



County of Los Alamos

BCC Meeting Minutes

Parks and Recreation Board

1000 Central Avenue
Los Alamos, NM 87544

*Dina Pesenson, Chair; Timothy J. Johnson, Vice-Chair; David Hampton; Robbie Harris;
Christopher Olsen; and Dianne Wilburn, Members*

Thursday, August 13, 2020

5:30 PM

Due to COVID-19 concerns, this meeting
will be conducted remotely.

Due to COVID-19 concerns, this meeting will be conducted remotely.

1. CALL TO ORDER

Absent 1 - Member Johnson

Remote 5 - Member Pesenson, Member Wilburn, Member Harris, Member Hampton and Member Olsen

2. PUBLIC COMMENT

Eric Loechell, liaison for the Environmental Sustainability Board, spoke regarding the use of Round Up in the community.

3. BUSINESS

A. [13230-20](#) Approval of Minutes from the July 9, 2020 Meeting

Presenters: Dina Pesenson

Attachments: [A - July 9, 2020 Meeting Minutes](#)

No objections from the Board.

B. [13240-20](#) Capital Improvement Projects Update

Presenters: Parks and Recreation Board

Dianne Marquez, PROS Acting Division Manager gave an update on the current Capital Improvement Projects. A question regarding the budget was asked by Member Harris.

C. [13239-20](#) COVID Update on PROS Facilities

Presenters: Parks and Recreation Board

Dianne Marquez, PROS Acting Division Manager gave an update on the current status of COVID as it pertains to the safety practices at PROS facilities. Board members asked questions and discussion was held.

D. [13231-20](#) Unresolved Items List

Presenters: Parks and Recreation Board

Dianne Marquez, PROS Acting Division Manager gave updates for items on the unresolved items list which included:

- 1) Stables/County Owned Land
- 2) Tree Management
- 3) Arena Lighting
- 4) GCAS fee structure /User Fees
- 5) Lego League Update
- 6) IMBA Status
- 7) Minor's A Softball Field
- 8) Tennis Court Update
- 9) BMX Updates

but she did not have an update on the IMBA status at this time.

4. BOARD/STAFF COMMUNICATIONS**A. [13232-20](#) Chairman's Report**

Presenters: Dina Pesenson

Chair Pesenson discussed the status of subcommittee meetings, best practices for notifying interested individuals on upcoming agenda business items and applicants for positions on the Board. Member Wilburn asked about subcommittee applicants & applications. Member Olson asked about the OSAS subcommittee application. Sound cut out but he also asked about venues for formalized requests for action items. Discussion was held.

E. [13233-20](#) Staff Report

Presenters: Parks and Recreation Board

Attachments: [0007 1 A - Parks Recreation Program Report.pdf](#)

Dianne Marquez, PROS Acting Division Manager, presented the Staff Report.

5. COUNCIL COMMUNICATIONS

Councilor Martin presented the Councilor report, including updates on Lego League, renaming of Minors A field, concerns of the use of Round Up and the new CSD Director update. Questions were asked. Discussion was held.

6. PREVIEW OF NEXT MEETING - September 10, 2020**7. ADJOURNMENT**

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 505-662-8040 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 Community Services Department at 505-662-8241 if a summary or other type of accessible format is needed.

Tourism Implementation Task Force

Agenda

Wednesday, August 12, 2020 at Noon (via Zoom)

1. *Call meeting to Order*
2. *Introductions/Announcements*
3. *Update on FY21 Budget (Linda)*
 - 1) Budget was flat from prior year
 - a) Given budget options
 - i) Approved majority of budget options
 - (1) \$30k to expand main street designation to incorporate White Rock
 - (2) \$350k to start design and public outreach for women's auxiliary dorm. Asked for \$2 million but due to COVID, settled on \$350 upon strategizing to start work on historic designation which could lead to additional historic funding.
 - (3) \$225k for Phase II of Way Finding
 - (a) Close to coming to agreement to bring to Council for approval that includes a 3-4 year project. ~450k is available for Phase I and II.
 - (4) ~\$30k for portable restrooms in White Rock. Location(s) TBD
 - (5) ~\$40k from growing Lodger's Tax Fund so tried identifying materials
 - (a) Adventure Guide booklet
 - (b) History Guide
 - (c) Orientation tri-fold brochure
 - (d) All Streets Map
 - (e) Walk&Shop/See&Do rack cards
 - (f) Attractions rack card
 - (g) Three Parks rack card
 - (h) VCNP weblink
 - (i) Bandelier weblink
 - (j) MAPR weblink
 - (k) VLA weblink
 - (l) Tourism Marketing billboard/outreach
 - (6) ~\$100k for Visitor Centers Renovation Project from Lodger's Tax Fund

(7) In Economic Development, have ~\$135-\$150k for Strategic Plan implementation.

4. *New Task Force Charter and recruitment of members (Linda)*

- 1) Task force Charter expired June 9th. Went to Council and the charter was approved for a two-year renewal.
- 2) Close to making offer on the Tourism Director position
- 3) *There are 3 openings on Tourism Board*
 - a) *Parties of interest for position*
 - i) *National park*
 - ii) *Ski member*
 - (1) *How to apply:*
 - (a) *1 page letter to include why you're interested and qualifications*
 - (b) *If interested, contact Linda Matteson*

4) *Update on local and state tourism strategies during COVID-19 (Kelly)*

- a) *Did an email and digital marketing campaign*
 - i) *Including backgrounds of Los Alamos*
 - ii) *"Make your visits as safe as possible"*
 - iii) *Marketing on what you can do when we open and how we're the safest place to visit in the Southwest.*
 - (1) *NM Safe Certified – Was promoted through Mainstreet Outreach, the Chamber of Commerce, and the State.*
 - (a) *Individuals can sign up, take the online training, followed by a quiz. Takes about an hour. About 45 minutes later, you get your response on certification.*
 - iv) *Directional arrows for White Rock Visitor Center*
 - v) *Developing communications so when we're ready to go, will communicate COVID-Safe practices*
 - vi) *Ready to promote 75th Anniversary of Trinity Site*
 - vii) *Worked with State on Lodgers handbook*
 - viii) *Working on a Dark Sky's Initiative which includes several towns in Northern New Mexico. To present to economic vitality Board next week.*
 - ix) *Plus many more...*

5) *Update on Adventure Guide, visitor materials and Visitor Center operations*

- a) *Leslie Buckland did research in-house on best practices for visitors guides and developed the Adventure Guide in-house. This is not the traditional*

visitor guide with ALL the attractions. The draft received great feedback from our attractions and visitor center staff. The final copies were printed and are currently in the Visitor's Center. This guide will be updated every 3-6 months. This guide also includes an All-Street Map.

b) *History Science Brochure*

c) *Walk and Shop Guide for stores and restaurants*

d) *Orientation Guide*

e) *See-and-Do Flier*

i) The History Science Brochure, Walk and Shop Brochure, Walk and Shop Guide, and See-and-Do Flier will probably be ordered next week in batches of ~500. If need more, vendor can provide additional copies with 7-10 day lead time.

6) *Public Comment*

a) *None*

7) *Next meeting: September 2, 2020 at Noon (via Zoom)*

Draft Only