



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Draft

Lodgers' Tax Advisory Board

Jennifer Olsen, Chair; Matthew Allen, Vice-Chair; Trevor Shuman, and Michael Wheeler, Members.

Tuesday, April 16, 2024

12:00 PM

1000 Central Avenue, Room 110

NOTE: This meeting is in person and open to the public. However, for convenience, the following Zoom meeting link and/or telephone call in numbers may be used for public viewing and participation:

<https://us06web.zoom.us/j/85072848071>

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 253 215 8782 or +1 346 248 7799 or +1 669 900 6833 or +1 301 715 8592
or +1 312 626 6799 or +1 929 205 6099

Webinar ID: 850-7284-8071

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

18690-24 Minutes from the Lodgers' Tax Advisory Board Meeting on March 19th, 2023.

Presenters: Anita Barela

Attachments: LTABMeetingMinutes19-Mar-2024

D. LTAB Membership Status

E. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. Bathtub Row Reconstruction Project; Karen Henderson, Public Works Senior Engineer

[18691-24](#) Presentation by Karen Henderson, Senior Engineer - Public Works

Presenters: Karen Henderson

Attachments: [Project Presentation Bathtub Row Reconstruction Project-LTAP](#)

B. Sunny 505 Report

18693-24 Report from Sunny 505

Attachments: April 2024 - LTAB Overview - SUNNY505

C. LACDC Visitor Centers Report, Melanie Pena

18692-24 Report on LACDC Visitor Centers February 2024; Melanie Pena, LACDC

Attachments: LACDC Visitor Centers Report February 2024

D. Other Announcements (All)**III. NEXT MEETING(S)/FUTURE AGENDA ITEMS****IV. ADJOURN**

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.



County of Los Alamos

Staff Report

April 16, 2024

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.:

Index (Council Goals):

Presenters: Anita Barela

Legislative File: 18690-24

Title

Minutes from the Lodgers' Tax Advisory Board Meeting on March 19th, 2023.

Recommended Action

I move that the Board approve the Minutes for March 19, 2023.

Attachments

A - Draft Minutes for March 19th, 2023



County of Los Alamos

BCC Meeting Minutes

Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

*Jennifer Olsen, Chair; Matthew Allen, Vice-Chair; Jennifer Jenson; Trevor Shuman, and
Michael Wheeler, Members.*

Tuesday, March 19, 2024

12:00 PM

1000 Central Avenue, Room 110

NOTE: This meeting is in person and open to the public. However, for convenience, the following Zoom meeting link and/or telephone call in numbers may be used for public viewing and participation:

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715 8592 or +1 312 626 6799 or +1 929 205 6099**

Webinar ID: 850-7284-8071

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

Present 4 - Board Member Allen, Board Member Olsen, Board Member
Wheeler and Board Member Shuman
Absent 1 - Board Member Jenson

B. Approval of Today's Agenda

**A motion was made by Member Shuman, seconded by Member Allen, that
the agenda be approved. The motion passed unanimously.**

C. Review/Approval of Meeting Minutes

[18585-24](#) Minutes from the Lodgers' Tax Advisory Board Meeting(s) on January 23, 2024

Attachments: [LTABMeetingMinutes_Jan23-2024](#)

I move that the Board approve the Minutes for January 23, 2024.

D. Public Comment for Items Not on the Agenda

II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. FY25 Budget Introduction and Discussion

18588-24 Consideration of FY25 Lodgers' Tax Fund Revenue and Expenditures

Attachments: [Lodger Tax Revenues](#)
[20240311 LTAB FY2025 Proposed Budget](#)

A motion was made by Shuman, seconded by Allen, that the proposed budget be approved. The motion passed unanimously.

B. Survey Results; Ellyn Felton

18587-24 2024 Tourism Implementation Priorities & Work Groups Survey Results

Attachments: [2024 Tourism Implementation Priorities & Work Groups Survey Results](#)

Ellyn Felton, CDD Marketing Specialist, discussed the results of the short Tourism Implementation Priorities and Work Groups Survey.

The survey will be used to identify what the Lodgers' Tax Advisory Board and Tourism Implementation Task Force feel are the most important priorities for 2024. She was able to determine what the top priorities are for the Tourism Work Groups.

Lauren McDaniel, with LACDC, asked if one of the work groups could incorporate Project Oppenheimer. Ms. Felton said that she would talk to NM Tourism to see where in their priorities it fall. Mr. Ungerleider discussed items that can be added to each of the priorities. Team Oppie could be reconvened quarterly to touch base.

Linda Matteson, Deputy County Manager, explained to the group the difference between a Work Group and a Subcommittee. She suggested that the Tourism Task Force could become a Tourism Work Group in the future.

C. 2025 Work Plan and Discussion

A motion was made by Member Shuman, seconded by Member Allen, that the 2024 Work Plan be approved. The motion passed unanimously.

18586-24 FY2025 LTAB Work Plan

Attachments: [FY2024 LTAB Work Plan](#)

III. PRESENTATIONS/DISCUSSIONS**A. Sunny 505 Report**

Jamie Dickerman, from Sunny 505, went over the reports that were submitted to the board. Dana Even, from Holiday Inn Express, asked that perhaps next year the marketing could be targeted towards Spring Break and New Mexico being a destination.

Ms. Felton asked the group to check out a website called, Only in New Mexico to see the weekend trips that are suggested for our area.

[18589-24](#)

Datify Reports from Sunny 505

Attachments: [LTABMarch](#)

B. LACDC Visitor Centers Report, Melanie Peña

IV. Other Reports - Discussions

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

VI. ADJOURN

Adjournment 1:30 p.m.

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County of Los Alamos

Staff Report

April 16, 2024

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Agenda No.:

Index (Council Goals):

