

**Lodgers' Tax Advisory Board Meeting
October 15, 2019 12:00 p.m.
Council Chambers**

I. ADMINISTRATIVE ACTIONS

Members Present: Linda Deck, Katie Bruell, Stacy Baker, and Jacqueline Shen

Members Not Present: Catherine Mockler

Council Liaison Not Present: James Robinson

Others Present: Linda Matteson, CMO; Joanie Griffin, Sunny505; Melanie Pena, Discover Los Alamos; Kelly Stewart, Staff Liaison; Barbara Lai, Administrative Support; Dianne Marquez and Katherine Hudspeth, Community Services Department; Lauren McDaniel, MainStreet; and, Leslie Bucklin, CMO.

A. Call to Order

Meeting called to order at 12:04 pm by Chair Deck.

B. Approval of Today's Agenda

Motion:

Ms. Stewart mentioned that the outdoor recreation report will be given by Ms. Katherine Hudspeth. Member Baker moved to accept today's Agenda. Vice Chair Bruell seconded. The motion passed (4/0).

C. Approval of Minutes from August 20, 2019

Motion:

Chair Deck moved to approve the minutes and member Shen seconded the motion. The board approved the minutes (4/0).

D. Public Comment

No public comment.

II. PRESENTATIONS/DISCUSSIONS

A. Status of the Community Calendar

Ms. Hudspeth explained that she is working closely with the Los Alamos MainStreet and Creative Districts, as well as the two Visitor Centers to combine the community events into one calendar: fylosalamos. To that end, in coordination with the research and production of the seasonal "Community Program Guides," Ms. Hudspeth is entering info regarding programs and activities on behalf of local attractions and organizations into fylosalamos.org. Ms. McDaniel stated that as owner of fylosalamos.org, LACDC worked to make changes to the platform to make it more user-friendly for both end-users and program/event sponsors. However, ended up returning to the original format based on user feedback. The biggest issue is that those offering events, programs and other attractions are not regularly entering and updating content on the site. McDaniel added that Annie Kuiper at the Los Alamos Visitor Center is now available to upload new information on behalf of host organizations. Chair Deck explained that it is important to combine the activities

(community and tourist) into one calendar because today's visitor want to have the 'local' experience as well as the 'tourist' experience.

Ms. Hudspeth stated that on October 4-5, she attended the Outdoor Recreation Economy Conference hosted by the State's new Outdoor Recreation Office in Silver City, NM. She reported that the new office is establishing an Outdoor Equity Grant Fund, which is seeded with \$100,000.

B. Los Alamos MainStreet/Creative District Plans and Activities

Ms. McDaniel described the accredited MainStreet program and the scope of events and other activities that are funded under the County's contract with Los Alamos MainStreet, including the County's signature event, ScienceFest.

Ms. McDaniel explained that a MainStreet priority for FY20 is creating greater activity and vibrancy in the downtown White Rock—a non-contiguous section of the Los Alamos MainStreet District—by establishing it as a Metropolitan Redevelopment Area Zone (MRA) that will facilitate funding and development projects.

Ms. McDaniel also reviewed the activities of the Creative District (part of the State's Arts & Cultural program). She reviewed the calendar of events, and described additional projects—such as a mural program—to beautify and engage visitors.

She said that a goal of her organization is to market the County to increase visitation.

C. New Visitor Guide Initial Discussion

Ms. Bucklin pointed out that this is the first year that the visitor guide will be created in-house under her direction. She explained that she researched visitor guides from more than 50 cities around the country and identified trends and best practices. Based on that research and lessons learned from past visitor guides, the 2020 Los Alamos Visitor Guide design and production will follow the criteria listed below:

- Per Port Angeles, WA and Bend, OR visitor guides, the County will use spectacular photography, minimal copy and storytelling to communicate experiences, engage target audiences, and steer them to the website for details and logistical information.
- Per national trends, the design format is changing from rack card size to magazine size, similar to the New Mexico Tourism Department's Adventure Guide and the City of Santa Fe's Visitor Guide.
- by bringing the guide design and production in-house, the guide will not need to include advertising that can distract from content.
- The guide will be produced in smaller quantities, allowing for information and photos to be updated.
- The visitosalamos.org website will mirror the guide in look, feel and organization.

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. Board Vacancy

Ms. Lai reported that the board vacancy for Lodging Representative is being advertised. Ms. Stewart reported that she and Chair Deck are reaching out to local hotel general managers about serving on the board.

B. Marriot Hotel and Conference Center Project Update

Ms. Stewart reported that the Council will hold the final vote on the ordinance for the new hotel-conference center at the Council work session, this evening.

C. Alternative (Short Term) Lodging Policy/Process

No update, but Ms. Stewart is working with the New Mexico Tourism Department and New Mexico Hospitality Association to monitor new developments. Ms. Stewart will also meet with County staff to develop a recommendation for proceeding with a local policy/process.

