

Additional detailed information is available on any of the agenda items discussed at this meeting by viewing the video of the LTAB Meeting of September 19, 2017 at http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1296

Date/Time

Tuesday, September 19, 2017, 12PM-2PM

Location

Los Alamos County Municipal Building
County Council Chambers (12PM-2PM)
1000 Central Avenue, Los Alamos, NM 87544

Members

- Ryn Herrmann (Chair), Public-At-Large Representative, **Present**
- Linda Deck (Vice Chair), Tourism Industry Representative, **Present**
- Katie Bruell, Tourism Industry Representative, **Present**
- Elizabeth Allen, Lodging Industry Representative, **Absent**
- Catherine Mockler, Lodging Industry Representative, **Absent**

Staff Present

- Joanie Ahlers, Economic Development Administrator
- Kelly Stewart, Marketing Specialist and County Staff Liaison
- 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)

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:04 PM.

B. Approval of Today's Agenda

The agenda was approved.

C. Review/Approval of Meeting Minutes

The Minutes of August 22, 2017 were approved with one revision.

D. Public Comment for Items Not on the Agenda

There was no public comment.

II. NEW PENDING PROJECTS for possible action

A. Board Terms Update

The Board is now complete with the appointment by County Council of Elizabeth Allen and Catherine Mockler.

B. Inter-Board-Commission Liaisons

Ms. Stewart stated that this is an opportunity for someone on LTAB to serve as a liaison to the other Boards where there is a mutual interest. It was decided that the Board information will be presented at the next meeting.

C. NMTD Grants Update

David Empey reported that they are working with LACDC to produce print and digital ads and articles featuring the Gateway to Three National Parks, Ski Pajarito, and indoor attractions (Bradbury Science Museum, the History Museum and the Nature Center) for media placements through the New Mexico Tourism Department's FY18 Cooperative Marketing and Advertising grant program. Griffin and Associates will be reaching out to all of the attractions to obtain program highlights. The due date for content is October 16, 2017. Ms. Marquez stated that she will coordinate with Ms. Stewart to gather the same information from the attractions for inclusion in the new *100 Days of winter* brochure. Ms. Marquez's deadline is October 13, 2017.

D. Fun and Games Distribution Report

Ms. Stewart made sure that everyone received a copy of the Fun and Games Distribution Report. The Board discussed the great success that Fun and Games has had in getting out event information.

E. Visitor Guide Feedback

Ms. Stewart reported that she has gotten back positive feedback on the new brochure. Ms. Marquez would like to have the new Guide delivered to the Aquatic Center and Golf Course. Ms. Bruell commented that last Guide had a section on the history and story of LANL and she did not see information on the Lab in the new Guide. Ms. Stewart pointed out that page 1 of the new Guide has a page dedicated to explaining the public's limited access to the Lab and how to prepare and navigate through the vehicle access portals or VAPs (a.k.a., guard gates) to access Pajarito Mountain, Camp May, the Valles Caldera and the Jemez Mountains. Plans will be made now to include the Lab "story" in the next version of the Guide.

F. Regional Tourism Economic Summit

Ms. Stewart stated that the New Mexico Hospitality Association's Regional Tourism Economic Summit in Los Alamos will be held on Wednesday, October 25, 2017 at the Fuller Lodge Pajarito Room. The time will be defined soon. Ms. Stewart stated that the panel members are set and include Linda Deck representing both the Bradbury Science Museum and the Lab; Linda Matteson, representing the Manhattan Project National Historical Park and the County's Tourism Strategic Plan effort; County Community Services Department Director Brian Brogan representing the County's recreation

programs and assets; Cynthia Delgado, Marketing Manager with Tourism Santa Fe; and Jason Lott, Bandelier National Monument superintendent. Ms. Stewart will moderate the panel. Ms. Stewart said she sent an e-mail “Save the Date” to stakeholders in August and will send out a meeting reminder with registration button to help track attendance.

