

**Lodgers' Tax Advisory Board  
Draft Minutes May 18, 2021**

**I. ADMINISTRATIVE ACTIONS**

**Members Present:** Matthew Allen, Stacy Baker, Katie Bruell, Linda Deck, and Jack Marshall.

**Council Liaison:** David Reagor

**Others Present:** Kelly Stewart, Staff Liaison; Linda Matteson, CMO; Joanie Griffin, Sunny505; Melanie Pena, Discover Los Alamos; Dianne Marquez, PROS; Margaret Ambrosino, CDD; Barbara Lai, Administrative Support; and Perry Rutherford, IT.

**Call to Order**

Meeting called to order at 12:03 pm by Ms. Stewart.

**Approval of Today's Agenda**

**Ms. Baker made a motion to approve the agenda. Ms. Bruell seconded the motion. The motion passed unanimously with a vote of 4-0.**

**Approval of Minutes**

**Ms. Deck made a motion to approve the minutes from April 20. Ms. Baker seconded the motion. The motion passed unanimously with a vote of 4-0.**

**Public Comment**

No public comment.

**II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION**

The Board members decided to hold the June Board meeting at its original, scheduled date: June 15, 2021.

Elections: LTAB Chair and Vice Chair

Ms. Deck nominated Stacy Baker for Chair and Ms. Baker accepted the nomination. The Board approved the nomination by a vote of 5-0. Linda Deck self-nominated herself for Vice Chair. Ms. Bruell seconded the nomination and the Board approved the nomination unanimously by a vote of 5-0.

Approval of the Draft FY22 Work Plan

Ms. Stewart Kelly introduced the final draft of the FY22 LTAB Work Plan. Ms. Deck proposed edits to the document.

**Ms. Deck moved approval of the Work Plan with edits, the motion was second by Ms. Bruell. The Board approved the Plan unanimously vote with a of 5-0.**

### **New Projects**

No new projects.

### **III. MONTHLY REPORTS**

#### Councilor Report

No report.

#### B & C Liaison Reports

Ms. Bruell said that she attended the Board and Commission Luncheon last week and gave a summary of meeting presentations and discussion.

Ms. Matteson updated the Board on Council's decision to start their in-person meetings on June 8. As of now, there is no set date for Boards to start in-person meetings.

### **Tourism Metrics**

#### Tourism Marketing Report

Ms. Griffin reported the status of their social media advertising which showed that the April numbers of followers are up considerably over March. She reported on the FY22 Cooperative Marketing Program Proposal, for which the, NM Tourism Department will fund 67% of the cost.

Ms. Stewart reported that the Marketing Services RPF is due on May 25.

#### Lodgers' Tax Revenue Report

Ms. Stewart reported that Lodgers' Tax revenues are down 49%, year over year.

#### Visitation by Attraction/Visitor Centers

Ms. Pena reported that both Visitor Centers have been busy. She also reported that the Manhattan Project National Historic Park office will be opening Memorial Day weekend. A welcome table will be placed outside the building to accommodate visitors.

#### Visitor Materials

Ms. Stewart presented a table with the list of locations where new and modified visitor information kiosks throughout the County.

#### Tourism Industry Updates

Ms. Stewart reported that she is participating in a virtual membership meeting hosted by the New Mexico Hospitality Association on Thursday (May 20).

She also stated that the New Mexico Tourism Department recently started advertising throughout the State.

### **Outdoor Recreation Initiative Update**

#### Outdoor Recreation Work Group

The group has invited new outdoor recreation enthusiast to join the next meeting on Thursday (May 20) to discuss next steps to develop and promote Los Alamos' outdoor recreation assets. LTAB and the Tourism Implementation Task Force hosted a special joint meeting on April 9 for the public featuring a presentation from the New Mexico Outdoor Recreation Division's Manager Axie Navas who encouraged Los Alamos to increase its outdoor recreation programs.

