

Date/Time

Tuesday, May 15, 2018, 1PM-3PM

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)
- Dianne Marquez, PROS Manager
- Rachel Landman, Marketing Manager, PEEC

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 1:05 pm.

B. Approval of Today's Agenda

No changes were made to the agenda.

C. Review/Approval of Meeting Minutes

The LTAB Minutes of April 17, 2018 were reviewed. A revision was made to include the vote details for the minutes. Linda Deck moved to approve the April 17 minutes

with the revision. Katie Bruell seconded the motion. All members voted to approve the minutes.

D. Board Updates

Ms. Lai presented the Preserve Our Historic Treasures Puzzle to the Board. She explained that the purpose of the puzzle is to increase awareness of historic preservation sites in the community to children and adults, alike.

The puzzle is a map of the downtown that is mounted on a metallic, sign backing. There are puzzle pieces of the historic sites, i.e. Fuller Lodge, History Museum, Bradbury Museum, etc. laminated onto magnets that adults and children can place on the map.

The HPAB takes the puzzle to the Farmers Market and to the Gordons' Concerts at Ashley Pond and is using these public events to increase awareness and educate the public on the upcoming County's application to become a Certified Local Government with the New Mexico Department of Cultural Affairs. This certification enables the County to apply for state and federal historic preservation grants.

E. Public Comment for Items Not on the Agenda

Chair Herrmann reported that the number of AirBNB properties in Los Alamos continue to be low (under 10). Ms. Deck noted that properties in town are being sold rather than rented.

Ms. Herrmann also reported that Cindy Cappli, owner/operator of LA Taxi and New Mexico Wine Tours, has expanded her business to include roundtrip shuttle service between Santa Fe and the White Rock Visitor Center and downtown Los Alamos.

II. REPORTS

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Board

No report.

2. Historic Preservation Advisory Board

Ms. Deck reported that Ms. Lai presented the Preserve Our Historic Treasures Puzzle to the HPAB.

3. Library Board

The meeting was cancelled.

4. Parks and Recreation Board

No activity because the liaison left County employment.

5. Planning and Zoning Board
No report.

6. Transportation Board
Nothing new to report, Ms. Stewart will follow up regarding the possibility of adding downtown Los Alamos to the Bandelier shuttle service from White Rock to Los Alamos (and back).

B. State/Regional Tourism & Hospitality Report

Ms. Stewart reported that she, Melanie Pena, Rachel Landman and others attended the New Mexico Hospitality Association's Governor's Conference on Hospitality and Tourism, May 6-8 in Mescalero, N M. Highlights included a presentation on ways to encourage local businesses to extend their hours to attract and leverage tourism business and the steps residents must take to support local business. The City of Alamogordo won the Travel Tank competition.

PEEC's new marketing manager for the Los Alamos Nature Center, Rachel Landman, who also attended the conference, learned that inviting journalists for a familiarization or Fam tour visit is much more effective than sending out press releases.

Ms. Pena reported that the Los Alamos Visitor's Guide printed version is still a valuable, well-used piece by visitors.

C. MainStreet/Creative District Report

Ms. Herrmann reported that ScienceFest plans are progressing. Event organizers are seeking hands-on, interactive science demonstrations and exhibits. She stated that booth registration for ScienceFest's Discovery Day event at Ashley Pond will be free through the end of May.

Mr. Empey asked Ms. Herrmann to send him a list of vendors so that he can refer other food trucks to this event.

Ms. Stewart reported that following the Governor's Conference, NMTD hosted an "all regions" meeting in Mescalero. NMTD encouraged tourism marketers to participate in the following activities:

Special Olympics statewide events. NMTD is partnering with Special Olympics to help them increase participation by eligible contestants. Since most participants travel with several family members, this is an opportunity for New Mexico tourism destinations to promote visitation. There are six large events and 52 total events throughout the state.

