



County of Los Alamos

Minutes

Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

Loryn 'Ryn' Herrmann, Chair; Linda Deck, Vice Chair; Katie Bruell, Elizabeth Allen, and Catherine Mockler, Members

Tuesday, October 16, 2018

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

Members Present: Ryn Herrmann, Chair; Linda Deck, Vice Chair; and Katie Bruell, and Catherine Mockler, Members

Member Absent: Elizabeth Allen

Council Liaison Absent: Morrie Pongratz, Councilor

Others Present: Kelly Stewart, Staff Liaison; Linda Matteson, County Manager's Office; Melanie Pena, Los Alamos Commerce and Development Corporation; David Empey and Floyd Vasquez, Griffin and Associates; Jennifer Loveless, Creative District Curator and Events Manager.

The Meeting was called to order at 1:30pm.

B. Approval of Today's Agenda

Vice Chair Deck moved to approve the agenda. Member Bruell seconded the motion. The motion passed unanimously.

C. Review/Approval of Meeting Minutes

[11315-18](#)

Minutes from the Lodgers' Tax Advisory Board Meeting on September 25, 2018.

Attachments: [September 25, 2018 LTAB DRAFT Minutes](#)

The board reviewed the minutes of the previous meeting. Vice Chair Deck moved to approve the minutes as corrected. Member Bruell seconded the motion. The motion passed unanimously

D. Board Vacancies Status

Chair Herrmann announced that her last day on the Board will be December 2, 2018. She has termed out. Member Katie Bruell announced that she will be applying for a second term on the Board in November. The members mentioned a number of people that are interested in applying for the Board.

E. November Meeting Date

The next meeting date is set for November 27, 12:00-2:00 pm in the B & C Room 110.

F. Public Comment for Items Not on the Agenda

No public comment.

II. REPORTS**A. Inter-Board-Commission Liaisons Update****1. Art in Public Places Advisory Board (Ryn Herrmann)**

Chair Herrmann reported that she did not attend the meeting. Ms. Matteson reported that four items went to Council and the only one that Council did not pass was the art project for the underpass on the trail.

2. Historic Preservation Advisory Board (Linda Deck)

Linda Matteson reported that the HPAB was given the Fuller Lodge Interpretive Plan from which to develop an implementation plan.

3. Library Board (Katie Bruell)

The Library Board did not meet.

4. Parks and Recreation Board (Elizabeth Allen)

Ms. Bruell reported that the Flow Trail went to Council and the decision was made not to fund the trail. The rough terrain was cited as the reason for not moving forward.

5. Planning and Zoning Commission (Catherine Mockler)

No report.

6. Transportation Board (Kelly Stewart)

Ms. Stewart reported that Public Works is looking at a traffic mitigation for main street because of the planned construction on the 502 into Los Alamos.

7. Tourism Implementation Task Force Report (Katie Bruell)

The Task Force is still considering various locations for the Visitor Center relocation. Staff is reviewing the feasibility of those locations. The time line for the Visitor Center is very soon, since the lease expires in December.

B. State/Regional Tourism & Hospitality Report (Ryn Herrmann & Kelly Stewart)**1. NM Hospitality Association's Top HAT Awards Finalists**

Congratulations to Linda Deck (Bradbury Science Museum) and Katie Bruell (PEEC) for their nominations that made the finalists for the Top HAT awards.

* PEEC/Los Alamos Nature Center for Outstanding Attraction

* Bradbury Science Museum's Manhattan on the Mesa: Manhattan Project National Historical Park - Best New Experience

2. New Mexico Tourism Department

* NMTD Update

1. [11323-18](#) NMTD Update

Attachments: [NMTD-MMP_FY18Summary_LosAlamos_FINAL](#)

* Andrea Lawrence Visit, Oct 23

Andrea Lawrence, Brand Development and Marketing Specialist with the NM Tourism Department, is coming to Los Alamos to say "Thank you" to the County. She is very interested in the hiking trails. Chair Herrmann mentioned that the Board might take her on a tour of Fuller Lodge and explain its significance.

* North Central Region Board Meeting, Nov 5 in Taos

Kelly Stewart will attend the meeting in Taos.

C. Mainstreet/Creative District Report (Ryn Herrmann)

1. New Creative District Curator, Jennifer Loveless

Jennifer Loveless reported on the Creative District's upcoming events, highlighting Halloween. She will also manage the On-Tap series. The District boundaries have expanded and are final. The new boundaries include the Nature Center and Reel Deal.

2. Creative District Update - Creative District Boundaries Expansion

3. MainStreet District Map Update, Fair & Rodeo Report, Lauren McDaniel

Kelly Stewart reported that the MainStreet District is expanded to include the commercial area of White Rock, including the White Rock Visitor Center.

