

Minutes  
NEW MEXICO TOURISM COMMISSION MEETING  
Hyatt Regency Albuquerque, Pavilions 1 & 2  
330 Tijeras Ave. NW, Albuquerque, NM 87102  
May 10, 2017  
8:00 AM

Interim Chairman Chris Stagg called the meeting to order at 8:08 a.m.

**Roll Call**

**Commissioners present:**

Interim Chairman Chris Stagg  
Commissioner John Garcia  
Commissioner Jennifer Kimball  
Commissioner George A. Brooks  
Commissioner Scott Hutton  
Commissioner Belia Alvarez  
Commissioner Emerson R. Vallo

**Commissioners not present:** None

**Approval of Agenda:** Motion was made by Chairman Stagg to approve the May 10, 2017, agenda and passed.

**Approval of Minutes:** Motion was made by Chairman Stagg to approve the February 15, 2017, minutes, and passed.

**Introduction of Guests:**

Chairman Stagg asked everyone attending the meeting to introduce themselves and to state the district or organization they represent.

**Guest Speaker: Tania Armenta, Visit ABQ**

- Updated the Commissioners on [visitalbuquerque.org](http://visitalbuquerque.org)
- Chairman Stagg thanked her for all Albuquerque has done for the Governor's Conference event.

**Guest Speaker: Jen Schroer, New Mexico Hospitality Association**

- Jen expressed her thanks to Visit Albuquerque for all their support and collaboration for the Governor's Conference (that has just concluded), and said she's very grateful for the Tourism Department's continued support.
- The Visitor Journey program is now in five destinations, she said, and they've been getting great feedback. So far, about 300 people have looked through it, including La Fonda – she thanked Commissioner Kimball, as more than 50 people have gone through it there. It'll be

launching in Taos shortly, it's already in Santa Fe, Farmington, Gallup, and Las Cruces. Other communities have also expressed an interest in coming on board, she said. (*Visitor Journey* is a statewide, customer service training program through the lens of tourism.)

Chairman Stagg thanked Tania and Jen, saying they both must depart to attend a board meeting.

## **New Mexico Tourism Department Update - Rebecca Latham, Cabinet Secretary**

### **FY18 Budget**

Secretary Latham said there's currently no budget to update on. The budget went through and passed with a minor ding - \$200,000 was cut from the FY17 budget. The adjustment will be looked at again in the special session, but she noted that the governor and legislature have continued to support NMTD. She promised to keep everyone posted on the outcome.

### **FY18 Co-op Program**

The department went out to bid for a contract to provide strategic marketing guidance and overhaul for the co-op program. We have a fabulous co-op manager, she said, but due to budget and personnel constraints, we thought it a wise opportunity to bring in experts who've been providing ways to expand co-op. The contract was awarded to Katie Connolly and Associates, and a new associate of theirs, Tania, to work with NMTD to overhaul this program. The Secretary introduced Katie to explain the program.

- Katie Connolly has worked with NMTD since 2011, prior to the launch of New Mexico True, and said she's thrilled to be here to discuss the future of co-op. She will introduce Tania Leichter, new to their team, whom she met at ESTO last year. Tania has a ton of experience, most recently with Brand USA and Utah, Katie said.
- The main focus, and the bulk of the investment for the Tourism Department, is in creating awareness for New Mexico, since, she said, many people have not thought of New Mexico as a tourism destination. The role of the new program is to empower co-op and provide a game-changing program that's inclusive for our partners.
- Inclusive Approach - Many partners could not afford to put 100% of the cost up front, and they are not all equal in their understanding of media options. Our goal is to offer 1-to-1 partner consults on media to design a custom program that meets their specific budget and objectives with an expanded menu regarding insertion, trafficking, and post-performance reporting.
- New this year - partners will have a diverse range of opportunities in terms of budget, media options, and creative resources, so they'll have tools to create advertising that meets the NM True brand.
- One of our overall goals has not changed – leveraging the buying power of the state, so we get the best negotiated rate for every partner. Complementing the awareness-building advertising the state has invested multi-million dollars in, with the co-op funds to drive consideration and activation, we can get the ultimate competitive best. We'll also make sure we're enabling the efficient production of video. Many partners won't have the means to do that, so we've found a way to help them with that and with all the reporting.
- The Program still has 2 components:

- MMP (Media Menu Program) – launched last fiscal year; the big game-changer here is that there's no maximum grant size per partner. They can apply without arbitrary caps. Strong new benefits for MMP:
  - Only 50% cost is due up front
  - NMTD leverages the power of the media buy
  - 1-to-1 consult provided
  - Insertion orders and trafficking to vendors on behalf of the partners
  - All reporting on the back end will be done for the partners
- FLEX – this provides for unique circumstances that a partner may request, such as influencer programs, trade show, or website development.
- This year, partners can apply for both MMP and FLEX, and we'll sequence the launch. We'll wait for post-MMP to see how much money we can award there, because we believe the MMP has the most benefits for partners and the NM True brand. The average grant size is \$5,000, but we're not capping it.