Presenters: Karen Henderson, Senior Engineer

Legislative File: 18691-24

Title

Presentation by Karen Henderson, Senior Engineer - Public Works

Attachments

A - Project Presentation Bathtub Row Reconstruction Project

Bathtub Row Reconstruction Project

Lodgers' Tax Advisory Board

Incorporated County of Los Alamos
Public Works Department

April 16, 2024

Supports Council Strategic Goals

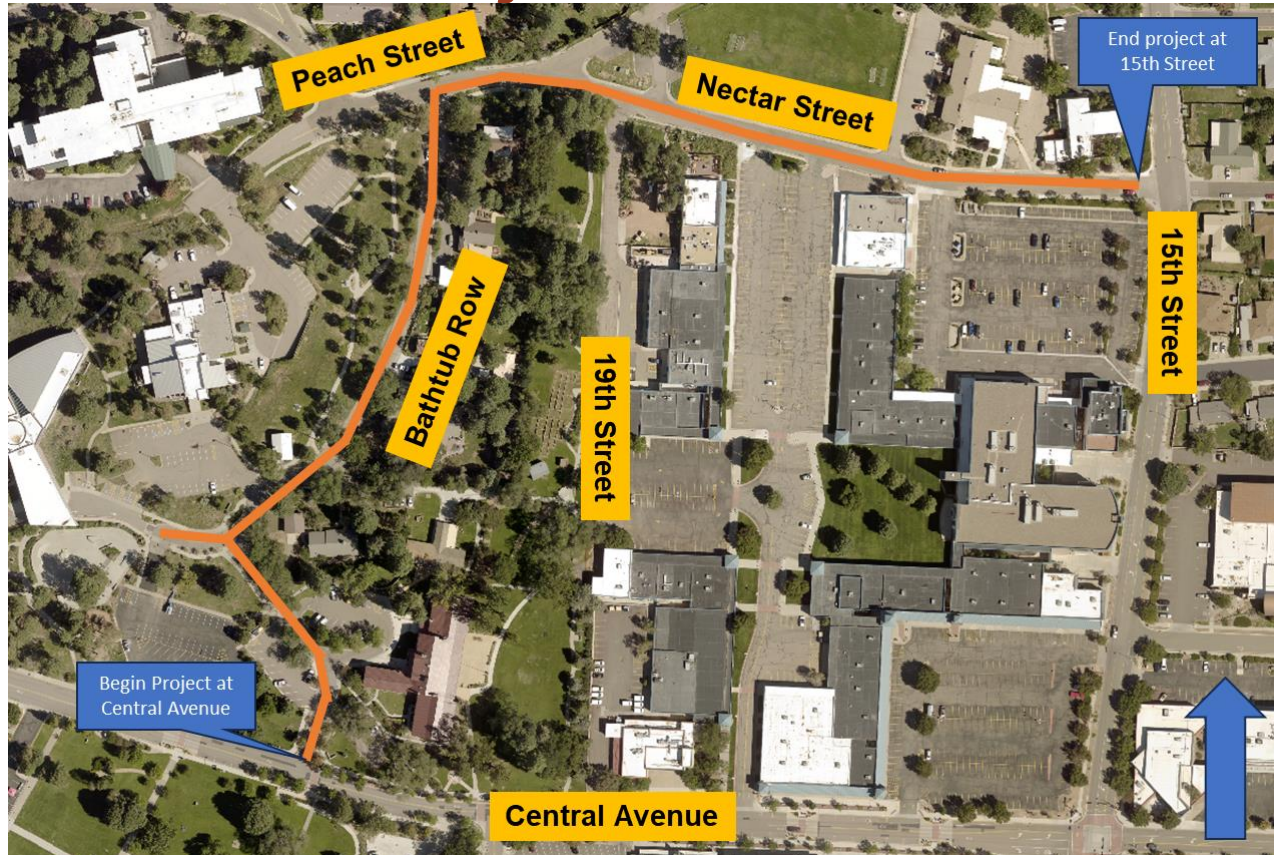
- Economic Vitality
- Quality of Life
- Operational Excellence



Project Goals

- Roadway & Drainage Improvements
 - Pavement Condition Improvements
 - Pavement Condition Index (PCI) = 29 to 50 (43), Marginal to Poor Range
 - Work in accordance with the County's 2020 Pavement Preservation Policy
 - Pedestrian & ADA Improvements
- Utility Improvements
 - Replace/Rehabilitate Water and Sanitary Sewer infrastructure
- Electrical Lighting and Broadband Improvements
 - Update and Improve Lighting around Bathtub Row
 - Install Broadband Conduit

Project Location



Project Scope - Roadway

Bathtub Row & Nectar Roadway Improvements

- **Roadway Improvements**
 - Remove and Replace the pavement section, i.e asphalt, base and subgrade
 - Restructure the Intersection of Bathtub Row and Juniper Street
 - Remove and Replace targeted concrete infrastructure
 - Curb, gutters, sidewalks, driveway, and ADA curb ramps for ADA accessibility
- Fuller Lodge Parking Lots Improvements
- Little Theater Sidewalk Improvements

****Suitable staging area under evaluation****

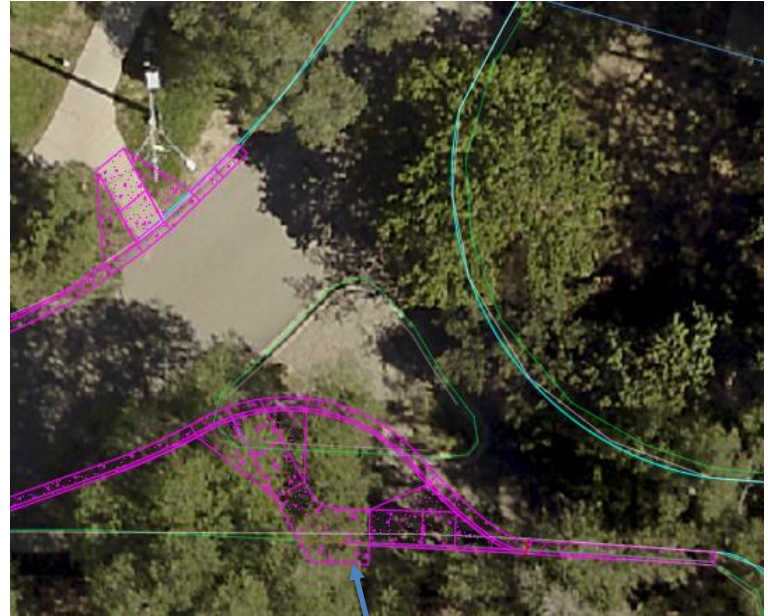
Bathtub Row / Juniper Street

EXISTING INTERSECTION
with small concrete triangle island



PROPOSED INTERSECTION

Remove island and add pedestrian
crossing with ADA ramp



Match Existing Sidewalk

Project Scope – Utilities

Bathtub Row, Nectar St, 15th St & 19th St

- Water Transmission Line, Main Water Line and Lateral Connections.
 - Replace existing water line with new 14" ductile iron & 12", 8" & 6" PVC lines. The replacement line will be within ROW
 - Provide new connections from main water line to meter
 - Updating water valves and connections point in the water system dating back 1940 / 1950 era
- Sanitary Sewer
 - Replacement of 8" Along Bathtub Row including new service connection

Project Schedule & Budget

- Advertise for Bids – June 2024
- Award Construction Contract – late July 2024
- Start of Construction – Fall 2024
- Project Completion – Summer 2025
- FY 2025 Funding & Budget
 - Budget \$2,720,000 (Roadway) CIP
 - Budget \$2,822,000 (Utilities)