G. Hotel REVPAR

It does not appear that Los Alamos will be participating in REVPAR. Ms. Lai reported that, based on the feedback she received from Smith Travel Accommodations or STAR, Los Alamos is not eligible to subscribe to the service to receive regular reports on occupancy and average daily rate which, together produce the metric of revenue per average room night. The minimum requirement is that four hotels submit the data to STAR. Not enough Los Alamos hotels report this information on a consistent basis. The County is partnering with LACDC to commission a hotel study to get the REVPAR data hotel developers need to decide whether or not to build a new product in Los Alamos.

H. ScienceFest Update

Ms. Herrmann stated that Los Alamos MainStreet held a meeting on September 13th to discuss achievements, lessons learned from the 2017 event, as well as plans for both 2018 and 2019. Ms. Herrmann reported that the attendance was up over the previous year, as has been the trend for the past 3 years. Some of the engagement events, like camping at Fuller Lodge, were not as well attended as organizers thought they might be. The theme of Ranch School Days theme was challenging in that it limited programming and marketing options, especially to attract the drive market outside a 50-mile radius. Moving forward, the event partners have decided to put the focus back on what Los Alamos is best known for--science—by featuring Lab innovations, past and present. It was noted that, based on past history of this event and the current uncertainty around the looming Lab contract change, the Lab’s contribution to ScienceFest may be restricted. While early efforts will be made to encourage Lab involvement, the ScienceFest committee must create a contingency plan for moving forward without them, if necessary. Ms. Stewart stated that, since Los Alamos ScienceFest is the County’s signature event, the Economic Development Division will be working with MainStreet, as well as the branding and tourism consultants to identify and attract a high profile event, group or individual and sponsors. The idea is to bring the event from a community event to an international signature event. Mr. Empey offered to work with MainStreet to develop a “Save the Date” postcard for the 2018 ScienceFest.

I. Community Events/Program Calendar

Ms. Stewart said that the current community calendar managed by LACDC is fyilosalamos.com which is populated by event organizers. She informed the group that she has received feedback that the format of the calendar is clunky and not user friendly and needs to be revisited. She stated that this concern has been relayed to the Tourism Strategic Plan consultants, Design Workshop. All present agreed to wait until after the Tourism Strategic Plan was finalized and approved by Council to determine whether or not, how and who should revamp a comprehensive community calendar.

J. Visitor Websites Update

Ms. Stewart reported that, per the terms of the County's contract with LACDC, she has requested that they incorporate the new County brand into the VisitLosAlamos.org (vla.org) website, and that the website be formatted to work hand-in-glove with the printed Los Alamos Visitor Guide. She reminded the group that the Guide was deliberately designed to use mostly photos and just enough information to compel the visitor to seek detailed information on vla.org, and that the transition from introductory/summary information in the guide to more detailed information on the website must be seamless.

III. PRESENTATIONS/DISCUSSION

Ms. Ahlers gave a presentation on SET

(Strong Economies Together), a joint initiative between the Western Regional Rural Development Center at Utah State University, New Mexico State University (NMSU) Cooperative Extension and USDA Rural Development (RD) to provide assistance in community and economic development planning. The Mid-Central Rural Corridor project includes the counties of Los Alamos, Sandoval and Bernalillo. This partnership Sandoval and Bernalillo Counties is the only way Los Alamos can be eligible for USDA funding. Ms. Ahlers attended the first SET community input meeting on Saturday, August 19, at the Jemez Pueblo Community Center. At this strategic planning session, the group identified the following priorities for the region: 1) Affordable and multi-family housing; 2) Transportation; 3) Broadband; and 4) Tourism. The group will conduct a series of community input sessions through the end of the year, culminating with a strategic plan for the SET region to be submitted to USDA by the end of the first quarter of 2018.

