

Please Note: Due to technical difficulties, the video and audio from the LTAB Meeting of June 20, 2017 are not available. Therefore, the minutes are reported in a shortened format.

Date/Time

Tuesday, June 20, 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

- Antonio Maggiore, County Councilor
- Joanie Ahlers, Economic Vitality Administrator
- 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)
- Becky Zimmerman, Design Workshop
- Anna Laybourn, Design Workshop
- Cathy Mockler

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:03 PM.

B. Approval of Today's Agenda

The agenda was approved without objection.

C. Review/Approval of Meeting Minutes

Minutes from April 18, 2017 were approved.

D. Public Comment for Items Not on the Agenda

There was no public comment.

II. PRESENTATION/DISCUSSION

A. Tourism Strategic Plan

Becky Zimmerman and Anna Laybourn gave an update on the progress of the Tourism Strategic Plan. The Plan will help unify ongoing County tourism efforts and position the County to optimize tourism economic development. The development of the Plan is an integrated model of gathering information (from about three dozen documents); and, intertwining that information with community and other stakeholder input. The next step is to create scenarios or alternatives and report back to the community on September 6. From this input, Design Workshops will create a very “actionable” strategic plan and emphasize implementation. The Plan will go to Council for adoption in early December. Members of LTAB offered their ideas and input.

B. Wayfinding Plan Update

Linda Matteson reported on the progress made in the Wayfinding project and presented the three Schematic Design Concepts for signage that were developed by Merje. The theme concept options are: 1) Nature, 2) Art Deco, and, 3) Brand.

The project involves replacing all existing feature signs with ones conforming to the new design. A survey will be coming out soon so that the public will have the opportunity to choose their preference and make comments.

III. PENDING PROJECTS

A. Board Terms and Vacancy Status

Chair Herrmann announced that a vacancy remains on the Board and encouraged members to recruit hotel managers to apply for Board membership. No action was taken.

B. FY18 LTAB Workplan

The Board quickly reviewed the Plan approved by County Council on June 6, 2017. There is one correction to the Plan and staff will make the correction.

C. Visitors Guide

Mr. Empey reported on the status of the revised Visitors Guide. He requested that all final revisions be made by close of business on Monday, June 26 on Base Camp. The Guide will be sent to the printer on July 5. No action was taken.

D. STAR Report Status

The Board discussed the content of the report and what level of detail to include. Each hotel reports on their occupancy rate and ADR (Average Daily Rate). Due to the fact that the report is estimated to cost \$5,000, the belief is that LTAB can collect sufficient information from Los Alamos local properties to avoid the expense of purchasing a STAR report. This item will be placed on the next agenda for further discussion by the Board.

IV. REPORTS

A. Tourism Marketing Report

Mr. Empey presented the Marketing report and the June Activity Report. The Pandora online campaign, “What Can You Say” video, was clicked on 9,942 times for a CTR of .98 beating the .68 benchmark. The group discussed various methods to employ to

increase the Facebook "Total Likes" number. It was agreed upon that there would be a conference call to discuss the specifics of the website/FaceBook action. No action was taken.

B. State/Regional Tourism & Hospitality

Chair Herrmann reported that she and Ms. Stewart attended the New Mexico Hospitality Association's "Governor's Conference on Tourism" in Albuquerque. It was a valuable networking opportunity, however, the Governor was not in attendance. No action was taken.

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

Barbara Lai reported that the May Payment report, which includes March and April actual Lodgers' Tax revenues, shows a total of \$227,490 year-to-date. The May Accrual Revenue report shows FY2017 Tax Revenues at \$255,922 and FY2016 revenues through May at \$225,315. If the FY2017 trend continues, by year-end, 2017 will be well over 2016 in total Lodgers' Tax Revenues. No action was taken.

D. Lodging Reports/Trends

No June report. No action was taken.

E. Visitation by Attraction/Visitor Centers

Ms. Pena reported on the April and May visitation by attractions. A discussion ensued about how to attract more of the visitors that go to Bandelier to visit White Rock and Los Alamos attractions. At this time, the majority of visitors to Bandelier return to Santa Fe or other destinations.

F. Group Marketing Events/Opportunities

No June report. No action was taken.

G. County Recreation Report

Ms. Marquez reported on recreational activities for May and highlighted many of the upcoming summer events. No action was taken.

H. Tourism Materials Distribution Update (Fun and Games)

No action was taken.

I. County Tourism Strategic Plan Update

The Plan was discussed earlier under Presentation/Discussion.

J. Other Announcements

No announcements.

V. PROJECTS, INITIATIVES AND ANNOUNCEMENTS

Nothing to report.

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Wednesday, July 19, 2017, 12-2PM, Municipal Bldg, Rm 110

STAR Report Discussion

Feedback on the Outcome of the Conference Call to Discuss the website/FaceBook.

VII. ADJOURNMENT

The meeting was adjourned at 2:08 P.M.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the County Human Resources Division at 662-8040 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes can be provided in various accessible formats. Please contact the personnel in the Community and Economic Development Department at 662-8006 if a summary or other type of accessible format is needed.