Project Coordination

Los Alamos County Environmental Services

- Trash Pickup

Atomic City Transit

- Routes

Los Alamos Historical Preservation Advisory Board

Lodgers' Tax Advisory Board

- Fuller Lodge Parking Lots Improvements
- Little Theater Sidewalk Improvements

LA Public Schools

- School Bus Routes

Mail Delivery/UPS/FedEx

- Will be maintained during construction

Los Alamos Historical Society

- Los Alamos History Museum

Los Alamos Art Council

Los Alamos Art Center

Central Park Square Business Area

Project Challenges & Concerns

➤ Traffic Management

- Vehicular, bicycle & pedestrian access dependent on sequence and phasing of construction
- Evaluating temporary one-way scenarios or full closures of roadway sections for safety and expedited construction
- Traffic control signs & devices to be utilized for traffic routing, detours, egress/ingress

➤ Work Hours: To be determined, typically 7:00 AM- 5:00 PM

- County Noise Permit required for any work proposed from 9:00PM to 7:00AM

➤ Dust Control: Maintained daily with water truck

➤ Coordination of Events

- Fuller Lodge
- Los Alamos Arts Council

Public Information & Involvement

- T-Board & Public Meeting – March 7, 2024
 - Public comments due on March 14, 2024
- Historical Preservation Advisory Board Presentation- April 3, 2024
 - Public comments due on April 12, 2024
- Lodgers' Tax Advisory Board Presentation- April 16, 2024
 - Public comments due on April 23, 2024
- Before Start of Construction
 - Notices will be sent to the local media
 - Flyers will be distributed to those adjacent to the project boundaries informing them of the start of construction and the initial traffic management plan
- Ongoing Notifications During Construction
 - Traffic conditions and changes will be distributed through a Traffic Conditions email distribution list and to the media through the Cone Zone
 - Institutions & residents directly impacted by temporary construction disruptions or changes will receive door hangers 48 hours in advance
 - Please leave your contact information if you're interested in receiving weekly traffic updates

Comments / Contacts:

Please submit all comments by **April 23, 2024**, to:

Public Works Department

1000 Central Avenue, Suite 160

Los Alamos, NM 87544

or

Phone: (505) 662-8150; Email comments to:

lacpw@lacnm.us

Questions?



THANK YOU!

The Public Works Department staff thanks you for taking time out of your busy schedule to participate in the design and construction of this important public project!



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Agenda No.:

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Presenters:

Legislative File: 18693-24

Title

Report from Sunny 505

Attachments

A - April 2024 - LTAB Overview - SUNNY505



April 2024 LTAB Report Overview (Stats and Reporting as of April 8, 2024)

Social Media

The Facebook page audience has 15,449 followers. Content reached 24,819 users and garnered 2,390 engagements.

Since the last report, the Instagram account has grown to 1,106 followers. Content reached 1,101 users and garnered 209 engagements.

For March/April top content included:

White Rock
Oppenheimer
Fuller Lodge

Public Relations

Since the last report, SUNNY505 has distributed a release on White Rock being named the Happiest Small Town in the U.S. and a news release promoting National Park Week vacations.

The White Rock news release received coverage in the Associated Press, Budget Travel, Boston Herald, News OK, Pittsburgh Post-Gazette, and the International Business Times, among many other national outlets. In addition to national coverage, the White Rock release also received local coverage on KRQE and in the Los Alamos Daily Post. The National Park Week release has received local coverage in the Los Alamos Reporter and Los Alamos Daily Post. Pitches are ongoing.

Other

We submitted a cooperative advertising grant with the New Mexico Tourism Department. The amount of the grant is \$272,646. If fully funded, the amount Los Alamos County will owe is \$90,882. We negotiated an Oppenheimer-focused advertorial with New Mexico Magazine. We also produced an ad in the program for both the Texas Rangers and the Arizona Diamondbacks baseball season. Each ad has a unique QR code that will be tracked to see engagement and results.

Geolocation data and estimates are considered **Complete** up to March 02 and **Preliminary** from March 03 to March 23.

 **Total Trips**
406,835 Trips

 Visitor Days
783,537 Days

Avg Length of Stay
1.9 Days

Unique Visitors
93,550 Visitors

Share ↗

Los Alamos NM

Visitation

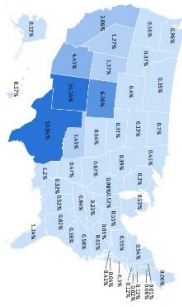
Trips



Visitor Days



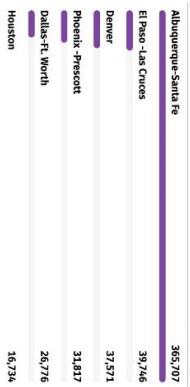
Share of Trips by State



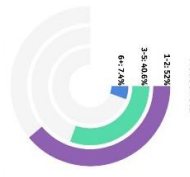
Cluster Visitation



DMA Visitation



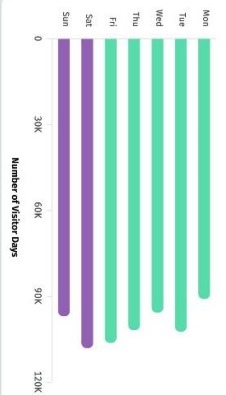
Demographics



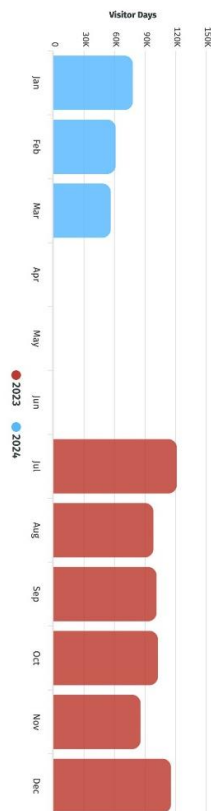
Visitor Days by Length of Stay



Visitors by Day



Visitation by Year - Visitor Days





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Presenters:

Legislative File: 18692-24

Title

Report on LACDC Visitor Centers February 2024; Melanie Pena, LACDC

Attachments

A - LACDC Visitor Centers Report February 2024



April 9, 2024

Ellyn Fenton
Los Alamos County
1000 Central Ave.
Los Álamos, NM 87544

RE: Transmittal of Monthly Discover Los Alamos
LTAB's Tourism Visitation Report for the month of February 2024.

Dear Ellyn,

Attached is my submission of Discover Los Alamos's monthly tourism report for the month of February 2024. Both visitor centers have slowed down in visitation as usual during the winter season.