The next two SET community input meetings will be held in Los Alamos:

- Thur., Sep 14 at Council Chambers
- Wed., Oct 11 at Fuller Lodge

Ms. Ahlers will continue to pursue projects with the new partners and by April, the group will develop a Strategic Plan.

IV. REPORTS

A. Tourism Marketing Report

David Empey reviewed the Marketing and P.R./Social Media report, highlighting the news release distribution regarding Bandelier's September 30th *Opera on the Rocks* event and that the number of Facebook "likes" continues to increase as a result of the Facebook boosts being purchased to support posts. He also reported on the results of the Los Alamos booth exhibit at *Gathering of Communities/New Mexico True Day* at the State Fair at Expo New Mexico on September 14th. He and Ms. Stewart visited with 331 attendees, handed out 145 Visitor Guides, a number of pens, and Los Alamos buttons, as well as hundreds of Los Alamos branded discs as prizes for visitors who participated in the Los Alamos branded corn hole game. Mr. Empey delivered a box of visitor guides to representatives from the Jemez Pueblo Cultural Center staff who said that visitors are always asking about Los Alamos. Mr. Empey will be staffing a similar booth next to the New Mexico True RV at the International Balloon Festival, attending the October 7th PM Balloon Glow and October 14th AM Mass Ascension. He will hand out Visitor Guides,

Triathlon T-shirts, LA pins, Bandelier Guides and other giveaways. Bandelier staff, including mascot Gus the Squirrel will also be staffing the booth on October 14th.

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

The Board reviewed the revenue reports and Ms. Stewart explained that the final revenues for FY2017 are 10% over FY2016. The estimated revenue goal for FY2018 is 5% over the FY2017 actuals.

C. Visitation by Attraction/Visitor Centers

Overall, visitation to the attractions is down for June, July, and August. The attractions representatives speculated that the downward trend may be attributed to the change in the way the History Museum tracks attendance since they began charging admittance less than a year ago. Ms. Deck volunteered to meet with Historical Society Executive Director Heather McClenahan to gain insight regarding their visitor tracking methodology and will report back to the group.

D. Group Marketing Events/Opportunities

Chair Herrmann stated that Halloweekend will be October 27-29 and Winterfest is scheduled December 1-3. Several organizations have already registered to participate. Ms. Marques updated the LTAB on fall events, including "Month of Arts & Culture" and the planned "100 Days of Winter" brochure.

E. County Recreation Report

Ms. Marquez briefed the Board regarding the visit of the Canadian Para-Olympic Team to the Aquatic Center. A grand opening for the disc golf course in White Rock will be coming soon. Ms. Bruell mentioned that the trails map brochures do not include the trails app.

F. Tourism Materials Storage & Distribution Update

The new Visitor Guides are available for distribution upon request. A portion of the guides are stored at the Los Alamos Visitor Center/Chamber and the rest are stored at LACDC's storage unit.

G. Tourism Strategic Plan Update

Ms. Matteson reported on the Tourism Strategic Plan public meeting and the results of the survey to which 211 responses were received. She discussed next steps in the process including developing a draft strategic plan to go to Council in November with final approval in December/January.

H. Wayfinding Plan Update

Ms. Matteson stated that the consultant is scheduled to brief Council on the final draft plan on Tuesday, September 26.

I. State/Regional Tourism & Hospitality Report

Ms. Stewart participated in a Rural Pathways webinar seminar on putting together a grant application in hopes of obtaining funding for County Public Works to construct additional bathrooms and a vendor space between the White Rock Visitor Center and the Bandelier Bus Shelter

J. Other Announcements

Ms. Marquez reported that Recreation and CDD are working on revising the special events process to make it easier for people requesting a permit.

V. NEW PROJECTS/INITIATIVES

Nothing to report.

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Tuesday, October 17, 2017, 12-2PM, Municipal Building, Rm 110
Ms. Stewart will present a list of LAC Boards and Commissions.

VII. ADJOURNMENT

The meeting was adjourned at 2:03 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.