Katie introduced Tania, to continue with details of the program. Tania explained the steps and processes for the program.

- Step 1 – Intent to Apply - this grant tool is important to get information on the organization, their target market, campaign timing, media timing (summer/winter), media preferences – what types of media is preferred and how they would best work for their resources, estimate the budget, source of funding – for the applicant it's important with co-op for reporting requirements in order to anticipate how to place them in the right program that meets their needs.
- Webinar attendance required for co-op program
- Vendor webinars – to understand the opportunities available, these are 15-minute vendor introductions
- Send the Intent to Apply form to Katie and Tania, who will schedule a 1-to-1 to map objectives for a plan, and match these to the partner's budget
- Load Application – recommendations are provided for the partner, who will define their requests in prioritizing publishers and vendors; the amount of the grant will be determined based on these requirements and requests.

Depending on the overall requests from applicants, Tania said, we can determine how much funding we can grant each participant.

- Other media opportunities:
  - Snapshot print – to be negotiated with publishers' advertorial section to tell a NM story; it's better than just a display ad, although the display ad can be added as an a-la-cart option. In Texas Monthly, Southwest Magazine, Outside Magazine, New Mexico Magazine, and D Magazine.
  - Digital – content creation programming/Pandora is included in paid social media. Content can be sent to more than 50K outlets
  - Video – also can get video – (great for showcasing ski opportunities). There's a big program through Expedia; NM TV video; out of home – leverage what NM True is doing.

- 1-to-1 Consulting: Plans for In-state, Drive Market
- Reporting: Will provide you with the deck, showing all your programs and how they did, based on what you purchased.

Program Due Dates:

- Webinar on the 18<sup>th</sup>
- Must enter Intent to Apply form by the 23<sup>rd</sup>
- 1-to-1 consultations go up to June 13
- When money is due depends on when you're running the media – billing comes after the run. The state will pay the vendors and matching funds.

**Chairman Stagg asked for questions or comments.**

- Commissioner Vallo asked about a program for tribal promotions. Secretary Latham said all go into the same program.
- Commissioner Hutton said the programs offered are incredible – are we getting the word out in time? Secretary Latham said that Andrea's getting the information out to all interested parties, but we don't yet have numbers. In FY17, the number of grants awarded was 29. There will be more now that we have expanded grant offerings.
- Maximum on media/video – 2-3 day videos option. Menu tiers and state matching.
- Chairman Stagg said the NM True brand is really successful, but doesn't focus on conversion. As this program goes forward and gets good results, you might want to talk to the legislature about more funding toward it on an economic development basis. It's a fantastic program.

**HB218 Litter Control & Landscape Beautification**

HB 218 Establishes:

- An eleven-member Advisory Committee shall be established and approved by the Tourism Commission. Recommendations for suggested candidates to serve on the Advisory Committee shall be made by an initial five-member nomination panel. Persons interested in serving on the nomination panel should contact the State Coordinator and provide a letter of interest in writing. Members of the nomination panel are not eligible to serve on the Advisory Committee.
- The Advisory Committee shall be appointed as follows:
  - No two members shall be residents of the same county.
  - The Tourism Commission shall approve members to the Advisory Committee who are knowledgeable in the areas of beautification, blight reduction, litter eradication, waste diversion and modification of human behavior patterns; provided that no member shall be an employee of the state.
  - One member of the Advisory Committee shall be appointed from each of the six regional tourism districts, and five members shall be appointed from the state at large; provided

that at least two of the members shall have experience in tourism, economic development, community beautification or recycling initiatives; provided further that at least two members shall be affiliates in good standing of keep American beautiful.