Sincerely,

Melanie Peña

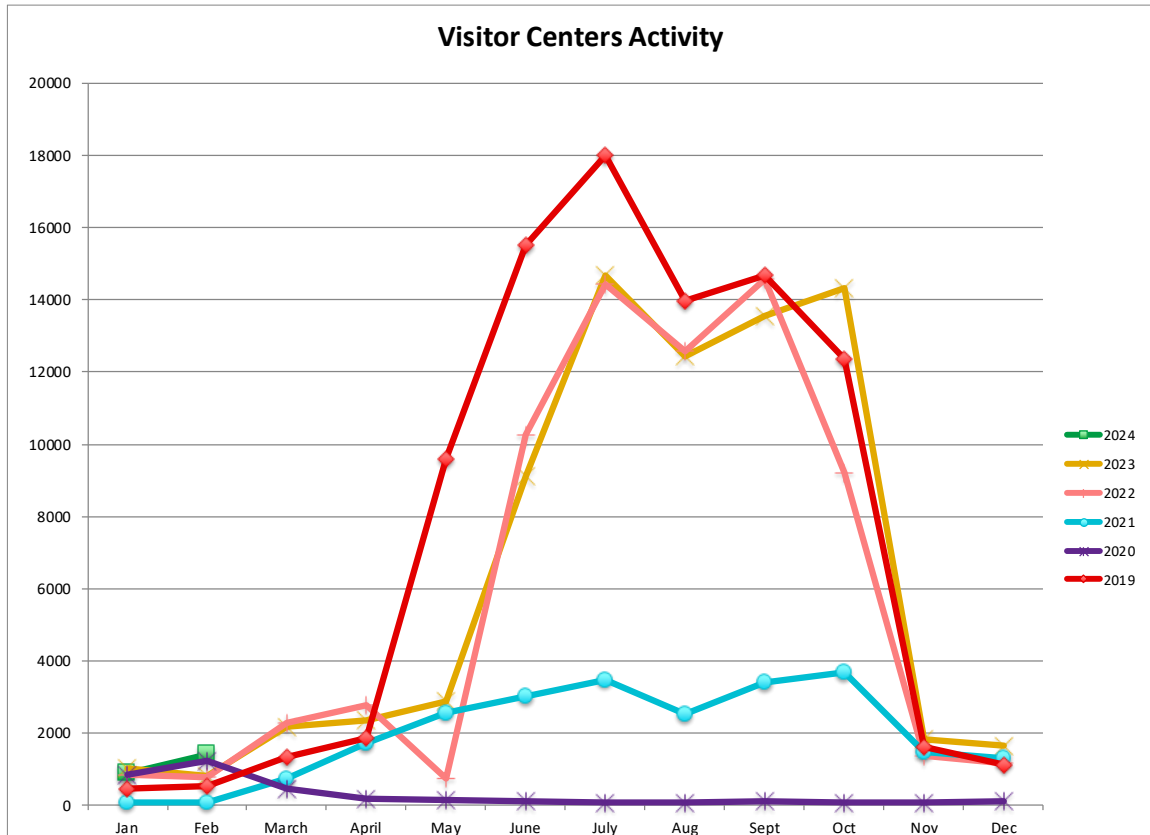
Melanie Peña
Discover Los Alamos Director

cc: Paul Andrus, Ellyn Felton, Janice Krish, Adrienne Lovato, Anita Barela, Wendy Parker, and Lauren McDaniel

Discover Los Alamos

Monthly Tourism Report

February 2024



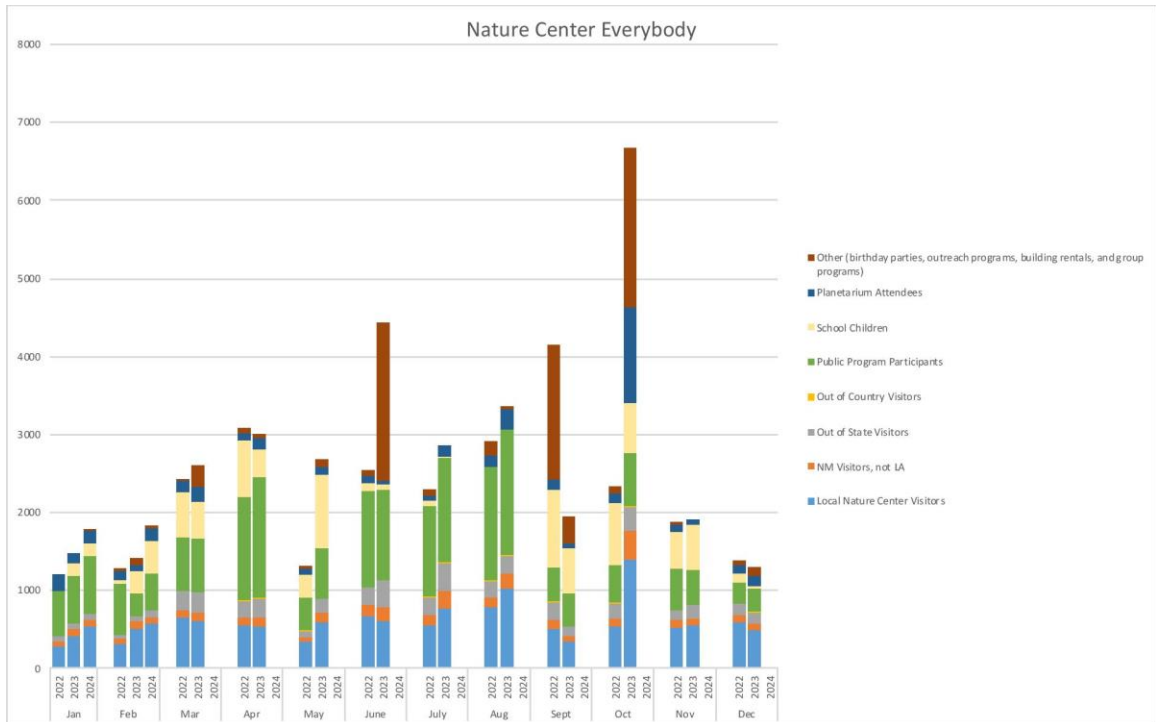
Los Alamos Visitor Center February 2024 879

