and that the information could be updated before a print run. No action was taken.

D. STAR Report Status

With Ms. Stewart's absence this item was tabled.

IV. REPORTS

A. Tourism Marketing Report

Mr. Empey presented a report on the many marketing efforts for events and attractions in Los Alamos. He is working with a reporter from *USA Today* on an article on Los Alamos – Secret City and gave the reporter the video - What Can You Say. Chair Herrmann mentioned that she is also working with the reporter. This video is being run in Texas, Colorado, and New Mexico from April 15 through May 31 on Pandora. Mr. Empey also reported on marketing efforts and collaboration on a number of spring and summer events held in Los Alamos and White Rock. No action was taken.

B. State/Regional Tourism & Hospitality

Chair Herrmann reported that she and Ms. Stewart will be attending the New Mexico Hospitality Association's "Governor's Conference on Tourism" in Albuquerque the second week in May. No action was taken.

C. Lodgers' Tax Revenue Reports (Accrued/Actual) Review

The March report shows revenues are up for this month and most likely made up for February numbers that were not reported in time to be included in the February report. There is a 12 percent increase year-over-year. No action was taken.

D. Lodging Reports/Trends

As reported in Item C. Lodgers' Tax Revenue Reports revenues are very positive, up 12 percent year-over-year. The Comfort Inn has a floor under renovation, so a number of rooms are not available for guests. No action was taken.

E. Visitation by Attraction/Visitor Centers

Ms. Pena reported on activities at the attractions. Highlights include: Nature Center visitation is now being tracked and visitation is up; and the Bradbury is getting groups of 100 to 150 at a time. Members discussed more active sharing of information. No action was taken.

F. Group Marketing Events/Opportunities

Chair Herrmann stated that the activities and events were summarized above. No action was taken.

G. County Recreation Report

Ms. Marquez report on recreational activities coming to Los Alamos and White Rock in coming weeks and months. No action was taken.

H. Tourism Materials Distribution Update (Fun and Games)

Ms. Pena covered her report in the above section – *C. Visitors Guide*. David Empey confirmed that there are plenty of Guides left for distribution until the June delivery of the new Visitor Guide. No action was taken.

I. County Tourism Strategic Plan Update

Ms. Matteson reported that County Council approved the services agreement for the Strategic Plan. Design Workshop out of Denver was awarded the contract. A steering committee of about 20 persons will be established. No action was taken.

J. Other Announcements

III. PROJECTS, INITIATIVES AND ANNOUNCEMENTS

Nothing to report.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Tue., May 16, 2017, 12-2PM, Municipal Bldg, Rm 110

The Board discussed the date and time of the next LTAB Meeting and at least one Board member will not be able to attend on May 16. Ms. Lai agreed to discuss alternate dates/or possible cancellation.

VI. ADJOURN

The meeting was adjourned at 2:03 P.M.

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