

**Lodgers' Tax Advisory Board
DRAFT Minutes October 20, 2020**

I. ADMINISTRATIVE ACTIONS

Members Present: Katie Bruell, Vice Chair; Members Linda Deck, Stacy Baker, and Zadora Morin

Council Liaison: Councilor David Izraelevitz

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

A. Call to Order

Meeting called to order at 12:05 pm by Kelly Stewart

B. Approval of Today's Agenda

The Board approved the agenda (3/0). (Linda Deck had not yet arrived.)

C. Approval of Minutes

September minutes will be presented at the November meeting.

D. LTAB Membership Status - Chair and Vice Chair Elections

The elections were not held pending filling of the lodging establishment vacancy. Katie Bruell was elected Acting Chair and Zadora Morin was elected Acting Vice Chair.

E. Public Comment:

No public comment.

II. NEW AND PENDING ITEMS/PROJECTS

Los Alamos Destination Programs Status

Ms. Stewart reported that the Governor will give an update later in the day on COVID and on how it affects the state. Los Alamos Visitor Centers and attractions are still closed. Ms. Pena reported that she is still stocking kiosks with new visitor information brochures.

State Economic Development Initiatives

Ms. Stewart reported that the Outdoor Recreation Division of the New Mexico Economic Development Department is offering grant opportunities that the County is pursuing to improve recreation infrastructure, like trailheads. Nationally, tourism trends indicate outdoor recreation tourism will continue to be a huge trend for the next two to three years at least.

III. MONTHLY REPORTS

Tourism Metrics

Ms. Griffin reported on the Sunny505 overview report for October and on activities

ongoing as well as planned. She inquired about the video footage that Leslie Bucklin is shooting of Manhattan Project National Historical Park, as well as how it might be used.

Ms. Stewart reported on the status of the Lodgers' Tax revenue. So far, in FY21, revenues have decreased by about 50% over the same period FY20.

Ms. Pena reported on visitation numbers for the month of August when Los Alamos History Museum opened with a soft-launch and re-started the walking tours in September with numbers reflecting some visitors.

LTAB members asked Ms. Pena if it was possible to restart LACDC'S customer service training program, Visitor Journey A2D, which was put on hold during the shutdown, following its pilot session. Ms. Pena responded that LACDC is currently determining whether they need to upgrade to a new software platform from the vendor, and if they will add a module on customer service around enforcing COVID-Safe Practices.

Tourism Implementation Task Force Report

Ms. Matteson reported that the task force has filled all vacancies and is revisiting the Tourism Strategic Plan to determine key projects. She reported on the status of projects that are currently in process, including execution of the wayfinding plan and the visitor center interpretation plan, design and build RFP.

Gateway 3 National Parks

Ms. Matteson reported that the parks are open, with restrictions, with the exception of the Manhattan Project National Historical Park.

November 10 is the fifth anniversary of the Manhattan National Park and the County is planning a week of events in celebration.

MainStreet/Creative District Report

Longview Drive, part of the MainStreet District in White Rock, is pursuing a Metropolitan Redevelopment Area grant to redevelop White Rock's commercial area. Halloween is a major event in October, but the pumpkin carving, painting, etc. will be virtual.

Upcoming Events Calendar

Hi-Tech Halloween will be on Friday, October 30 with a chemical experiment demo conducted by scientists from LANL.

Other Announcements

None.

IV. PRESENTATIONS/DISCUSSIONS

FY21 LTAB Priorities Assessment Review

The Board reconfirmed LTAB's priorities as identified in the FY21 LTAB Work Plan. They are data identification, collection, assessment and reporting, short term rental policies and procedures, and customer service training via LACDC's Visitor Journey A2D program. Associated projects, such as pursuit of NMTD's Rural Pathways Project grant, is currently suspended due to the pandemic. Linda Deck recommended that the board assess each

priority project through the lens of LTAB's purpose, and develop the scope based on how it will help LTAB achieve its stated goals.

Councilor Izraelevitz mentioned that the FY21 Work Plan could be modified by the board.

Ms. Stewart reminded the board that the annual B & C report to council for LTAB is scheduled for the October 27 Council Work Session. She distributed a presentation outline for the board's review, which the board approved.

V. NEXT MEETING/FUTURE AGENDA ITEMS

The next meeting will be on November 17, 2020, at 12:00 noon via ZOOM.

VI. ADJOURN

Ms. Stewart adjourned the meeting at 1:54 p.m.