#### NM Outdoor Recreation Division

The NM Outdoor Recreation Division will soon issue grant opportunities that support infrastructure (like trails) and equity projects from the Outdoor Recreation Division. Ms. Bruell said that PEEC is working on submitting a grant application for the equity grant for a program that benefits children living in Espanola Valley.

#### **Tourism Implementation Task Force Report**

Ms. Matteson reported that Council approved 3 of 4 budget options that the task force recommended: design of new restrooms and a vendor pad at White Rock Visitor center, a Lodgers' Tax ordinance/Short Term Rental study and development of a Community Services Department Integrated Master Plan. The proposed Tourism Manager position was not approved.

There are two other working groups on the task force focusing on event management and support and the Downtown Master Plan work group that are participating in the current Downtown Master Planning and Development Code Update projects.

#### **Gateway 3 National Parks**

##### **Manhattan Project National Historical Park (MPNHP)**

The MPNHP Visitor Center is planning to open its visitor center on Memorial Day weekend.

##### **Bandelier National Monument**

Ms. Matteson reported that Bandelier is conducting interviews for a permanent superintendent.

##### **Valles Caldera National Preserve**

Ms. Matteson displayed the new information signs for tourists.

##### **MainStreet/Creative District Report**

Ms. Stewart reported that ScienceFest will offer live programming throughout the week at 6:00 p.m. each night, either at Fuller Lodge or the Bathtub Row Brewery.

She also reported that the Creative District finalized plans for events for "Tuesdays at the Pond" which starts June 1.

### **Community Development Department Update**

#### Dog Daycare Popup

Ms. Stewart reported that the Los Alamos Doggy Daycare, PhD has requested permission to open a doggy daycare at the White Rock Visitor Center during the high tourism season (mid-May through mid-Oct), so that visitors can leave their dogs in a safe place while they visit Bandelier, a National Park that does not allow pets. Also, another person has requested a license to start a hot dog vending business called "Oppenwieners," and he plans to vend as many events and locations as his schedule will allow.

#### Marriott

Ms. Ambrosino said the Marriott hotel and conference center project was approved by P & Z and hope to break ground later in the summer.

#### Lodgers' Tax Ordinance/Short Term Rental Study

Ms. Ambrosino said that the short-term rental study is budgeted at \$50,000 and the County will initiate the bid process for a contractor after July 1.

#### Downtown Master Plan/Redevelopment Planning

Ms. Stewart reported that LACDC's Los Alamos MainStreet and the New Mexico MainStreet will present an overview of the proposed Metropolitan Redevelopment District proposed for White Rock, including the designated boundaries and the opportunities at the May 18, 2021 Council meeting. A resolution will be submitted for Council approval at the June 8 Council meeting and, following a 10-day public comment period, Council will be asked to approve the ordinance to designate the MRA boundary. The deadline for comments from the public on the Downtown Master Plan is Thursday, May 24.

#### Development Code Update Process

Ms. Stewart reported that the consultant contract is with the County Attorney for review.

#### Dark Skies Corridor Initiative

Ms. Stewart reported that the Dark Skies Initiative will be addressed in the development code update.

### **Community Services Department Update**

Dianne Marquez reported on the many recreational activities scheduled at the Golf Course and Aquatics Center for this summer.

### **Upcoming Tourism Events Calendar Updates**

Ms. Deck reported that they are currently working toward a June 22 opening date for the Bradbury Science Museum pending approval from Lab officials.

PEEC is opening registration for summer camps that will start in June.

Mr. Marshall reported that the Hampton Inn was very busy in April and may return to pre-pandemic occupancy numbers in May.

Mr. Allen reported that the Pueblo Canyon Inn is very busy and they are starting to convert from the long-term stays that they booked through the pandemic to overnight/weekend leisure stays.

**NEXT MEETING/FUTURE AGENDA ITEMS**

The next meeting is scheduled for June 15, 2021, at 12:00 noon via ZOOM.

**PUBLIC COMMENT**

No public comment.

Ms. Stewart adjourned the meeting at 1:52 p.m.