White Rock Visitor Center February 2024 263

Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic

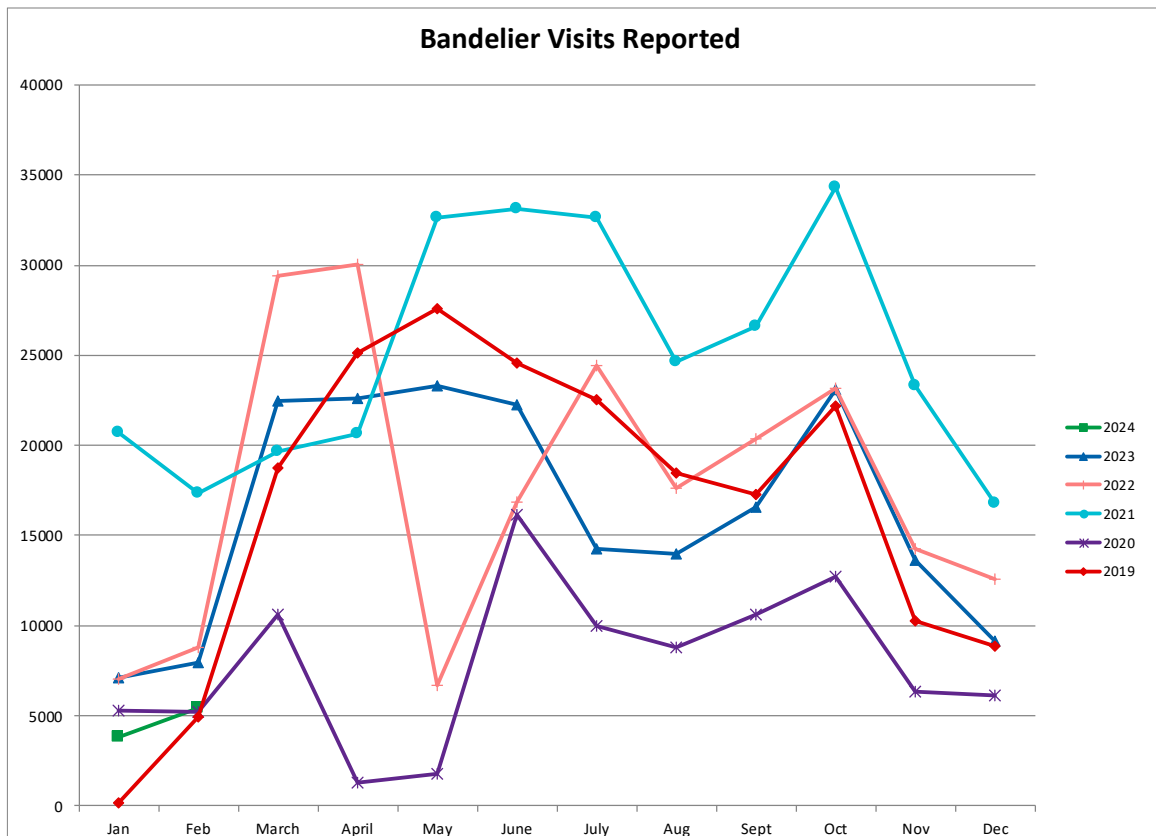
Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over

***May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los Alamos Visitor Center was closed May 9-15, 2022 due to this fire. ***



