

Lodgers' Tax Advisory Board Meeting
January 28, 2020 12:00 p.m.
Room 110

Due to technical issues, there is no video or audio.

I. ADMINISTRATIVE ACTIONS

Members Present: Linda Deck, Chair; Katie Bruell, Vice Chair; Members Zach Aikey, Stacy Baker, and Jacqueline Shen

Council Liaison Present: James Robinson

Others Present: Linda Matteson, CMO; Joanie Griffin, Sunny505; Melanie Pena, Discover Los Alamos; Kelly Stewart, Staff Liaison; and Barbara Lai, Administrative Support.

A. Call to Order

Meeting called to order at 12:05 pm by Chair Deck.

B. Approval of Today's Agenda

The board approved the agenda (5/0).

C. Notice Regarding Media Request

The 2020 calendar for the Lodgers' Tax Advisory Board meetings was sent to the media.

D. Vote for Chair and Vice Chair

Chair Deck nominated Jacqueline Shen for Chair. Ms. Bruell seconded the nomination. Motion passed unanimously 5-0.

Member Deck nominated Katie Bruell for Vice Chair. Chair Shen seconded the nomination. Motion passed unanimously 5-0.

E. Approval of Minutes from the November 19, 2019 meeting

Motion:

Linda Deck moved to accept the minutes with revisions and Jacqueline Shen seconded. The board approved the amended minutes (5/0).

F. Public Comment

No public comment.

II. PRESENTATIONS/DISCUSSIONS

A. Visitor Journey A2D Hospitality Training Module

Melanie Pena, Discover LA Director, presented an overview of the *Visitor A2D Champion* program. She described in detail the elements of the training:

- What is A2D?
- Who is it for?
- Why take the course?
- How does it work?
- What does it cover?

III. NEW AND PENDING ITEMS/PROJECTS

A. Assign Lead for each LTAB Priority Project

LTAB members volunteered to pursue each of LTAB's FY20 Priority Projects, as follows:

1. Data Collection, Reporting, Assessment Update: Linda Deck and Kelly Stewart
2. Short Term Lodging Policy/Process: Jacqueline Shen and Katie Bruell
3. Hospitality Best Practices: Stacy Baker and Zack Aikey

B. LTAB Priority Projects – Status/Updates

1. Data Collection, Reporting, Assessment Update. At the December 17th LTAB meeting, New Mexico Tourism Department (NMTD) Research Director Victoria Gregg conducted a presentation/discussion regarding the recommended approach for determining data goals, and provided a packet for LTAB to complete to accomplish that objective. Project leads Linda Deck and Kelly Stewart will determine the strategy for completing the data packet and next steps to move this project forward.
2. Short Term Lodging Policy/Process. As reported at the January 28th meeting, Los Alamos County's Short Term Lodging policy and requirements will be reviewed and updated as part of a downtown master plan and development code update project that is anticipated to be awarded in early March, and conducted during spring 2020. The project scope includes public involvement. Project leads Jacqueline Shen and Katie Bruell are responsible for monitoring the project, plus state legislation and practices via connections with the New Mexico Hospitality Association, NMTD's Lodgers' Tax Handbook initiative, and coordination with regional partners, namely the tourism directors for Santa Fe and Taos.

Chair Shen stated that there are two primary Facebook pages that are sources for rentals, primarily by Lab post-docs and summer students: "Rentals in Los Alamos & White Rock (NM)," for which Ms. Shen is an administrator along with Stacy LeBrun; and "Los Alamos Global Housing." She also stated that, based on her research, short term rental owners in Santa Fe are required to pay an annual permit fee of ~\$250/year. Albuquerque's annual permit fee for short term rental owners has risen from ~\$300 to ~\$600-\$800.

3. Hospitality Best Practices. Discover Los Alamos, LACDC's meeting and visitor bureau program, will be working with LTAB and other select local tourism and hospitality representatives to test the on-line module and live class for the Visitor Journey A2D training program. Project leads Stacy Baker and Zack Aikey will monitor/communicate activities, progress and issues, and capture/relay LTAB feedback and recommendations.

C. LTAB-Affiliated Projects – Status/Updates

1. Rural Pathways Project Process *Kelly Stewart*
Ms. Stewart reported that she is working with NMTD Tourism Development Director Suzy Lawrence to complete the RPP grant application process for a project to help Los Alamos market Los Alamos attractions and offerings as part of the Bandelier experience. Members of LTAB and the Tourism Implementation Task Force will serve on a steering committee to inform and guide the process. The first meeting will be scheduled in March, following the end of the Legislative Session.
2. Critical Plans Review. No report.
3. Planning Calendar Functionality Report. No report.

IV. TOURISM AND HOSPITALITY REPORTS

A. Councilor Report

Councilor Robinson reported that LTAB's new council liaison for 2020 will be approved by Council at the January 28 meeting. Councilor Robinson thanked LTAB for their service and LTAB thanked Councilor Robinson for his guidance.

