

Additional detailed information is available on any of the agenda items discussed at this meeting by viewing the video of the LTAB Meeting of August 22, 2017 at http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1286

Date/Time

Tuesday, August 22, 2017, 12PM-2PM

Location

Los Alamos County Municipal Building
County Council Chambers (12PM-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 (By Telephone)
- Kelly Stewart, Marketing Specialist
- Linda Matteson, Assistant to the County Manager
- Barbara Lai, Senior Management Analyst

Others Present

- David Empey, Griffin and Associates (County Tourism Marketing Services Contractor)

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:14 PM.

B. Approval of Today's Agenda

The agenda was approved.

C. Review/Approval of Meeting Minutes

The Minutes of July 19, 2017 were approved as written.

D. Public Comment for Items Not on the Agenda

There was no public comment.

II. NEW PENDING PROJECTS for possible action

A. Board Terms and Vacancy Status

Chair Herrmann reported that Elizabeth Allen, owner of the Pueblo Canyon Inn, and Cathleen Mockler, North Road B & B, were interviewed for the two-lodging establishment representative Board vacancies. A recommendation to fill both positions will go to County Council very soon.

B. Visitor Guide Update

David Empey reported that the Visitors Guide came in on Friday, September 1, and is ready to distribute. The remaining copies of the old Guide will be pulled and only the new version will be distributed. The ads were sold out in the book and the revenues completely paid for the printing and shipping of the Guide. Ten of the boxes of the Guide will be taken to Expo New Mexico and the Balloon Fiesta.

C. Regional Tourism Economic Summit

The New Mexico Hospitality Association selected Los Alamos as a destination for one of their ten Regional Tourism Economic Summits. Ms. Stewart will be moderating a panel representing the tourism industry. The Association is developing a list of issues to advocate to the NM congressional delegation to increase tourism in the State. The event is Wednesday morning, October 25, at Fuller Lodge.

D. Balloon Fiesta Participation/Opportunities

David Empey reported that Griffin and Associates will staff the NM True booth at the Balloon Fiesta marketing Los Alamos attractions on Saturday, October 7 for both the AM and PM mass ascensions. It is the largest attendance day. Last year, Griffin staff distributed travel and attraction information about Los Alamos to 475 groups. This year Mr. Empey will have the new Visitors Guide, Gateway to Three National Parks rack card, and promotional items to hand out. Ms. Stewart stated that this event is being used to test the new brand, using the "Discovery Zone" corn hole game and branded items to help visitors discover "aha moments." A large laminated map shows how close Los Alamos is to Albuquerque will be placed on display for visitors to see how easy and seamless it is to get to Los Alamos County.

E. Hotel REVPAR Report

There is nothing to report at this time. However, Barbara Lai will contact STR and prepare a report for the September meeting.

F. ScienceFest Update

ScienceFest went very well and the official attendance was just over 14,000 persons. The Burro Packing event at the Nature Center was very successful with standing room only.

A sampling of attendees at ScienceFest indicated some 40% traveled to the event from outside of Los Alamos County. In the past, about 25 to 30% have come from outside the County. Among social media sites, many people learned of the event from Facebook and New Mexico Magazine. The first draft of the ScienceFest marketing video was shown highlighting the 2017 Festival and providing the date and a call to action for next year's event scheduled for July 11-15, 2018. There will be time for input by the Board and editing

to be completed before the final video is ready. The digital and print marketing effort was very successful this year in increasing attendance at the event. The Board will discuss marketing strategy for next year's event at a future meeting. Ms. Stewart will forward a Longwoods New Mexico 2016 Visitor Research report to the Board that she received at the North Central Region 5 meeting for discussion at the next LTAB meeting.

G. Community Events/Programs Calendar

There was no report.

H. Visitor Websites Update

There was no report.

III. REPORTS

A. Tourism Marketing Report

David Empey reported that the news release on the County Fair and Rodeo was distributed July 25th. The marketing for various events in Los Alamos were discussed and Mr. Empey went over the distribution schedule for each. "Los Alamos Gateway to Three Parks" ads and editorial content have been submitted and approved by the New Mexico Tourism Department for placement in the November issue of New Mexico magazine and the 2018 NM True Adventure Guide as part of the NMTD FY18 Marketing Coop Grant. The new graphic format for the social media report was explained by Mr. Empey to the Board. The social media outreach circulation numbers reported for various events showed very positive results.

B. Lodgers' Tax Revenue Reports (Accrued/Actual)

Ms. Stewart reported that for the end of 2017, Lodgers' Tax is 3% over the target revenue goal of 6% and 9% over 2016 revenues.

C. Visitation by Attraction/Visitor Centers

The Board reviewed the report. There was a discussion about how to track participation. Ms. Stewart will discuss with Ms. Matteson how to develop a standard counting methodology and public presentation.

D. Group Marketing Events/Opportunities

There was no report.

E. County Recreation Report

The Board members reviewed the recreation report from RPOS.

F. Tourism Materials Storage & Distribution Update

There was no report.

G. Tourism Strategic Plan Update

Ms. Matteson reported that she would be giving an update on the Tourism Strategic Plan and Wayfinding Plan to Council later in the evening. The first Public Forum for the Strategic Plan will be held on September 6th at 6:00 PM at the UNMLA, Student Center. The consultant has reviewed over 60 studies and reports produced by or for the County. The consultant held four focus groups with stakeholders to determine the status and

establish a baseline of tourism in Los Alamos. The next step is to define how the County will grow tourism. The consultant will present three possible scenarios to the public at the Public Hearing of how the county can move forward about tourism. The public will have the opportunity to provide immediate feedback utilizing key pad polling. The consultant will present an issue and deliver a question to the audience. The audience will vote using the polling device. The results of the vote are instantaneous and on the screen to the group. This gives everyone in the room an opportunity to convey his/her opinion anonymously and without contention. There will also be comment cards available during the meeting. From the information gathered, the consultant will work with the work group and staff to fine-tune a recommended strategy, tactic and actions. On October 11, there will be a public prioritization meeting to determine priority projects and expenditures. A final plan will be adopted by County Council at the end of the year or early 2018.

H. Wayfinding Plan Update

At the last visit of the MERJE consultant, three concepts were brought before the public. The consultant listened to all the input and is developing a fourth concept. They will be briefing Council the last week of September, presenting the fourth concept and wayfinding analysis. Then, they will look at recommended sign locations. Discussions are continuing with the LANL and access to sites on Lab property. The new Visitors Guide emphasizes the “friendly guard” icon and this will be the icon that is to be used on all signage, website and materials. The sign standard manual and consultant recommendations will be completed by the end of November.

I. State/Regional Tourism & Hospitality Report

Ms. Stewart will forward the e-newsletters from the NM Hospitality and NM Tourism Newsletter.

J. Other Announcements

No new announcements.

IV. NEW PROJECTS/INITIATIVES

No new projects or initiatives were discussed.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Tuesday, September 19, 2017, 12-2PM, Municipal Building, Rm 110
The REVPAR report will be on the September Agenda.

VI. ADJOURNMENT

The meeting was adjourned at 1:56 P.M.

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