Dark Skies Trail. Ms. Stewart stated that Los Alamos should be established as a destination on the New Mexico True Dark Skies Trail. Bandelier, Valles Caldera the Nature Center and the local astronomy clubs were suggested as groups that currently hold hikes, star parties and other related events. Ms. Stewart will reach to these groups to obtain event information to submit to NMTD and request inclusion on the Dark Skies Trail.

Ms. Stewart reported that the IPW organization that markets destination tours to international tour operators is holding their annual marketplace event in Denver at the end of May. NMTD is marketing Los Alamos as the Gateway to Three National Parks.

Ms. Herrmann announced that Tuesdays at the Pond, hosted by the Los Alamos Creative District and featuring live performances at the Ashley Pond Park amphitheater, starts May 22.

D. Branding Update

Ryn Herrmann (Los Alamos Chamber of Commerce Director) announced that Del Norte Credit Union is sponsoring an event at Chamberfest on Saturday, June 9 to get residents, employees and visitors to gather around the Balance logo at the intersection of 15th Street and Central Avenue to yell "Where Discoveries are Made" at the same time. This event will establish a world record that DNCU intends to break—for the record—with the Guinness organization in attendance, in 2019.

E. Tourism Strategic Plan/Wayfinding Plan Update

Ms. Matteson reported that the nominees for the new Tourism Implementation Task Force were voted on by Council and the Task Force will hold its first meeting on May 23rd.

F. Tourism Marketing Report

Mr. Empey reported that news releases announcing the start of Bandelier Shuttle Service (May 17), the Kite Festival, Pajarito Mountain's Bike and Hike uplift service were distributed. The first teaser release for ScienceFest was distributed on April 17.

Mr. Empey is working with Ms. Stewart on improvements to the Los Alamos page on NMTD's web page, NewMexico.org. Ms. Matteson will have the opportunity to comment, as well, in cooperation with the implementation of the Los Alamos Tourism Strategic Plan.

G. Lodgers' Tax Revenue Report

Ms. Stewart reported that Lodgers' Tax revenues for May are up over FY17, and in line with the anticipated year-end goal of six percent or more.

H. Visitation by Attraction/Visitor Centers

Ms. Pena reported that the number of tourists visiting the Visitor Centers are up over last year. The Los Alamos Visitor Center has 60+ people every day. The number of visitors to the Nature Center are also higher, by 5%. All attractions have more visitors this year than last year. The shuttle to Bandelier National Park start May 17, from the White Rock Visitor Center to Bandelier. The White Rock Artist Market starts Saturday, May 26 outside the White Rock Visitors Center.

The Visitor Center has about 105,000 Visitor Guides left for distribution.

I. Group Marketing Events/Opportunities

The County Employee, Spring Fling will be at PEEC next week.

The LANL Employee Picnic is June 30th around Ashley Pond Park and Fuller Lodge in downtown Los Alamos. The Bradbury Science Museum will be open to the public. There will also be some events at the Aquatic Center. There will be some street closures between 15th and Oppenheimer.

J. County Recreation Report

The Board members commented on the large attendance at Los Alamos recreation events and great pictures.

Ms. Marquez reported that the Bike to Work event is Friday, May 18. Other events in May include: Kite Festival, Armed Forces Day, Senior Health and Fitness Day, and the Gordons Concert series begins on the 25th of May.

K. Tourism Materials Distribution Update

Ms. Pena is researching the cost of some other vendors that display brochures and materials.

L. Other Announcements

Ms. Herrmann mentioned that the Comfort Inn just finished renovating their lobby and there is now a very nice newly, designed breakfast area.

Ms. Deck mentioned a special group event around performances of the new opera Dr. Atomic at the Santa Fe Opera House. The Los Alamos Historical Society is hosting a special dinner at Fuller Lodge prior to one of the performance dates in July.

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

The next meeting is June 19, 2018 in the Municipal Building, Room 110 at 12:00 to 2:00 in Room 110.

VI. ADJOURN

The meeting adjourned at 2:56 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 Development Department at 662-8006 if a summary or other type of accessible format is needed.