

Date/Time

Tuesday, February 20, 2018, 12PM-2PM

Location

Los Alamos County Municipal Building
B & C Room 110

Members

- Ryn Herrmann (Chair), Public-At-Large Representative, **Present**
- Linda Deck (Vice Chair), Tourism Industry Representative (Bradbury Science Museum Director), **Present**
- Katie Bruell, Tourism Industry Representative (PEEC/Los Alamos Nature Center Director), **Present**
- Catherine Mockler, Lodging Industry Representative (North Road Inn Owner/Operator), **Present**
- Elizabeth Allen, Lodging Industry Representative (Pueblo Canyon Inn & Gallery Owner/Operator), **Present**

County Staff Present

- Kelly Stewart, Economic Development Division Marketing Specialist and County Staff Liaison
- Linda Matteson, Assistant to the County Manager/Project Manager for Manhattan Project National Historical Park, Tourism Strategic Plan and Wayfinding Plan
- Barbara Lai, Senior Management Analyst, Community Development Department

Others Present

- Linda Anderman, Bradbury Science Museum

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.

C. Review/Approval of Meeting Minutes

The LTAB Minutes of January 9, 2018 were approved with revisions.

D. Public Comment for Items Not on the Agenda

No Public Comment.

II. NEW/PENDING PROJECTS

A. FY19 Marketing Plan

Ms. Stewart reviewed the highlights of the Marketing Plan with the Board. The Board voted to approve the Plan. Ms. Stewart will attach this Plan to the FY19 Work Plan.

B. FY2019 Work Plan Draft

Ms. Stewart asked the Board to review the Work Plan. She stated that Ms. Pena will provide the visitation data for the Visitor Centers. The Board approved the Plan and Ms. Stewart will submit it to the Boards and Commissions coordinator.

III. FOR DISCUSSION

A. Film Tourism

Ms. Stewart reported on the progress on a hybrid app—"Scene It In The Movies/Los Alamos" that is being developed as a pilot by a third party as a film tourism tool. She explained that, when completed, the app will be able to be downloaded on iPhones, iPads and desktop computers. For each movie or television show filmed in Los Alamos, the app provides a trailer, film description, photos of the Los Alamos locations, GPS coordinates and clips of the film showing the Los Alamos location. Local businesses with GPS coordinates will also be listed so that film tourists are encouraged to stay longer and spend money in the town. She and the app developer demonstrated that app at the New Mexico Film & Media Day at the Legislature and to the Governor's Council on Film and Media on Monday, February 12th and got positive feedback. Once completed, she will present the app to LTAB.

B. NM True Certified & Business Directory Listings/Packages

Ms. Stewart reminded the Board members to submit contact information for their businesses or organizations to the New Mexico True Department Industry website (nmtourism.org) under the Business Directory. She added that offering packages and changing them regularly will draw more attention to their business. She also encouraged the board to determine whether or not their business or product meets the New Mexico True Certified criteria. If so, True Certified is another brand and marketing vehicle to promote their businesses and products. Ms. Stewart said she would send the links to the different sections of the NMTD website to the group.

IV. REPORTS

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Board

Chair Herrmann reported that she is in touch with the Board Chair and members. Currently, there is a call out for art ideas.

2. Historic Preservation Advisory Board

Ms. Deck reported that the Chair Mark Rayburn and Vice-Chair Leslie Linke were re-elected to serve another year. She also reported that Heather McClenahan presented an update to the HPAB on the Fuller Lodge Interpretive Plan. The Plan needs to be completed by June and will culminate in a public meeting at that time. Ms. Matteson reported that the board intends to apply for an implementation grant with the goal of promoting historic Fuller Lodge and enhancing the visitor experience.

3. Library Board

Ms. Bruell reported that the Mesa Public Library will be closed for about three months, August through November, for HVAC maintenance. The White Rock Library will be open to serve the public and the Library staff are also working on adding other mobile access options at the Townsite.