B. Boards & Commissions Report

Member Linda Deck and Kelly Stewart gave a report of the presentations and discussions at the January 16 Boards and Commissions luncheon meeting. Going forward, Ms. Stewart and Ms. Lai agreed to send the BCC report packet distributed after the meetings to LTAB.

C. State/Regional Tourism & Hospitality Report

1. FY20 NMTD North Central Board Update.

Ms. Stewart stated that she will attend an All Regions meeting, including all five regional marketing boards on Wednesday, February 5 in Santa Fe.

2. FY20 NMTD Tourism Grants

a. FY20 Clean and Beautiful Grant – Ms. Stewart reported that agreements between the County and NMTD, and the County and PEEC have been executed, and PEEC has begun work on the Zero-Waste Earth Day event (Apr 25) and new trash/recycling receptacles/educational exhibit(s) at the Nature Center.

b. FY20 Cooperative Marketing Grant – Joanie Griffin with Sunny505 reported that she provided feedback to NMTD and their Co-Op program media consultant regarding the effectiveness of the FY20 program. Specifically, she conveyed, on behalf of Los Alamos and other communities, a concern that all of the ads look the same due to the required use of the NM True logo lock-up template, and requested that a new design approach be adopted to allow each destination's ads to stand out. If this preference is not granted, Ms. Griffin recommends that Los Alamos limit its FY21 cooperative media buy to digital ads and video. Griffin commended NMTD's visual approach, a progression from using spectacular scenery to also showing people enjoying it.

3. NMTD/NM Hospitality Association Events/Activities

Ms. Stewart reported that NMHA's Annual Tourism and Hospitality TRENDS Conference will be held Feb 4 at the Hotel La Fonda on the Plaza. Ms. Stewart, Melanie Pena, Katherine Hudspeth with the County's Community Services Department in charge of marketing recreation activities, and Joanie Griffin will be representing Los Alamos at the conference.

D. Tourism Implementation Task Force

Vice Chair Katie Bruell, liaison and member of the task force, stated that the current priority is to create two tourism management options requested by the County Council at the January 14th Strategic Planning Session. Options being explored include creation of a County Tourism Office with a Tourism Manager or contracting all tourism services out to an integrated team, managed by existing County staff. Task Force members are also seeking testimonials from local businesses that receive economic benefit from tourism.

E. Tourism Marketing Report (Sunny505)

Ms. Griffin reviewed the social media and public relations performance reports, noting that the January release featuring Los Alamos as a high-altitude training mecca has garnered media attention from Cycling West and the Santa Fe New Mexican. Much of the same content is included in the spring quarterly e-newsletter. She explained that the newsletter is distributed to a list comprised of emails collected at the Los Alamos and White Rock visitor centers, as well as those referred by past ads in Texas

Monthly magazine. Sign up for the newsletter is currently on the Visit Los Alamos Facebook page and will be added to visitlosalamos.org website. The quarterly e-newsletters will be forwarded to the Board, as well as links to the Facebook and website subscription page.

F. Lodgers' Tax Revenue Report

It was noted that Lodgers' Tax Revenues accrued were down because two lodging establishments had not submitted payment by the deadline.

G. Visitation by Attraction/Visitor Centers

Ms. Pena reported that visitor center visits are down, largely due to many people getting the same information on-line from visitlosalamos.org. Visitors aged 50+ tend to come into the visitor centers. The Bradbury Science Museum's visitation data is also trending lower since they switched from turnstile counter (which tracked all trips back and forth) to front desk staff greeting every visitor/group. The same trend occurred when the Los Alamos History Museum began charging visitors.

H. Visitor Websites

No report.

I. Gateway 3 National Parks

Linda Matteson reported that the County has purchased the former Women's Army Corps (WAC) dorm—one of the few historic buildings in Los Alamos that has been preserved as it was during the Manhattan Project era. The County is planning minor renovations to bring the building up to code, and considering complementary tenants/uses that will accommodate public tours of this building.

Linda Deck announced that the Lab is hiring a new digital specialist and public outreach specialists to manage and provide access to Manhattan Project assets and exhibits. She also said that on February 10 at 10AM, the public will be able to go to the Bradbury Science Museum web page to sign up for April 2 and 3 "behind the fence" bus tours of Manhattan Project National Historical Park assets.

J. Mainstreet/Creative District Report

No report due to time.

K. Branding Update

No report due to time.

L. EDD Update

No report due to time.

M. Calendar of Events

No report due to time.

N. Other Announcements

Member Deck announced that she will not be able to attend the scheduled February 25 LTAB meeting. Chair Shen announced that she will not be able to attend the March 24 meeting.

V. PUBLIC COMMENT

No public comment.

VI. NEXT MEETING/FUTURE AGENDA ITEMS

The next meeting will be Tuesday, February 25, 2020. 12-2 pm

VII. ADJOURN

Chair Shen adjourned the meeting at 1:59 pm.

DRAFT