

**Lodgers' Tax Advisory Board Meeting
July 23, 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, Assistant to the County Manager; Joanie Griffin and David Hayduk, Sunny505; and Barbara Lai, Administrative Support.

A. Call to Order

Meeting called to order at 12:06 pm by Chair Deck.

B. Approval of Today's Agenda

Motion:

Member Baker moved to accept today's Agenda with the item *Support for 20th Street LEDA Project* removed. Member Shen seconded. The motion passed (4/0).

C. Approval of Minutes from June 18, 2019

Motion:

Member Bruell moved and member Shen seconded the motion. The board approved the minutes from the June 18 meeting. (4/0).

D. Public Comment

No public comment.

II. PRESENTATIONS/DISCUSSIONS

A. Tourism Marketing Services FY20 Goals & Projects Review

1. Sunny505

Ms. Griffin announced that she and David Hayduk are now the Sunny505 representatives working on the Los Alamos tourism marketing services contract.

2. FY20 New Mexico Tourism Department (NMTD) Cooperative Marketing & Advertising Grant

Ms. Griffin presented a summary of the Tourism Cooperative Marketing grant with NMTD.

3. FY20 Tourism Marketing Plan

Ms. Griffin reviewed the FY19 plan's data goals and actuals. The board asked for further detail on the social media impressions data and "A List" placements. Ms. Matteson said that in FY20, Los Alamos will launch a new website and that the County will own the domain.

Ms. Griffin stated that Co-Op grant awarded to Los Alamos County by NMTD totals \$50,630, of which the county will pay \$23,100. She gave an overview of the activity calendar for the coming year.

III. LOOKING FORWARD: NEW AND PENDING ITEMS/PROJECTS

A. Support for 20th Street LEDA Project

This item was deleted from the agenda at the beginning of the meeting.

B. LTAB Priority Projects – Status/Updates

Chair Deck reported that, as documented in the FY20 LTAB Work Plan, the Board has tasked itself with supporting, facilitating and contributing to significantly improving three key functions: Tourism Data Collection, Reporting, Assessment; Alternative Lodging Policy/Process; and Hospitality Best Practices. Ms. Matteson reported that the Director of Marketing and Tourism from the Town of Taos will be attending the August 20 LTAB meeting to present on Taos' experience with implementing an ordinance to collect Lodgers' Tax from short-term lodging establishments. In addition, she will respond to questions regarding her job description and budget from members of the Tourism Task Force. NOTE: the Los Alamos County Tourism Task Force is conducting research to define a job description for new Tourism Manager position at the County, the number one recommendation of the Los Alamos County Tourism Strategic Plan.

C. LTAB -Affiliated Projects

1. Rural Pathways Project Process

No update.

2. Critical Plans Review, Input, Application

No update.

3. Planning Calendar

Chair Deck reported that she will collaborate with Ms. Stewart and begin drafting the calendar.

IV. LOOKING BACK: REPORTS

A. Councilor Report

No report.

B. Boards & Commissions Reports

No reports.

C. State/Regional Tourism & Hospitality Report

No report.

1. FY20 NMTD North Central Board Update

No report.

2. FY20 NMTD Tourism Grants

Los Alamos was awarded grants as mentioned by Ms. Griffin in her presentation. Ms. Matteson reported that Los Alamos was awarded a New Mexico Clean and Beautiful grant that is being managed by Pajarito Environmental Education

Center (PEEC) with fiscal support from the County's Environmental Services Division. Vice Chair Bruell reported that the contract for the grant is pending NMTD approval.

3. NMTD/NM Hospitality Association Events/Activities
No report.

D. Tourism Implementation Task Force

1. June 18 Council Work Session Summary
Ms. Matteson reported that she presented an update to Council on tourism activities, as well as the metrics that are being tracked. Joanie Ahlers, the County's Economic Development Administrator provided information regarding other economic development activities.
2. Completed to Date
Ms. Matteson reported on the Tourism Strategic Plan priorities that Council funded in the FY20 budget.
3. FY20 Focus Areas
Vice Chair Bruell reported that the current priority is to develop a job description for the tourism manager position.

E. Tourism Marketing Report

Ms. Griffin presented highlights of the June marketing report.

F. Lodgers' Tax Revenue Report

Ms. Lai reported that the FY19 Lodgers' Tax revenues were up 15% over FY18 revenues.

G. Visitation by Attraction/Visitors Centers

Ms. Bruell reported that PEEC visitation increased in June. Bandelier has not reported on visitation data due to staff vacancies.

Ms. Matteson reported that the Visitor Guide will be published in-house. Ms. Bucklin is researching visitor guides and expects to provide a report to the board in October. The revised guide will not have advertising or coupons.

Gateway 3 National Parks

1. Manhattan Project National Historical Park
Ms. Matteson reported that the County will participate in the annual Energy Communities Alliance conference at Oakridge in August.
Chair Deck reported that the special behind-the-fence tours of Manhattan Project assets during ScienceFest were very successful.
2. Bandelier National Monument
3. Valles Caldera National Preserve

Ms. Matteson will share the visitation numbers with Ms. Pena for inclusion in the Visitation by Attraction report. All three Park superintendents will be at the August work session with Council.

H. Mainstreet/Creative District Report

Vice Chair Bruell reported that the T.I.M.E. arts exhibits, sponsored by New Mexico Arts, was awarded to Los Alamos MainStreet and originally planned to locate large-scale art installations on County-owned land in White Rock, Los Alamos and Pajarito. However, due to safety concerns, all five exhibits were ultimately installed at University of New Mexico-Los Alamos. Currently, Los Alamos MainStreet is assisting businesses impacted by the roundabout construction now in progress.

I. Branding Update

No report.

J. EDD Update

Ms. Matteson reported on the following projects:

- Pebble Labs expansion project is moving forward
- Wendy's is moving forward
- Starbucks on 20th Street is not proceeding
- Natural Grocers was approved by Planning & Zoning Board (P&Z) and will be going to Council for final approval to Locate at the old Shriner's building site south of Trinity Drive.
- Defined Fitness will open
- The County's Housing Study is underway
- The Mirador housing development in White Rock held a lottery and 150 people signed up for 25 lots
- A second senior apartments project on DP Road received P&Z approval

K. County Recreation Report

No report.

L. Events

1. Group Marketing Events/Opportunities/Feedback
2. Upcoming Events

The County Fair and Rodeo is Friday, August 9 through Sunday, August 11.

M. Other Announcements

No other announcements.

V. PUBLIC COMMENT

No public comment.

VI. NEXT MEETING/FUTURE AGENDA ITEMS

The next meeting will be Tuesday, August 20, at 12:00 pm in Room 110.

VII. ADJOURN

Chair Deck adjourned the meeting at 12:55 pm.

Approved by LTAB August 20, 2019

DRAFT Minutes – July 23, 2019
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Not Approved

Linda Deck, Board Chair