

Los Alamos County  
Lodgers' Tax Advisory Board Meeting  
**Tuesday, May 19, 2009**  
Chamber of Commerce Conference Room  
109 Central Park Square, Los Alamos, NM 87544

## IN ATTENDANCE

### Board Members:

Brad Duni, Chairman (community at-large representative)  
Linda Deck, Bradbury Science Museum (visitor attraction representative)

### Liaisons/Staff/Contractors

Kevin Holsapple, Executive Director, LACDC  
David Empey, Project Manager, Griffin and Associates  
Tony Mortillaro, Assistant County Manager, Los Alamos County  
Kelly Stewart, Staff Liaison, Los Alamos County

## CALL TO ORDER/STATEMENT OF ANTI-TRUST

The meeting was called to order at approximately 1:05 p.m. All board members present agreed to follow the bylaws of the Statement of Antitrust Policy.

## AGENDA/APPROVAL OF MINUTES

All board members approved the meeting agenda. All board members reviewed and approved the minutes of the May 12, 2009 special strategic planning session with one clarification. Kevin Holsapple commented on the part of the minutes that discussed the observations and recommendations of Destination Development International branding consultants, saying that the minutes should reflect that the Los Alamos gateway rocks should remain in place, but that landscaping should be added, as well as a sign that says "Downtown Los Alamos – 1 mile". Kevin also suggested that similar wayfarer/gateway signage should be posted on westbound Trinity and Central, letting travelers know what's up ahead and when they have "arrived" in downtown Los Alamos. Kelly stated that she will update the minutes with this comment and send them out prior to the June meeting.

## PUBLIC COMMENT

There were no members of the public in attendance.

## COUNTY PROJECT REPORT

Brad Duni asked Tony to provide a status report on projects in progress throughout the County. Tony provided a brief summary of the following County projects:

- **White Rock Tourist Information Center** – architect/facilitator contractor to be hired to develop phase 2 design this summer/fall. Kevin mentioned that volunteers from the current WRTIC went on a field trip to other visitor centers throughout the state and gathered input and comments for use in the design of the new WRTIC. Kevin and the WRTIC staff will be consulted as part of the new WRTIC development process.
- **RV Park** – Initially proposed as part of the WRTIC, the County is currently in discussions with San Ildefonso to discuss complimentary development of adjacent land uses. San I. has expressed interest in developing a long-term, overnight RV facility on an adjacent 18-acre parcel that may serve to compliment the day-use, short-term, "RV friendly" concept proposed for the WRTIC.
- **MainStreet Supplemental Projects** – kiosks, banners and speaker system will be implemented by this summer to enhance Downtown Los Alamos.

- **Science Complex** –at the Lab is in development. The concept has been presented to DOE. The County is involved in selection of the contractor. Like the Research Park, the proposed Science Complex would be leased by the County to the Lab. The design envisioned is a campus setting to accommodate up to 1,400 employees.
- **Airport Basin Site (ABS)** –The new facility will house operations staff and functions of both the County and the Schools. As facilities are completed, a staggered move of staff is planned, leading up to the “big move” in January 2010. In February 2010, demolition activities at the Trinity Site will begin.
- **Animal Shelter** – With a groundbreaking in May, the Animal Shelter will be completed this summer, strategically designed to shield the animal obedience Quonset hut.
- **Municipal Building** – A 16-member committee has been chosen to identify and recommend a site for the new Municipal Building by September 15, 2009.
- **Golf Course Club House** –a new, updated club house is still on the list of capital improvement projects.
- **White Rock Improvements** – the Gateway, State Road 4 Improvements and arroyo improvements are included in a single RFP to be issued this summer.
- **Snow-Making at the Ski Hill** – County Utilities is coordinating water collection efforts to support the Ski Hill’s snow-making efforts.
- **Water Park** - There is discussion of a leisure pool/water park, complete with water slides and other recreational water features. Possible sites that have been contemplated are at the townsite (as part of the Aquatic Center) and in White Rock, on or adjacent to parcel A-19. Kevin mentioned that that the Radisson Inn at Menaul and Carlisle in Albuquerque constructed a water park that proved to enhance their business.

#### **BOARD MEMBERSHIP**

Kelly announced that she will be attending a reception for the new superintendent, Jason Lott, at Bandelier on Thursday, May 20. Linda Deck said she would also attend. Kelly stated her intention to discuss the opportunity for Superintendent Lott to apply for the vacant visitor attraction position and will report back at the June meeting.