1. [11317-18](#) Fair & Rodeo Parade Report

Attachments: [2018 Fair Rodeo Event Report LA MainStreet](#)

Kelly Stewart reported that the 2018 Fair and Rodeo report is included in the agenda packet.

D. Branding Update (Kelly Stewart)

1. Discoveries Action Team Projects Update

Ms. Stewart reported that the next meeting is Thursday, October 18. She discussed a number of projects that DAT has underway.

E. Tourism Marketing Report (David Empey)

1. Balloon Fiesta/Los Alamos NM True Booth Report

Mr. Empey reported on the marketing releases that went out over the last few weeks. He also announced the main events coming up including Halloween, the opening of Pajarito Ski, and Winterfest.

Mr. Empey reported that he, together with Kelly Stewart, Linda Matteson and Linda Deck, staffed the Los Alamos is New Mexico True booth at the 2018 Albuquerque International Balloon Fiesta, engaging with approximately 800 people, distributing visitor guides, #lovelosalamos stickers and bumper stickers, and took/posted Facebook photos of visitors posing with #lovelosalamos posters. Ms. Pena reported that the first weekend of the festival, the Visitor Center in White Rock had 1,200 visitors.

2. Monthly Reports

1. **11318-18** Tourism Marketing Report

Attachments: [October Marketing Report](#)
[October 2018 Los Alamos PR-Social Activity Report](#)

Mr. Empey and Ms. Stewart reported on the pilot of the annunciator sound bites played on the Bandelier shuttle buses. Despite sound issues, the eight audio messages produced by Griffin and Assoc. promoting Los Alamos attractions, and food, beverage and shopping options, ran during Balloon Fiesta (Oct -13) and will continue through October 17, restarting in mid-May 2019 for high tourism season. Ms. Stewart will collect visitor feedback from the White Rock Visitor Center and Townsite attractions.

3. FY18 Marketing Co-Op Summary Report Review

Mr. Empey reported on other marketing activities, including the Tourism Cooperative Advertising Program. Participating in the program, allowed Los Alamos to capitalize on the budget dollars with a one-to-one match with grant dollars.

4. Client Services Update, Floyd Vasquez

Mr. Empey will be leaving Griffin and Associates next month and he introduced Floyd Vasquez who will be replacing him. Mr. Vasquez spoke to the Board about his past marketing experience and said he is excited about working with Griffin and Los Alamos County.

F. Lodgers' Tax Revenue Report Review (ALL)

1. [11321-18](#) Lodgers' Tax Revenue Report

Attachments: [LTAB Revenue Report](#)

Ms. Stewart reported that the Lodgers' Tax revenues collected in August and submitted to County Finance in

September is up year-over-year compared to 2017. County Finance recently completed an audit that identified an Airbnb that now qualifies to pay Lodgers' tax. Chair Herrmann and Ms. Stewart will contact the property owner. Ms. Stewart also will coordinate with the City of Santa Fe and the Town of Taos who recently passed ordinances to collect Lodgers' tax to conduct research for a potential future ordinance and policy for Los Alamos.

Ms. Mockler commented on the status of small businesses in the County and encouraged LTAB and the County to initiate the Bandelier Shuttle in downtown Los Alamos.

G. Visitation by Attraction/Visitor Centers (Melanie Pena)

1. [11322-18](#) Visitation by Attraction/Visitor Centers

Attachments: [September 2018 Visitation By Attraction Report](#)

H. Group Marketing Events/Opportunities (All)

I. County Recreation Report (Dianne Marquez)

J. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

A. FY18-FY19 Tourism and Visitation Reports Review/Discussion

1. FY18 Visitor Center Services Annual Report, Melanie Pena

1. **11319-18** FY18 Visitor Center Services Annual Report

Attachments: [DLA FY18 Visitor Center Services Annual Report](#)

2. FY19 Tourism Marketing Plan, David Empey

2. [11320-18](#) FY19 Tourism Marketing Plan

Attachments: [FY19 Los Alamos Tourism Marketing Plan_FINAL DRAFT 10092018](#)

B. LTAB Forums, Kelly Stewart & Linda Matteson

1. Forums To Date

* Wayfinding Materials (Aug 21)

* Visitation Data Collection and Reporting (Sep 25)

2. Future Forums

C. Other new/Pending Projects

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Next Meeting: Tuesday, November 20 or 27, 12-2 p.m. B & C Room 110.

Due to the Thanksgiving Day week, the next meeting of the LTAB is scheduled for November 27, 2018 at 12:00 pm in Room 110.

B. Future Agenda Items

Reschedule the reports for the November agenda.

V. ADJOURN

The meeting adjourned at 2:00 pm.

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