- The Advisory Committee shall select a person from its membership to serve as chair, and the Committee shall meet at least quarterly to conduct its business
- Notwithstanding the provisions of the Per Diem and Mileage Act, the members of the Committee shall not receive any compensation, perquisite, or allowance in connection with their duties.
- The Advisory Committee shall report to the Tourism Commission at each Tourism Commission meeting.
- The Advisory Committee shall be staffed by the State Coordinator.
- Timeline:
  - May 10 – Commission designates one member as POC for selection process – **Commissioner Kimball will serve as the POC.**
  - July 1 – HB218 goes into effect
  - July 3 – NMTD solicits letters of interest for selection committee
  - July 17 – NMTD provides letters to commission POC
  - August – Slate for five-member selection committee presented to commission

### **Program Update**

Secretary Latham said she'd like to update everyone on what was presented yesterday to the Tourism Industry; she expressed her thanks to all who had been able to attend. In addition, she'd like to mention that Jordan Guenther has announced that he's moving to a new role with the Indian Pueblo Cultural Center – she said she couldn't be more proud or happy for him. Jordan is a reflection of the time he's spent at NMTD, and he represents us very well, she said. So we're grateful for his many contributions, wish him lots of success, and look forward to finding more ways to strengthen the relationship between our tribal governments and Native American culture in New Mexico. Thanks to Jordan's unique insight into the department programs we offer, we'll be able to provide more support to the cultural assets there.

### **#NewMexicoTrue A-Ha Moments**

1. **From Pipeline to Partnership:** Evolving how we approach partnerships & how we make those opportunities available
2. **Better Together:** NMTC & Co-op as tangible programs to benefit industry and businesses beyond tourism
3. **Developing the Development:** We bring more value than money alone, transition from Tourism Development Grant into Rural Pathways Project
4. **Tools You Can Use:** Diversifying NM economy can't rely on the state budget alone
5. **You Asked, We Listened:** New premium listings on NewMexico.org to create a sustainable fund for co-op. *\*Jordan's A-Ha moment: the new website that includes*

*premium listings. Money earned from these listings will go into the NMTD enterprise fund to support sustainable co-op.*

6. **Are We There Yet?:** Launching summer travel promotion, Enchanted 8

**Enchanted 8**

- Secretary Latham said these are the NM True road trips that cover the entire state. The roll-out is in May, based on research that says June, July, and August are the best travel times for in-state travel as well as visitors to New Mexico.
- Chairman Stagg mentioned that this looks like a good model for the BMW/Mini car club rally to use in the Enchanted Circle area.

**Reports from Commission Members**

Chairman Stagg

He told Jordan Guenther he's sorry he missed the announcement, but wants to say thank you for all Jordan has done for the state and the department, and good luck in his new job. "We'll miss you."

Commissioner Vallo

- Los Rios River Runners rafting down the Rio Grande on May 11, with a traditional Native American feast afterwards– call 575-776-8854 for more information
- Aug. 19 – Pueblo annual feast days
- May 29 Acoma Pueblo Bike/Run – registration is open

Commissioner Hutton

- Outside Bike & Brew Festival – May 18-21 in Santa Fe

Commissioner Garcia

- Ski New Mexico – regarding work to save the US Ski Team – thank you to Chris and George for all their support. It's important for national and international exposure.
- All the best to Jordan in his new position – his work is a legacy for him and for the department, and he will be missed. On behalf of the Commission, and for himself, thank you to Jordan for all your great work.

Commissioner Kimball

- International Folk Art Market – July 14-16
- Bishop's Lodge broke ground last week; looking forward to it opening in the summer of 2018

Commissioner Alvarez

- Said she is very much going to miss Jordan – has appreciated all his contributions!
- Las Cruces has had a great quarter, with 10,000+ visitors

- Hosting the International Mariachi Conference (has scholarships) – will be Nov. 8-11
- Las Cruces is celebrating Spaceport and all their initiatives. A rocket-building competition for students is upcoming in June, with 1500 contestants

### **Public Comments**

Dave Hayduk said he appreciates being appointed to the Clean & Beautiful Commission – he thinks it's important to bring this information to all of New Mexico. His company is celebrating 35 years in business, and he can report that many cities across the state are excited about participating in the NM True program. Deming has a new True video upcoming. An F16 Fighter Squadron will be coming to Alamogordo for 2 years. Hayduk is helping to develop a campaign to bring the contract support jobs for the squadron to Alamogordo – he's been using True to bring attention to like-minded folks across the country for this effort.

Secretary Latham said she was asked to consult with the stakeholders in Alamogordo on their efforts to attract contractors, as there are so few of these skilled people, that they can choose where to go for their assignments. She said Dave most kindly accompanied her to this meeting, and they pitched using NM True marketing for both internal (which Alamogordo was already on board with) and external programs to accomplish this, since there is no extra money to spend for a huge campaign. She said she looks forward to assisting the city however possible, with Dave's continuing help.

### **Next Meeting**

Secretary Latham said that the next meeting should happen in August, and to plan on looking for a location in the southern district – anywhere south of I-40.

### **Adjournment:**

Meeting adjourned at 9:22 a.m.