#### **MONTHLY REPORT**

Per statistics presented by LACDC, Los Alamos attractions such as the Bradbury Science Museum and the Los Alamos Historical Museum continue to defy the statewide statistics that indicate a downward visitor trends.

Kevin stated that the new information kiosks scheduled for installation throughout the downtown area in May will enhance visibility and access for visitors to Los Alamos attractions; each kiosk will give visitors a reason to keep walking to discover what comes next.

#### **GROUP MARKETING**

Marketing to groups was again emphasized as a key initiative to be considered by LTAB. Visitors’ Guides packets should be sent in advance with coupon books to ensure that groups of visitors have all the information they need to eat, stay and buy in Los Alamos. Local businesses have reported positive feedback from the advertising value of the coupon book. Kelly asked if LACDC can quantify the total value of the coupon books.

It was agreed that the more accommodating local businesses can be the better rate of return. For example, the Hampton Inn in Albuquerque provides shuttle service to the Journal Pavilion, at once, supporting the convenience of a hotel stay and discouraging driving while drinking. A Los Alamos hotel offered shuttles to Santa Fe for shopping during an MIT alumnae group event.

#### **SMALL PROJECT GRANT RFP PROCESS FY10**

Kelly reiterated that the RFP for Small Project Grants will be noticed in the Albuquerque Journal and the Los Alamos Monitor on Sunday, May 17<sup>th</sup>; distributed to all known, potential proposers via e-mail and/or letter on Monday, May 18<sup>th</sup>; proposals are due on Wednesday, June 3<sup>rd</sup>. Ken Ashley and Denise Smith will be serving on the selection committee with Kelly Stewart.

## **VISITORS' GUIDE UPDATE**

David Empey of Griffin and Associates reported that he has met the minimal sales goal he negotiated to fund printing of the Visitors' Guide: \$33,500. He mentioned that he is seeking additional ads or listings to fund the \$1,000 that may be required by the map maker, Andrea Kron who quoted her costs at \$55/hour; \$475-\$975 depending upon degree of difficulty. There is a quarter page left. The Board suggested the following businesses to be approached: Daniel's Café (Los Alamos), Kokoman (Pojoaque), El Paragua (Española), Gabriel's (Santa Fe County), Santa Clara Pueblo, San Ildefonso Pueblo.

Leslie Bucklin, the County photographer, is providing high-resolution photographs, including the cover shot, for the Visitors' Guide. Since our rights to James Rickman's photos of the Pajarito Punishment expire in June, Kelly stated that Leslie would be taking photos of the 2009 Pajarito Punishment to replace James Rickman's photos.

Scheduled delivery date for the new Visitors' Guide is August 1, 2009. Current supplies are expected to last but must be closely monitored.

## **PUBLIC RELATIONS**

A middle-eastern reality television show, "On the Road to America" is coming to Los Alamos and approached Linda Deck about visiting the Lab. They may be able to access the Lujan Center at LANSE. They may also visit Bandelier.

Kelly reported that the New Mexico Tourism Department/Region 5's 2<sup>nd</sup> annual Northern New Mexico Press Tour is scheduled for the third week in September. LTAB is set to contribute the same amount as in 2008 to secure the services of Geiger and Associates to arrange the tour. Kelly reported that media product is expected to come in for the next year. Brad requested a presentation on last year's Northern New Mexico Press Tour. Kelly reported that most of the articles received to date feature Bandelier.

David Empey said that Griffin's P.R. expert, Peter St. Cyr, is also using his contacts to place stories. Griffin is looking for ways to capture media coverage perpetrated by Peter. Kelly agreed to send the press list from last year's media tour to Griffin to ascertain the source of any media coverage collected by Griffin.

## **NMTD MARKETING & ADVERTISING CO-OP GRANTS**

Kevin reported that, with the County's approval, LACDC will pursue a joint LACDC-County grant. Kelly agreed that a joint proposal would be most effective. Claire Roybal has attended one of the State's workshops and has begun preparations.

## **ASSET ENHANCEMENT**

It was suggested that LTAB might join forces with the Monitor—or The Essence—on a revamped "Best Of Los Alamos", focusing on smaller, specialized items, like "best dessert" or "best burger" or "best martini", etc.

LTAB may also join forces with County Environmental Services or County Code Enforcement to educate businesses regarding litter management (e.g., dumpsters). David Empey mentioned that Albuquerque has a Downtown Action Team comprised of "ambassadors" to monitor and enforce litter management.

LTAB does not have the mission or authority to implement these programs. Its role must be as an advocate.

## **ADJOURNMENT**

Because there was not a quorum to discuss or decide issues, the meeting adjourned at approximately 2:40 p.m.