Nature Center February 2024

1,826

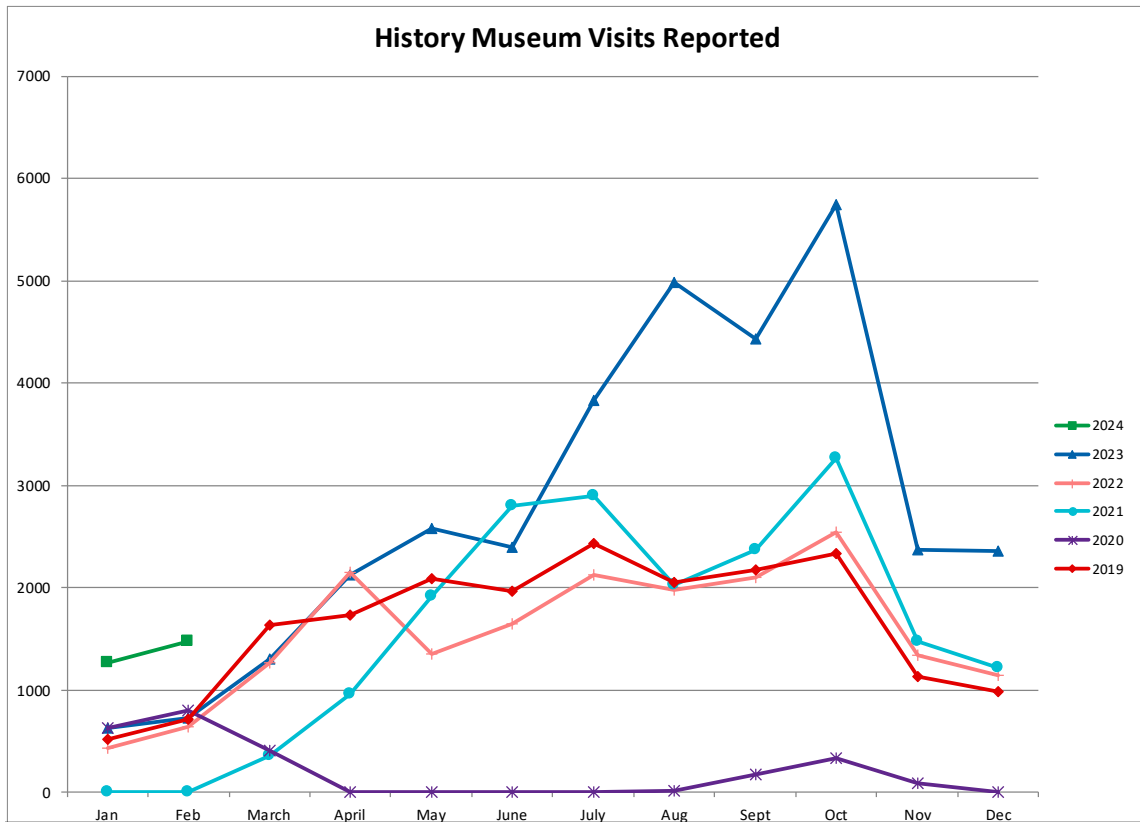


Bandelier National Monument February 2024

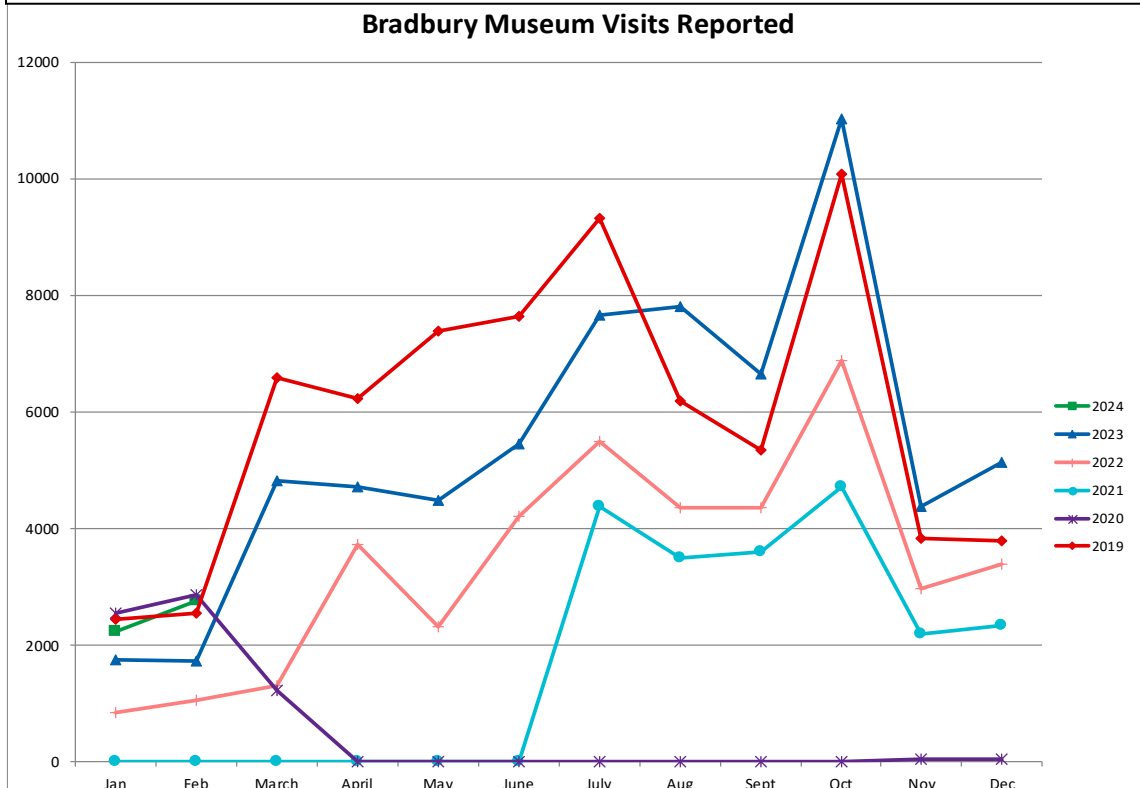
5,417

~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19

Cerro Pelado Fire Closed BNM April 2022-May 2022~

