

Date/Time

Tuesday, July 17, 2018, 12 pm-2pm

Location

Los Alamos County Municipal Building
Council Chambers

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), **Present**

County Staff Present

- Kelly Stewart, Economic Development Marketing Specialist
- 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)
- Stacy Baker, Bradbury Science Museum
- Dave Hayduck, HK Advertising (County Tourism Marketing Services Subcontractor)
- Joanie Griffin, 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 12:03 pm.

B. Approval of Today's Agenda

Linda Deck made a motion to move the presentation by Griffin and Associates and HK Advertising before item *II. Reports* to the beginning of the agenda. Katie Bruell seconded the motion. The Board approved the move.

C. Review/Approval of Meeting Minutes

The LTAB Minutes of June 19, 2018 were reviewed. Elizabeth Allen moved to approve the minutes and Katie Bruell seconded the motion. All members voted to approve the minutes.

D. Board Updates

Chair Herrmann reminded the Board that she will complete her second term December 1 and will be leaving the board. Ms. Lai stated that Board member Katie Bruell will complete her first 3-year term on December 1, but may reapply for a second term.

E. 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

No report.

2. Historic Preservation Advisory Board (HPAB)

Ms. Lai reported that the HPAB developed the FY19 Tracking Report to manage the items in the Work Plan. She also reported that next May 2019, the board will partner with the Historical Society to celebrate Heritage Month. Certified Local Government will be submitted to NM Historic Preservation Division.

3. Library Board

No report.

4. Parks and Recreation Board

No report.

5. Planning and Zoning Board

Ms. Mockler reported that the Pig and Fig Café applied for and received a beer and wine license.

6. Transportation Board

Ms. Stewart reported that a recommendation to expand or reroute the Bandelier Shuttle to include a leg to the Los Alamos townsite has been proposed at the Discoveries Action Team meetings, part of the branding effort to make Los Alamos a better place to live and visit. Currently, there are no plans for rerouting or expansion, but Bandelier Shuttle riders can exit the shuttle and walk to another stop to take Atomic City Transit to the Los Alamos townsite. The County's transit manager, Annette Granillo, is attending the July

19 Discoveries Action Team meeting to explain the current system and take input from attendees.

Next month's T-Board meeting will include a presentation of the Truck Route/SR-4 intersection project, where the Tsankawi area of Bandelier will receive a new access point and parking lot.

7. Tourism Implementation Work Group

Ms. Bruell (the LTAB liaison to the Tourism Implementation Task Force) reported that new locations for the Visitor Center are currently under review. Draft criteria was developed by which to rate the 20 some sites under review. The results will be reported to the Group at the next meeting.

B. State/Regional Tourism & Hospitality Report

Ms. Stewart reported that the NM Hospitality Association is hosting a Gubernatorial Forum on July 30 with the two candidates for governor. NMHA is also accepting nominations for projects and programs for the November Top HAT (Hospitality and Tourism) Awards Gala. Ms. Herrmann mentioned that Los Alamos has submitted and won Outstanding Event (ScienceFest), Best New Experience (Atomic City Spy Tour) and Tourism Professional of the Year (Georgia Strickfaden). Ms. Stewart encouraged the board and staff to e-mail nomination ideas to her as soon as possible so that staff can assist in the application process by the deadline: 5 p.m., Friday, September 14, 2018 (MT).

C. MainStreet/Creative District Report

Los Alamos ScienceFestival, one of MainStreet's four events and the County's signature event, was conducted July 11-15. All vendors and participants are reporting positive feedback. Businesses that were open during the event did very well. LTAB members remarked that the event is bigger, better and more efficiently run than ever before. MainStreet staff are collecting data and will be presenting a report of results within the coming weeks.

Chair Herrmann reported that the Creative District events, including On Tap at UnQuarked wine room on Monday nights, plus Tuesdays at the Pond this season are very successful with an average of 100 people attending, rain or shine.