D. LTAB Priority Projects – Status/Updates

1. Data Collection, Reporting Assessment Update

Ms. Stewart reported that she received best practices examples and templates for tourism data collection, analysis, reporting and application from the New Mexico Tourism Department Research Director, Victoria Gregg.

2. Alternative Lodging Policy/Process
Update provided earlier.

3. Hospitality Best Practices/Visitor Journey A2D Ambassador Training Program

Ms. Pena reported that Visitor Engagement Academy (VEA), the program company has promised completion of the software upgrade by November and is expecting to have the training modules shortly after.

E. LTAB Priority Projects – Status/Updates

1. Rural Pathways Project Process

No update.

2. Critical Plans Review, Input, Application EVSP, Brand Action Plan

No update.

IV. TOURISM AND HOSPITALITY REPORTS

A. Councilor Report

No report.

B. Boards & Commissions Reports

Ms. Shen reported that she attended the luncheon and presented an LTAB update prepared by Ms. Stewart.

C. State/Regional Tourism & Hospitality Report

1. FY20 NMTD North Central Board Update

Ms. Stewart reported that she attended the quarterly meeting of the North Central Region Tourism Board on September 16 in Angel Fire. At the meeting, she received from NMTD the FY20 Tourism Region Boards Action Plan and shared the plan and the following four FY20 Collaborative Projects with LTAB:

- #1 newmexico.org website update (regional pages)
- #2 Google DMO Partnership Support Services and Workshops
- #3 Tourism and Destination Development Roadmap (tourism experiences)
- #4 Lodgers' Tax Best Practices Handbook

Ms. Stewart and Ms. Pena also talked about their participation in the September 16 Listening Session hosted by NMTD and facilitated by their contractor Corragio. Ms. Stewart stated that the session was one of several held around the state to get tourism professional and stakeholder input into NMTD's future marketing plan for the state.

2. FY20 NMTD Tourism Grants

Ms. Stewart reported that the County's Community Services Department will take over as administrative lead for the state's Clean and Beautiful grant in partnership with the Pajarito Environmental Education Center (PEEC) to produce a zero-waste Earth Day event and interactive recycling displays.

3. NMTD/NM Hospitality Association Events/Activities

Ms. Stewart reported that the New Mexico Hospitality Association's annual Top HAT awards, recognizing excellence in tourism and hospitality products and people, will be held November 7. The following Los Alamos products and people are finalists in the following categories:

- Best Broadcast Campaign – Los Alamos NM True Story (video), Los Alamos County and Sunny505
- Most Innovative Campaign – ScienceFest 2019: Eureka, Los Alamos MainStreet/Creative District
- Tourism Professional of the Year – Ryn Herrmann, Los Alamos Chamber of Commerce Director

D. Tourism Implementation Task Force

No report.

E. Tourism Marketing Report

No report.

F. Lodgers' Tax Revenue Report

No report.

G. Visitation by Attraction/Visitor Centers

Ms. Pena reported that she is still pursuing Bandelier visitation data. Ms. Pena added that the White Rock Visitor Center received high volumes of visitors during the week of Balloon Fiesta.

Ms. Pena added that issues involving teens outside the teen center, adjacent to the Los Alamos Visitor Center issues are being successfully addressed by Teen Center staff and the Community Service Department's placement of picnic tables and trash cans.

Gateway 3 National Parks

1. Manhattan Project National Historical Park (MAPR)

Ms. Matteson reported that a new video about the Los Alamos site has been produced and will be shown at the Nature Center on December 3. She added that August 6, 2020 will be the 75th commemoration of dropping of the atomic bomb. MAPR is planning programming around that event.

2. Bandelier National Monument
No report.

3. Valles Caldera National Preserve
No report.

H. Mainstreet/Creative District Report

Reported given previously.

I. Branding Update

Ms. Stewart announced that the next Discoveries Action Team (DAT) meeting is on Thursday at 11:00 am in Council Chambers.

J. EDD Update

No additional information.

K. County Recreation Report

Ms. Deck remarked that the recreation report was impressive. Ms. Marquez said that there a number of recreation events and competitions scheduled for December. Ms. Marquez added that the Pumpkin Splash is this weekend. The ice rink will be opening in late November/December. The golf course will be programmed for cross-country skiing if there is snow.

L. Events

Halloween, including Trick-or-Treat on MainStreet, Bradbury Science Museum's High-Tech Halloween, the Pumpkin Glow and the record-breaking pumpkin carving event, will occur Oct 25-26.

M. Other Announcements

None.

V. PUBLIC COMMENT

No public comment.

VI. NEXT MEETING/FUTURE AGENDA ITEMS

The next meeting will be Tuesday, November 19, at 12:00 pm in Room 110.

VII. ADJOURN

Chair Deck adjourned the meeting at 2:10 pm.