

Date/Time

Tuesday, June 19, 2018, 12 pm-2pm

Location

Los Alamos County Municipal Building
Council Chambers

Members

- Ryn Herrmann (Chair), Public-At-Large Representative, **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**
- Linda Deck (Vice Chair), Tourism Industry Representative (Bradbury Science Museum Director), **Absent**

County Staff Present

- 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)
- Scott Hutton, Owner, Hutton Broadcasting
- Jessica Preston, Hutton Broadcasting

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:05 pm.

B. Approval of Today's Agenda

Mr. Hutton's presentation was moved to the top of the agenda. All Board members voted to approve.

C. Review/Approval of Meeting Minutes

The LTAB Minutes of May 15, 2018 were reviewed. Katie Bruell moved to approve the minutes and Catherine Mockler seconded the motion. All members voted to approve the minutes.

D. Board Updates

Chair Herrmann reminded the Board that her term expires at the end of December, 2018.

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

No report.

3. Library Board

No report.

4. Parks and Recreation Board

Ms. Bruell reported that most of the discussion at the last Parks and Rec Board meeting involved the library closure for HVAC maintenance.

5. Planning and Zoning Board

No report.

6. Transportation Board

No report.

B. State/Regional Tourism & Hospitality Report

1. NMTD/Co-Op Grant Program

Chair Herrmann reported that the County applied for a New Mexico Tourism Department's annual cooperative matching grant. NMTD is expected to announce awards before the end of June.

2. NMTD/Rural Pathways Project Status

Chair Herrmann has nothing new to report on this item.

3. NMTD/IPW Conference (international tour operator marketplace) Report

Ms. Pena reported that during the IPW conference, NMTD contacted Los Alamos to coordinate an itinerary for a one-day tour of Los Alamos' three National Parks for a Swedish tour operator, Marianne Swensson with The Travel Gallery, AB. Ms. Pena reported that she met with Ms. Swensson between attractions and they visited the Farmers' Market.

4. NMTD/2017 Denver Media Mission Lead/Visit:

Based on Chair Herrmann's participation in an NMTD Media Mission to Denver, travel journalist Carri Wilbanks and videographer Colin Kendall traveled to Los Alamos June 10-11 to film a travel video piece for travel channel, "Catch Carri." Ryn Herrmann and Kelly Stewart accompanied the team to accessible assets of the Manhattan Project National Historical Park, including the History Museum, the Bradbury and the businesses within and around the Historic District.

Ms. Matteson reported that she and Ms. Stewart will collect and categorize the itineraries that have been developed recently to repurpose for future public relations and marketing efforts.

5. Santa Fe Events/Campaigns

Ms. Herrmann mentioned that the City and County of Santa Fe is working with Ellen Bradbury Reid on Atomic Summer. Inspired by the Santa Fe Opera's Dr. Atomic production, Los Alamos is participating as a sponsor and helping to create programming for additional programming and events throughout the summer and early fall.

C. MainStreet/Creative District Report

Chair Herrmann reminded the group that ScienceFest will take place in downtown Los Alamos, July 11-15, with Discovery Day on Saturday, July 14. She asked LTAB members for their help in recruiting local businesses to participate and promote themselves during ScienceFest. Ms. Herrmann also mentioned that television ads began running on Channel 4 in early June.

D. Branding Update

1. The Discoveries Action Team (D.A.T.), comprised of community volunteers, meet the third Thursday of each month. The two meetings held to date have been well attended. At each meeting, attendees have been dividing into two groups—place making and place marketing—to brainstorm ideas for projects and initiatives led by volunteer "champions," with the goal to make Los Alamos a better place to live, work, play and stay. Ms. Herrmann reminded the Board to go to discover@lacnm.us to RSVP to the next meeting on June 21 at Fuller Lodge.

2. Ambassador Training Update
No update.

E. Tourism Strategic Plan/Wayfinding Plan Update

1. Los Alamos Visitor Center Site.

Ms. Matteson reported that the Los Alamos Tourism Implementation Task Force has been meeting biweekly since mid-May. The group's first priority project is to select a new location for the Los Alamos Visitor Center.