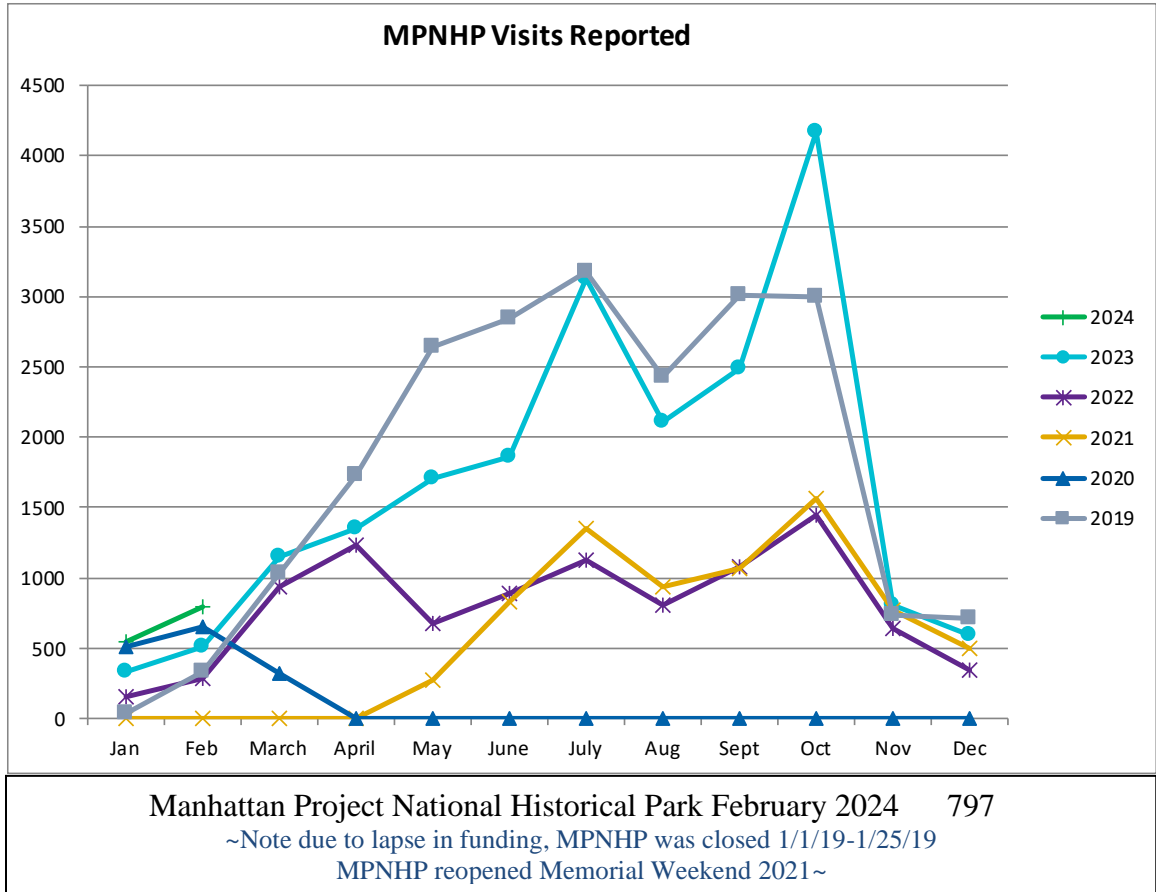


History Museum February 2024 1,473

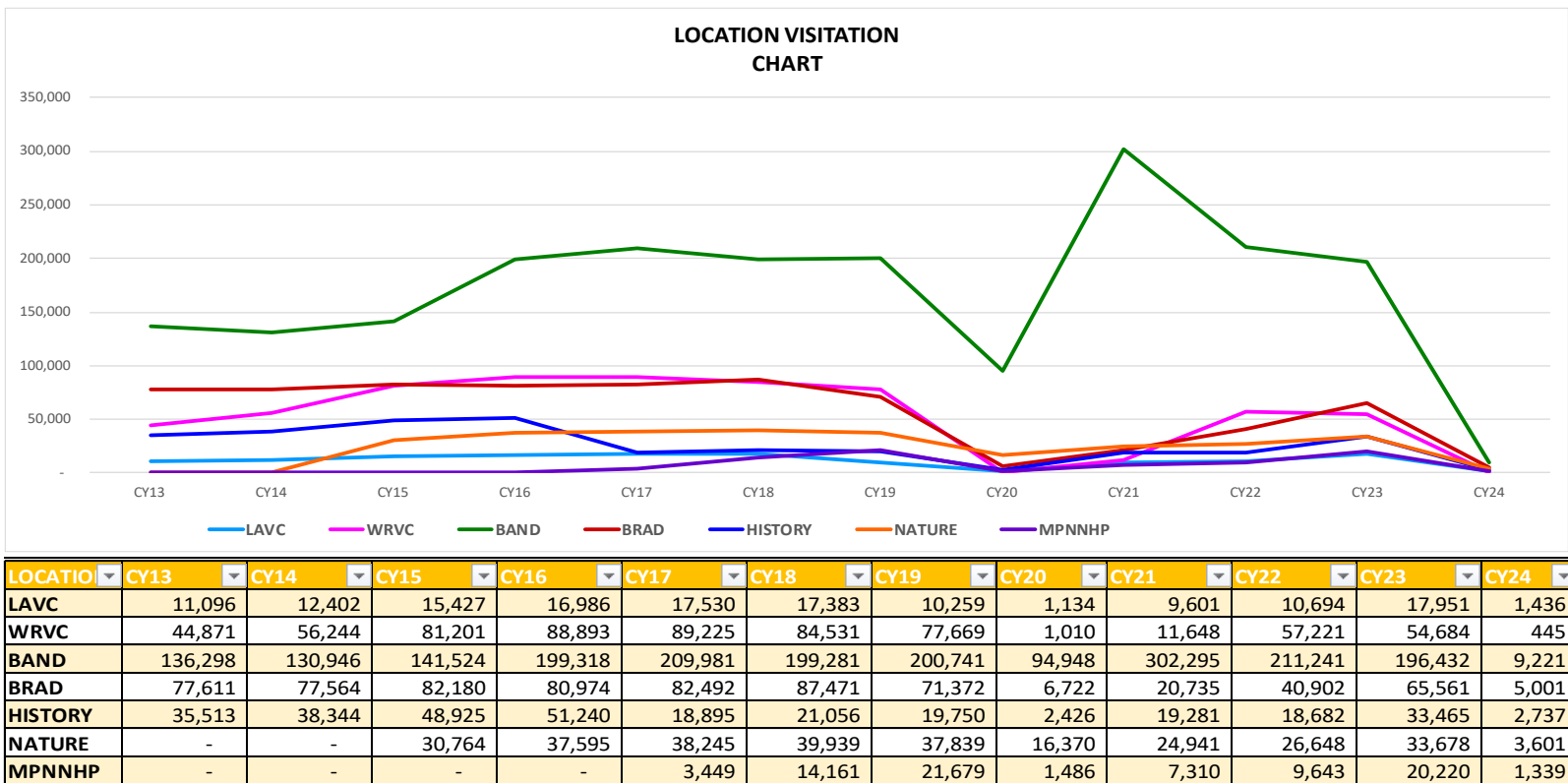


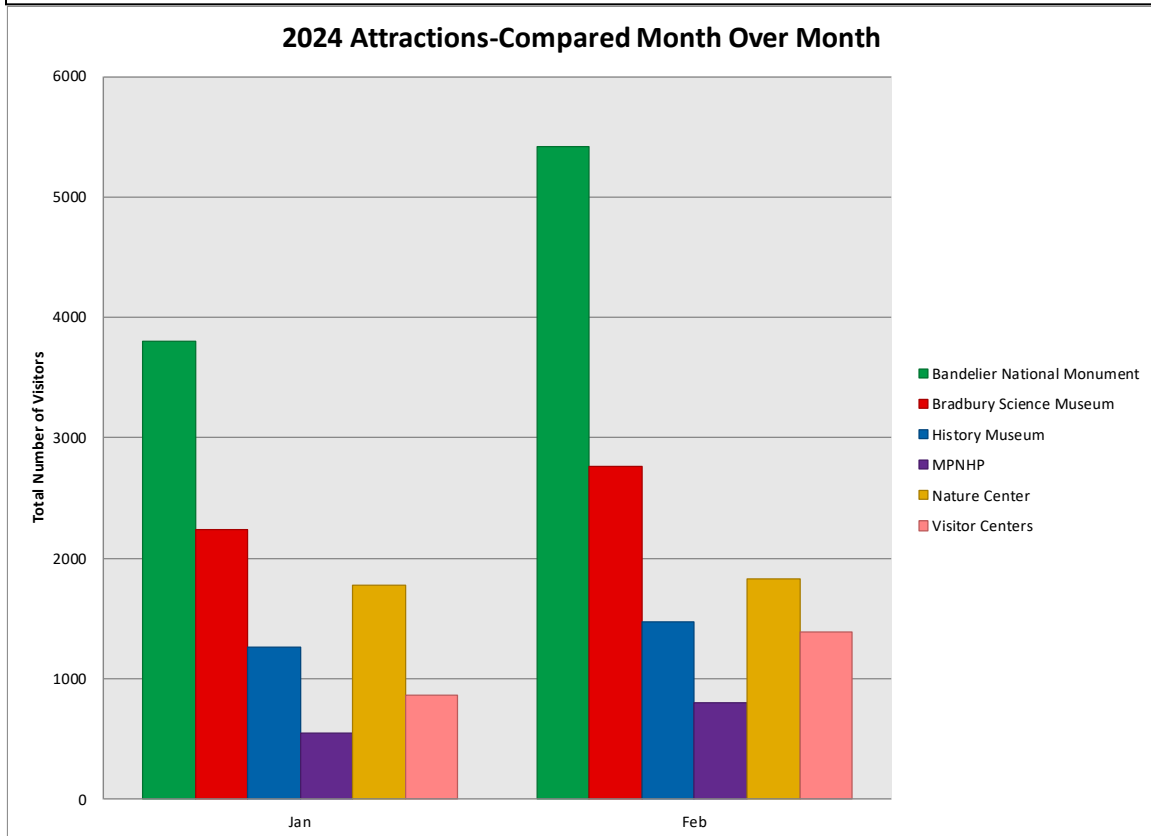
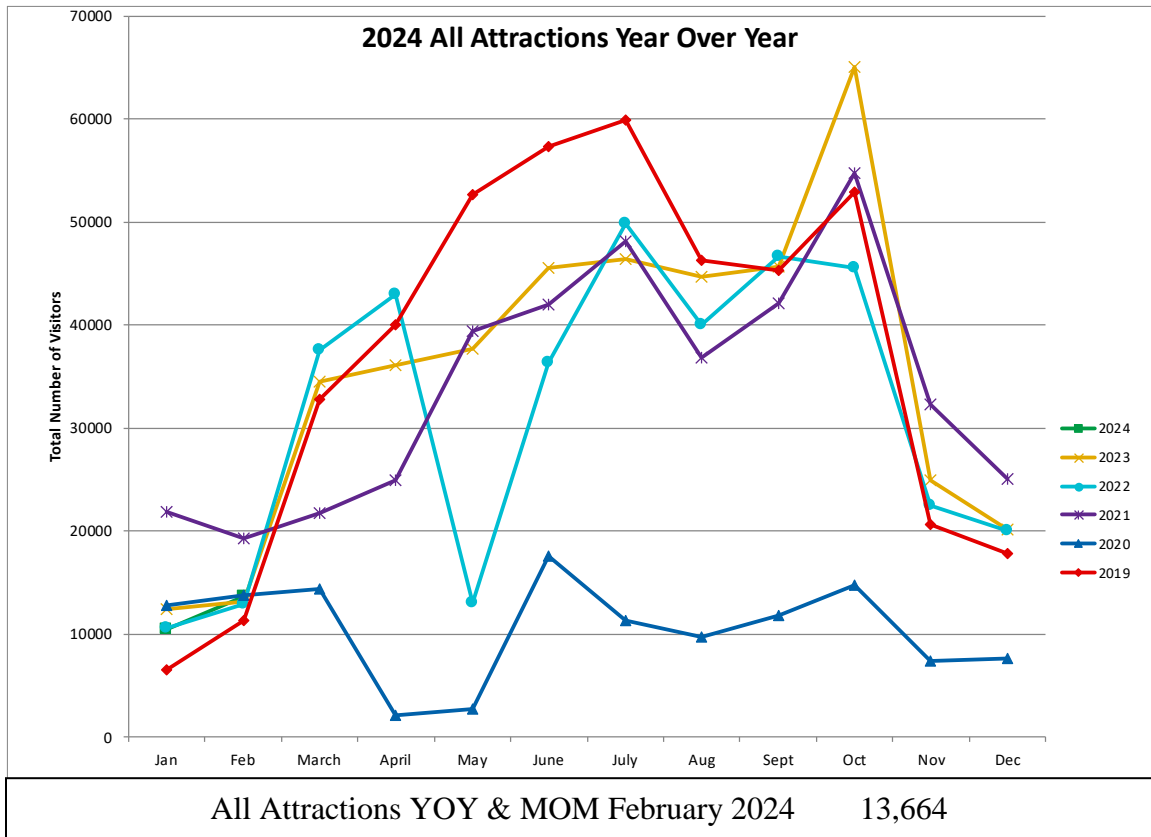
Bradbury Science Museum February 2024 2,764