D. Branding Update

Ms. Stewart reported that the next Discoveries Action Team meeting is Thursday, July 19 at Fuller Lodge.

E. Tourism Strategic Plan/Wayfinding Plan Update

Ms. Matteson stated that Katie Bruell, as liaison to the Tourism Implementation Work Force, will be giving reports on the Tourism Strategic Plan at future LTAB meetings. Ms. Matteson also clarified that Wayfinding goals and tasks have been incorporated into the Tourism Strategic Plan.

F. Tourism Marketing Report

Tourism Marketing Services contractor David Empey provided the board with an update on public relations, Facebook marketing, social media and advertising.

G. Lodgers' Tax Revenue Report

Ms. Stewart noted that the Lodgers' Tax Revenue Accrual Report showing a year-over-year increase of 6% from FY17 to FY18 should be accurate, with all lodging establishments submitting payments through June 2018. This increase exceeds the 5% goal established in the FY18 Tourism Marketing Report.

H. Visitation by Attraction/Visitor Centers

Ms. Pena summarized that, based on the figures reported by all participating attractions, visitation is tracking above FY18, except for Bandelier National Monument. It was contemplated that the most likely reason for the downturn is the closure of trails throughout the County, National Forest Service and National Parks due to fire danger.

I. Group Marketing Events/Opportunities

Chair Herrmann reported that she met one of the new employees at the Holiday Inn who visited the Los Alamos Visitor Center to stock up on visitor materials for display and distribution at the hotel.

Ms. Deck also reported that two "science and scenery" events are planned around performances of Dr. Atomic at the Santa Fe Opera. On July 27 and August 2, groups of guests will be shuttled from the opera house to Los Alamos for Manhattan Project themed tours and a dinner at Fuller Lodge.

Ms. Deck reported that the LANL 75th Anniversary event was very successful with more than 6,000 Lab employees attending the event at Ashley Pond. There was a variety of activities, including speakers, kid activities, a car show, and more. It was suggested that if the Lab does a similar community event in the future, it would be a good idea to give non-Lab citizens access to "be a Labbie for a day."

Also, the County Fair and Rodeo event is coming up the weekend of August 10-12.

J. County Recreation Report

No report.

K. Tourism Materials Distribution Update

Ms. Pena reported that Steve from Fun and Games picked up several boxes of visitor guides for distribution at participating visitor centers and hotels.

L. Other Announcements

No other announcements.

III. NEW AND PENDING ITEMS/PROJECTS

Congratulations to Mr. Empey for being the successful contractor for the FY2019 marketing contract.

Chair Herrmann reported that NM Magazine is featuring an article about Halloweekend in Los Alamos based on a tour of Los Alamos hosted by LACDC and the County during the festivities in 2017.

Ms. Bruell commented that NM Magazine might have an article about the Pajarito Environmental Education Center (PEEC) and the Nature Center in an upcoming issue.

IV. PRESENTATION/DISCUSSION ITEMS/PROJECTS

Tourism Marketing Services Contract Strategy/Priorities

Ms. Griffin reported that the firm is partnering with HK Advertising. All FY18 tourism marketing goals were met or exceeded. She cautioned that, due to the uncertainty of how the new Lab contractor will impact the County, Griffin and HK are recommending more conservative goals (flat or small increase) for tourism marketing metrics.

Ms. Griffin mentioned the need for better visitor data to inform media placement and other marketing decisions. Where visitors are traveling from defines the target markets. Also, Griffin/HK also stated that the millennial population has surpassed “baby boomers,” and received the board’s support for investing in media to promote Los Alamos’ outdoor recreation assets to the younger millennial demographic.

Ms. Griffin will submit the FY19 Tourism Marketing Report by or before the August 21 LTAB meeting.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next meeting is August 21, 2018, 12:00 p.m. to 2:00 p.m. in B & C Room 110.

VI. ADJOURN

The meeting adjourned at 1:36 pm.

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.