

**Date/Time**

Tuesday, April 17, 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**
- Elizabeth Allen, Lodging Industry Representative (Pueblo Canyon Inn & Gallery Owner/Operator), **Present**
- Catherine Mockler, Lodging Industry Representative (North Road Inn Owner/Operator), **Absent**

**County Staff Present**

- Kelly Stewart, Economic Development Division Marketing Specialist and County Staff Liaison
- Barbara Lai, Senior Management Analyst
- Linda Matteson, Assistant to the County Administrator

**Others Present**

- Melanie Pena, Discover Los Alamos (County Visitor Center Services Contractor)
- David Empey, Griffin and Associates (County Tourism Marketing Services Contractor)
- 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 12:07 pm.

**B. Approval of Today's Agenda**

The agenda was approved.

**C. Review/Approval of Meeting Minutes**

The LTAB Minutes of March 20, 2018 were reviewed. Linda Deck a motion to approve the minutes as read. The motion was seconded by Ms. Allen. The Board vote was unanimous to pass the minutes.

**D. Public Comment for Items Not on the Agenda**

No Public Comment.

**II. REPORTS**

**A. Inter-Board-Commission Liaisons Update**

**1. Art in Public Places Board**

Ms. Herrmann reported that Art in Public Places called for Art proposals.

**2. Historic Preservation Advisory Board**

Ms. Deck reported that a special meeting of interested persons in Historic Preservation was called by Ms. Lai and a group will be meeting on Tuesday, April 24, at 10:30 with Paul Andrus, Director of Community Development.

**3. Library Board**

Nothing new to report.

**4. Parks and Recreation Board**

Nothing new to report.

**5. Planning and Zoning Board**

Nothing new to report.

**6. Transportation Board**

Per Ms. Deck's suggestion, Ms. Stewart agreed to ask the Public Works Department in charge of transit regarding the possibility of extending the Bandelier shuttle service from White Rock to Los Alamos (and back).

**B. State/Regional Tourism & Hospitality Report**

Ms. Stewart reminded the Board that the Governor's Conference is May 6-8 at the Inn of the Mountain Gods in Mescalero, NM. Ms. Stewart is moderating a tourism development panel on May 7.

The NM Tourism Department's next cycle of the Rural Pathways Program Tourism grants opens June 1.

**C. MainStreet/Creative District Report**

Ms. Herrmann reported that Liz Martineau is the new Creative District Curator (a part time position) and Lauren McDaniel is the new executive director for Los Alamos MainStreet, managing MainStreet, Creative District and projectY activities.

Planning for ScienceFest is progressing nicely. The television ad is completed and will be advertised on all local radio and television networks.

**D. Branding Update**

Ms. Stewart reported thanked everyone who attended the Discoveries Action Team meeting at Fuller Lodge on April 10. During the meeting, participants broke out into two groups: Live/Work (destination development) and Play/Stay (marketing). Both groups came up with very good ideas upon which to develop action steps. Based on input from attendees, future DAT meetings will be held on the third Thursdays of the month, either in Fuller Lodge or in White Rock at the fire station.

**E. Tourism Strategic Plan/Wayfinding Plan Update**

Ms. Matteson updated the group on the progress toward forming the Tourism Implementation Task Force. The charter for this ad hoc group was approved by Council at the April 27 meeting, and a call has been issued for letters of interest from the public. The charter specifies membership from the Historic Preservation, Lodgers' Tax and Parks and Recreation Boards. Letter of Interest are due on April 19. Katie Bruell volunteered to be the designated LTAB member on the Task Force and Elizabeth Allen volunteered to be the alternate. The Board members voted approval of the recommended appointments to the Task Force. The Council will vote on the Task Force members May 2.

There are two RFPs advertised, 1) Tourism Marketing Services, and, 2) Visitors Center Operation Management. The RFPs close the first week of May.

**F. Tourism Marketing Report**

Mr. Empey reported that the news release for Spring Break/Celebrate the Great Outdoors in Los Alamos went out on March 29; ScienceFest went out on April 10.

**G. Lodgers' Tax Revenue Report**

Ms. Stewart reported that per the April report, all active lodging establishments paid the 5% Lodgers' Tax for the month of February (on time), and although revenues are slightly lower than the same month 2017, overall FY18 year-to-date revenues are up over FY17.

**H. Visitation by Attraction/Visitor Centers**

The board reviewed the report, acknowledging that visitation during the month of March was up due to Spring Break.

**I. Group Marketing Events/Opportunities**

- PEEC's Earth Day Festival at the Nature Center is Saturday, April 21
- Chamber Fest is June 9
- LANL's 75<sup>th</sup> Anniversary event at Ashley Pond is on June 30
- ScienceFest is July 11-15, with Discovery Day is July 14

**J. County Recreation Report**

Ms. Marquez was not in attendance. Ms. Allen mentioned that she took the pictures of the Barranca Mesa Kindergarten class which toured the Golf Course.

Ms. Bruell announced that Eric Peterson was just named Young Recreation Specialist of the State.

**K. Tourism Materials Distribution Update**

Ms. Pena reported that Fun and Games (tourism materials distributor) picked up 25 boxes in April.

**L. Other Announcements**

Ms. Matteson announced that the Manhattan Project National Historical Park has a temporary ranger at the Visitor Center and is here for 60 days. The job posting for the interpretive position is open to current government employees and is on the web site.

Summer interns are back this summer to work at the Manhattan Project National Historical Park Visitor Center. An intern for the three National Parks is hired on a 12-month assignment to coordinate a volunteer program.

Ms. Deck announced that there will be a special program at the Opera during the run of Dr. Atomic. There will be about 55 people coming up from the Opera for a tour of Los Alamos and a dinner at Fuller Lodge during the week of July 16. This program is a joint effort with the Historical Society, Bradbury Science Museum Association, Friends of the Manhattan National Historic Park, and the National Park Service.

Ms. Stewart announced that Robert Redford's Wildwood Company is looking to do a movie version of the book *109 East Palace*.

**III. NEW AND PENDING ITEMS/PROJECTS**

No presentations or discussion.

**IV. PRESENTATION/DISCUSSION ITEMS/PROJECTS**

No presentations or discussion.

**V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

Ms. Stewart clarified the dates, room and times for the remaining 2018 LTAB meetings.

The next meeting is May 15, 2018 in the Municipal Building, Room 110 at 1:00 to 3:00.

**VI. ADJOURN**

The meeting adjourned at 1:37 p.m.

**Lodgers' Tax Advisory Board**  
**April 17, 2018 Meeting Minutes - FINAL**



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