~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~



Attractions by Calendar Year 2013-Calendar Year FEBRUARY 2024:





February Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. Santa Fe Brochure Distribution picked up 50 boxes. There are approximately 16,000 copies of the guides available in storage.
- Event material in kiosks and the displays are updated weekly or as needed by a DLA representative. These contain a weekly Concierge Calendar and are restocked with 8-10 different Los Alamos County tourism pamphlets. There are currently 25 in place in the Los Alamos, LANL and White Rock areas.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Adventure Guides in stock. Similarly, local distribution points are also monitored. These are filled by our contractor Brochure Distribution out of Santa Fe.
- DLA's website www.visitlosalamos.org and events info feeding www.fyilosalamos.com are updated on a weekly basis with events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were 8 volunteer hours logged for the month of February.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum, Bathtub Row Brewing Coop, Los Alamos Coop Market, Cricket Window, Little Studio on the Mesa, Brenda Fleming (local artist), Metzger's and Samizdat Bookstore were on display for the month of February. The large display featured the Bradbury Science Museum.
- In February, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2024. We provide tourism materials and information as needed for each group.
 - 60 Welcome Bags – NM Consortium
 - 25 Welcome Bags – NDPI Workshop/LANL
 - 500 Adventure Guides – LANL New Hire Recruitment

Adventure Guides Mailed Out February 2024:

76 www.visitlosalamos.org online Adventure Guide requests.
0 Adventure Guides sent for Texas Monthly inquiries from Sunny505.

Analysis of Visitor Surveys:

February 2024

Total of **45** combined LAVC & WRVC Visitor Kiosk Survey Entries (New iPad kiosks were installed at each Visitor Center)

LOS ALAMOS VISITOR CENTER KIOSK ANSWERS – 30 Responses

✓ *What is your age?*

- Under 18 0
- 18-24 0
- 25-34 3
- 35-44 3
- 45-54 5
- 55-64 6
- 65+ 13

✓ *Where are you staying?*

- this is a day trip from home 4
- this is a road trip 10
- lodging in Albuquerque, NM 5
- lodging in Los Alamos/White Rock 2
- lodging in Santa Fe, NM 9
- lodging in Taos, Abiqui 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 7
- School/History Education 19
- Business 1
- Film 11
- Online/Media 3
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 4
- To work 1
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 21
- To visit Bandelier National Monument 12

- To visit the Valles Caledera National Preserve 6
- To visit the Manhattan Project National Historical Park 17
- To visit the Bradbury Science Museum 7
- To visit the Los Alamos History Museum 8
- To visit the PEEC Nature Center 0
- To discover new outdoor activities/scenery (hiking,biking,skiing) 3
- To enjoy some local shopping/food/drink 4

✓ *Please rate today's experience at our visitor center.*

- Very positive 29
- Somewhat positive 0
- Neutral 1
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 15 Responses

✓ *What is your age?*

- Under 18 0
- 18-24 0
- 25-34 1
- 35-44 1
- 45-54 2
- 55-64 3
- 65+ 8

✓ *Where are you staying?*

- this is a day trip from home 0
- this is a road trip 4
- lodging in Albuquerque, NM 1
- lodging in Los Alamos/White Rock 3
- lodging in Santa Fe, NM 7
- lodging in Taos, Abiqui 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 5
- School/History Education 5
- Business 1
- Film 2
- Online/Media 3

- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 0
- To work 1
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 5
- To visit Bandelier National Monument 11
- To visit the Valles Caledera National Preserve 2
- To visit the Manhattan Project National Historical Park 4
- To visit the Bradbury Science Museum 2
- To visit the Los Alamos History Museum 2
- To visit the PEEC Nature Center 0
- To discover new outdoor activities/scenery (hiking,biking,skiing) 2
- To enjoy some local shopping/food/drink 1

✓ *Please rate today's experience at our visitor center.*

- Very positive 14
- Somewhat positive 1
- Neutral 0
- Somewhat negative 0
- Very negative 0

✓ The most prevalent states of origin were from the following states (In numerical order):

- Colorado – 4
- California – 4
- New York – 3
- Florida – 3
- Texas – 3
- Washington – 3

✓ The foreign visitors visiting Los Alamos were from:

- N/A

✓ The most prevalent cities in New Mexico visiting Los Alamos were from:

- Albuquerque

✓ Visitor Comments:

- **Los Alamos Visitor Center Comments:**
 - Wonderful
 - Beautiful visitors center-very informative!
 - Staff member was very helpful
 - Nice informative office
 - What an awesome area!
 - Kind and knowledgeable front desk
 - Wonderful place

- **White Rock Visitor Center Comments:**
 - Interesting area
 - Staff was amazing, so helpful
 - This is an amazing community! Visitor center hosts were amazing
 - Great,fantastic
 - Thank you for the assistance
 - Beautiful New Mexico. Art is everywhere, man made and mother nature
 - Great visitors center
 - Workers here are so friendly and helpful. We had a fun conversation with them.
 - Helpful informative very friendly
 - Very nice visitors center and staff