Approximately 20 sites are being considered. Currently, the task force is developing criteria to rank the options. A short list of options will be presented to the public for comment at community events like Farmers Markets and the County Fair, as well as on-line via the County's Open Forum survey tool, with a final recommendation scheduled to go to Council for consideration by the end of August or early September.

2. Bandelier Shuttle / Bandelier-WRVC-Los Alamos-WRVC Loop

Ms. Matteson reported that the Bandelier Shuttle has a voice annunciator system that will be used for promoting Los Alamos. She also said that the bus drivers are directing tourists to transfer from the Bandelier Shuttle stop to the connector route to Los Alamos.

Ms. Mockler strongly recommended that the Bandelier Shuttle be expanded to include the Los Alamos loop. Ms. Matteson reminded the Board that the Bandelier Shuttle service is subject to terms of the contract with Bandelier National Monument, and that the County's FY19 budget is flat.

F. Tourism Marketing Report

Tourism Marketing Services contractor David Empey provided highlights of the monthly report, including development of the Los Alamos community section in partnership with Pajarito Mountain for the Ski New Mexico magazine; 65,000 copies were mailed out and distributed to visitor centers, airports, throughout New Mexico and surrounding states.

G. Lodgers' Tax Revenue Report

Chair Herrmann reported that the revenues are in line with the 6% increase in tax revenues over the prior year.

H. Visitation by Attraction/Visitor Centers

Ms. Pena reported that visitation to attractions were slightly down for the month of May compared to the two previous years. Bandelier National Monument and the History Museum were the exceptions, reporting slightly higher numbers. Discover Los Alamos is providing the thousands of LANL students with visitor packets.

Ms. Mockler recommended that visitors should come to the Los Alamos Visitor Center (LAVC) to catch the Bandelier Shuttle that will take them to the White Rock Visitor Center (WRVC), to Bandelier, to WRVC and back to the LAVC.

I. Group Marketing Events/Opportunities

Allen announced that June 16-20 is *Where's Waldo Week* in Los Alamos. *Summer Splash* is taking place at the Family Strengths Network on Friday, July 20. Ms. Matteson reported that June 29th is the deadline for the Los Alamos Fire Department to make the final decision on whether fireworks will be allowed at the July 4th celebration at Overlook Park.

J. County Recreation Report

The Board reviewed the report and commented on the excellent quality of the photos. Ms. Matteson reported that County Council has directed staff to put a hold on some of the recreation projects' design work due to the uncertainty of the LANL contract and its impact on the budget.

K. Tourism Materials Distribution Update

Ms. Pena reported that distributor Fun and Games picked up more boxes of Visitor Guides last week for distribution to select visitor centers, hotels and other sites.

L. Other Announcements

Ms. Matteson reported that Morrie Pongratz was appointed to Council to fill the vacancy left when Councilor Chrobocinski resigned in May and will be in the position through December 31, 2018. Mr. Pongratz is also the Council Liaison to the LTAB.

III. NEW AND PENDING ITEMS/PROJECTS

No pending Items. Chair Herrmann asked Ms. Matteson when the Tourism Marketing Services contractor will be awarded. Ms. Matteson reported that the contract will go to Council for approval on June 26.

IV. PRESENTATION/DISCUSSION ITEMS/PROJECTS

A. Radio Marketing for Los Alamos Events

Scott Hutton, owner of Hutton Broadcasting, stated that one of his organization's key goals is to promote tourism assets in northern New Mexico. The company's newest acquisition is a company called Slazer, a digital display company that produces and displays videos of Northern New Mexico in the airports, bars, gyms, visitor centers, etc. Currently, the Pajarito Mountain Recreation Area is the first Los Alamos attraction being featured. He presented several video packages for possible purchase by Los Alamos County and will forward details to Chair Herrmann and Los Alamos County for consideration.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next meeting is July 17, 2018, 12:00 p.m. to 2:00 p.m. in Council Chambers in the Municipal Building.

VI. ADJOURN

The meeting adjourned at 1:45 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.