4. Parks and Recreation Board

Ms. Mockler did not attend the meeting.

5. Planning and Zoning Board

The P & Z Board meeting was cancelled.

6. Transportation Board

Ms. Stewart did not attend the meeting.

B. State/Regional Tourism & Hospitality Report

Ms. Stewart reported that she submitted two promotional ideas *Walk Through Time through the Three National Parks* and the *Atomic City Spy Tour* to compete in the New Mexico Tourism Department's Travel Tank 2.0. The spy trail pitch was selected and she will present to a panel of travel writers from around the country during the Governor's Conference on Hospitality and Tourism, May 6-8, 2018 at the Inn of the Mountain Gods in Mescalero, NM.

Ms. Stewart and Ms. Matteson reported on the New Mexico Hospitality Association's Hospitality and Tourism TRENDS Conference in Santa Fe January 30th. "Aha" moments included a presentation by the Smith Travel Accommodations Report (STR) company regarding hotel development and occupancy trends, as well as a new data collection dashboard that is available to NMHA members that displays demographic and financial information and trends, statewide, regionally and, eventually, by County.

C. Tourism Strategic Plan

Ms. Matteson reported that final changes were made to the Plan and it goes to Council on February 27. In anticipation of County Council's approval of the plan, staff will create an ad hoc Tourism Implementation Task Force. Staff will return to Council within 45 days to present a proposed charter and membership for the task force.

D. Tourism Marketing Report

Mr. Empey was not attendance. The Board reviewed the report.

E. Lodgers' Tax Revenue Reports

Ms. Stewart discussed the revenue report and stated staff's recommendation that all revenue reports reflect the same revenue numbers as the County Finance Department collects and logs. Rather than producing a separate "LTR Actuals" report, staff will continue to provide the Accruals totals that may reflect missing or make-up payments. To assist LTAB to accurately correlate the true revenues reported in a particular month to promotional events or activities, staff will note when additional or missing payments are occurring. In the meantime, Ms. Stewart has requested from Finance verification of monthly totals since 2007 for Lodgers' Tax Revenues.

F. Visitation by Attraction/Visitor Centers

The board discussed the visitation data in the report.

G. Materials Distribution

Ms. Bruell and others discussed the need for an audit of Fun and Games services to determine which of the hotels and visitor centers listed are actually requesting and receiving the Los Alamos brochures. It recently was discovered that Fun and Games was only delivering Los Alamos brochures to the destinations that requested them. Ms. Stewart stated that she will ask the Discover Los Alamos meeting and visitor bureau director, Melanie Pena, to schedule a meeting or time to discuss this issue with Fun and Games so that we can get a more accurate idea of distribution outlets. Until then, Ms. Bruell stated that she was not inclined to reprint their brochure.

H. Group Marketing Events/Opportunities

The Board members reported on past events and upcoming activities. They also discussed what type of items/information and coupons might be included in *Welcome Bags* for distribution by the County and LANL.

I. County Recreation Report

Ms. Marquez was not in attendance.

J. Other Announcements

Ms. Herrmann reported that the new LTAB meeting schedule is included in the agenda packet. Ms. Stewart noted that since a County project involving the Customer Care Center has been cancelled, all meeting will be held in the Boards and Commissions Room 110. A few meetings have been shifted from 12-2PM to 1-3PM.

V. NEW PROJECTS/INITIATIVES

- A. Coordinated Visitation Metric Project
Vice Chair Deck mentioned that the Tourism Strategic Plan will provide guidance for the Board and its priority projects.
- B. Chair Herrmann reported that planning is continuing for ScienceFest. New Mexico Magazine is sponsoring in-kind collateral with a series of three two-page spreads for the event. Ms. Herrmann also stated that additional tech companies will be participating in this year's event. One of the goals for ScienceFest 2018 is to improve metrics, including attendance and origin data.

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

March 20, 2018 in the Municipal Building, Room 110, County Council Chambers

VII. ADJOURN

The meeting adjourned at 2:05 pm.

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