



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, September 25, 2018

11:30 AM

1000 Central Avenue, Room 330

I. ADMINISTRATIVE ACTIONS

This meeting will not be live-streamed.

A. Call to Order/Introductions

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

Council Liaison: Morrie Pongratz, Councilor

Others Present: Kelly Stewart, Staff Liaison; Linda Matteson, Assistant to the County Manager; Barbara Lai, Senior Management Analyst, LTAB Admin Support; Jennifer Bennett, Los Alamos Historical Society; Beth Cortright, Pajarito Environmental Education Center; Sabastian Flores, Manhattan Project National Historic Park; Dave Fox, Discoveries Action Team Member, David Empey, Griffin & Associates; Melanie Peña, Los Alamos Commerce and Development Corporation; Sara Scott, Resident.

The meeting was called to order at 11:36 am.

B. Approval of Today's Agenda

The Data Collection and Analysis item was moved to the top of the Agenda after Public Comment. Vice Chair Deck moved to approve the agenda. Member Bruell seconded the motion. The motion passed unanimously.

Approval

C. Review/Approval of Meeting Minutes

1. [11225-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on August 21, 2018.

Attachments: [A - August 21 Minutes DRAFT](#)

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. Public Comment for Items Not on the Agenda

No public comment.

II. REPORTS

Review all reports in advance; report or request info on urgent/time-sensitive items only.

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Advisory Board (Ryn Herrmann)

No report.

2. Historic Preservation Advisory Board (Linda Deck)

No report.

3. Library Board (Katie Bruell)

No report.

4. Parks and Recreation Board (Elizabeth Allen)

No report.

5. Planning and Zoning Commission (Catherine Mockler)

No report.

6. Transportation Board (Kelly Stewart)

No report.

7. Tourism Implementation Task Force Report (Katie Bruell, Linda Matteson)

No report.

B. State/Regional Tourism & Hospitality Report (Ryn Herrmann & Kelly Stewart)

1. NM Top HAT Awards Nominations

Chair Herrmann reported that the New Mexico Hospitality Association's TOP HAT Awards are coming up on November and three Los Alamos attractions have submitted events: PEEC/Los Alamos Nature Center's Bear Festival, San Ildefonso Pottery Art Project, and the Bradbury Museum's Manhattan on the Mesa grand opening event for the Manhattan Project National Historical Park.

2. Balloon Fiesta Staffing

* Sat. Oct. 6 - David Empey and two Bandelier Rangers (incl. Abert the Squirrel)

Mr. Empey reported that everything is ready for staffing the Los Alamos is New Mexico True booth at the Albuquerque International Balloon Fiesta on Saturday mornings, October 6 and 13. Additional staffing is scheduled for each date. Oct 6: Bandelier National Monument rangers will assist, and on Oct 13, Linda Deck, Linda Matteson and Kelly Stewart will assist David Empey.

* Sat. Oct. 13 - David Empey, Kelly Stewart, Linda Deck and Linda Matteson

C. Mainstreet/Creative District Report (Ryn Herrmann)

1. [11229-18](#) MainStreet/Creative District Reports

Attachments: [A - 2018 ScienceFest Event Report 8.13.18](#)
[B - LA Creative District Curator Report \(July 2018\)](#)
[C- LA Creative District Curator Report \(Aug 2018\)](#)
[D - 2018 Fair Rodeo Event Report \(LA MainStreet\)](#)

Chair Herrmann requested that the Board members review the ScienceFest and Creative District reports. It was noted that the 2017 Fair and Rodeo Report was mistakenly attached to the packet. The 2018 version will be presented at the next meeting. The members discussed the challenge of measuring attendance at free events.

D. Branding Update (Kelly Stewart)

Ms. Stewart reported that the next meeting of the Discovery Actions Team is October 15, 2018.

E. Tourism Strategic Plan/Wayfinding Plan Update (Linda Matteson)

F. Tourism Marketing Report (David Empey)

1. [11226-18](#) Tourism Marketing Report

Attachments: [A - September Marketing Report](#)
[B - September 2018 Los Alamos PR-Social Activity Report](#)
[C - NM True Adventure Guide](#)

Mr. Empey asked the board to review and comment on the proposed print ad prepared for insertion in the New Mexico Adventure Guide as part of the FY19 Cooperative Marketing mixed media buy. The deadline for submittal is Wednesday, October 3, 2019. Mr. Empey announced

that the Los Alamos Visitor Guide has won an award from New Mexico Chapter of the Public Relations Society of America. The award recognizes the best of the best in the public relations industry. He also mentioned that next month he will bring the New Mexico Tourism Department's summary metrics report of last year's Cooperative Marketing program.

G. Lodgers' Tax Revenue Report Review (ALL)

1. [11227-18](#) Lodgers' Tax Revenue Report Review

Attachments: [A - Lodgers' Tax Revenue Accrual Report](#)

Ms. Stewart reported that LTAB revenues are up from last year.

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

1. [11228-18](#) Visitation By Attraction/Visitor Centers

Attachments: [A - August 2018 Monthly Report.doc](#)

I. Group Marketing Events/Opporunities (All)

J. County Recreation Report (Dianne Marquez)

K. Tourism Materials Distribution Update (Fun & Games) (Melanie Pena)

L. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

IV. PRESENTATIONS/DISCUSSION ITEMS

A. Visitation Data Collection and Analysis

1. [11232-18](#) Survey Visitation Data Collections and Analysis

Attachments: [A - 2018 9 29 Los Alamos Visitation Data Collection and Reporting Form](#)

Kelly Stewart presented the Survey Visitation Data and Collection Analysis form. With the goal of increasing visitation to Los Alamos, the objective of the exercise is to establish a baseline by documenting each tourism attraction and facility's visitation data collection and reporting criteria and methodology. The questionnaire respondents are the Los Alamos Historical Society Museum; both the White Rock and Los Alamos Visitor Centers; and the

Manhattan Project National Historical Park Los Alamos Visitor Center. The Board members and guests discussed the survey results and reviewed the Visitation By Attraction/Visitor Centers report to determine a visitor-count baseline. The participants also discussed new ideas on how to increase tourism numbers.

Once the baseline is established, Ms. Stewart will meet with representatives from the New Mexico Tourism Department to compare data and methodologies.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Municipal Building, B & C Room 110

B. Future Agenda Items

1. Oct. 16: Strategic Tourism Collaboration (Part 3) Tourism Attractions Marketing
& Media Plans and Distribution Outlets
2. Nov 20: Strategic Tourism Collaboration (Part 4) Businesses that cater to Visitors

VI. ADJOURN

The meeting adjourned at 1:30 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 Economic Development Department at 662-8087 if a summary or other type of accessible format is needed.