

Minutes
NEW MEXICO TOURISM COMMISSION MEETING
Indian Pueblo Cultural Center, Chaco Ballroom
2401 12th Street NW, Albuquerque, NM 87104
December 16, 2016
2:30 PM

Interim Chairman Chris Stagg called the meeting to order at 2:35 p.m.

Roll Call

Commissioners present:

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

Commissioners not present:

Commissioner Jennifer Kimball
Commissioner Belia Alvarez

Approval of Agenda: Motion was made by Chairman Stagg to approve the December 16, 2016, agenda and passed.

Approval of Minutes: Motion was made by Chairman Stagg to approve the August 12, 2016, minutes. Commissioner Vallo proposed a correction to page 5 of the official minutes for the August 12, 2016, meeting: the addition of the following text to the final bullet point under Tribal Tourism is Good for the U.S.A.: "Overseas visitors to Indian Country have gone from a low of 600 thousand to 1.95 million in 2015 – a 181% increase since 2007." The motion to include the additional wording was 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: Monique Fragua, Museum Director, Indian Pueblo Cultural Center

Ms. Fragua thanked the commissioners and Cabinet Secretary Latham for hosting the meeting and allowing the Indian Pueblo Cultural Center time to present.

- IPCC is celebrating 40th Anniversary (1976-2016) and continues to fulfill the mission to preserve and perpetuate pueblo culture.

- April 2016 we opened We Are of This Place: The Pueblo Story. First major renovation to permanent exhibit since opening in 1976.
 - Sharing a rich heritage of storytelling, passing traditions and culture from generation to generation that is a value shared by all Pueblo People.
 - This exhibition continues the storytelling tradition sharing Pueblo art, culture, and history with visitors through objects, spoken words, images, and videos.
 - We share our stories in *our own* voices.

- The Indian Pueblo Cultural Center highlighted the following:
 - Museum exhibition plan for upcoming exhibits & exhibitions through 2020
 - Consumed by Design, (Marla Allison, Laguna Pueblo)
 - Tewa Tales of Suspense! (Jason Garcia, Santa Clara Pueblo)
 - Pueblo Storytelling
 - Pueblo People & The Modern Environment
 - IPCC Library & Archives
 - 6,500 titles, 100 Theses & Dissertations, 10 community interns working in 7 pueblo communities
 - IPCC Collection which contains 2,500 pieces of pottery, jewelry, baskets, textiles, and other material objects
 - IPCC Volunteer & Membership Program with 423 Members and 46 current active volunteers who dedicate time, knowledge, and directly impact our organization.

- The Indian Pueblo Cultural Center is a place to start new family traditions as well as honor the past
 - Annual Resilience Run in August which commemorates the Pueblo Revolt of 1680
 - Annual Gingerbread House Competition which is unique in that it features pueblo architecture. Sec. Latham was a judge this year!
 - Annual Native American Student Art Show – this show is valuable to show the students’ hand-crafted art: the students can converse directly with buyers and showcase and continue their artistic traditions. This year the students sold 88 pieces of art for a total of \$1,230, which all goes directly back to the student artists.
 - Annual Holiday Shop and Stroll and new evening event in winter time which begins the Stories by Fire- Traditional Storytelling and Activity for families.
 - Traditional Native American Dances held every weekend throughout the year

The Indian Pueblo Cultural Center is proud of the work we do and know that what we do directly impacts NM tourism, the pueblo communities, and our pueblo artists. The most recent example is the five unique pueblo mugs which were designed in conjunction with the artists to replicate the clay mugs created for the Starbucks at Avanyu Plaza.

Commissioner Garcia introduced the President and CEO of Indian Pueblo Cultural Center, Mr. Michael Canfield. Mr. Canfield manages the IPCC, and spoke for a few moments regarding the 19 pueblos that own the land, the development of pueblo land, and the political subdivision they formed.

New Mexico Hospitality Association

Jen Schroer, President and CEO

- In regards to public policy, it is the association's intention to propose legislation to remove the lodgers tax exemption of 3 rooms or less from the state statute, as the term *room* is ambiguous, and it created a loophole for Airbnb and VRBO. We believe it has created a higher cost of living and an unfair competitive advantage for smaller operations of 3 rooms or less, compared to traditional lodging – hotels, motels, and B&Bs. So, in the upcoming legislative session, we intend to have a bill to eliminate the exemption - we see this as closing the loophole for a larger community and economic development initiative. In conjunction with this, we'll be working to create a Lodgers Tax Best Practices Handbook. Next year our main communication across the state and outreach strategy will be to see how we can best use those lodgers tax funds. If we can take the \$43.5M of lodgers tax revenue and get just 1% working better and smarter towards marketing and promotion, that's going to make a big difference to the lives of New Mexicans.
- We will be supporting the New Mexico Tourism Department's budget, and hopefully the budget for this year will be maintained.
- We will also be focusing on support for the Film Tax Incentive, because that's so important to our lodging industry.
- The NMHA will be supporting private & public partnerships and also broadband.

New Mexico Tourism Department Update:

Rebecca Latham, Cabinet Secretary

2017 Legislative Priorities

- Amend Litter Control Council
Representative Rebecca Dow will introduce a bill that will abolish the Litter Control Council and create a New Mexico Clean & Beautiful Advisory Committee of 7 members, to be appointed by the Tourism Commission. The bill also defines duties assigned to the New Mexico Tourism Department.

FY17 Budget Overview

- Strategic Approach to reduce general fund appropriation by 5.5% (-\$745.9)
- Marketing and Promotion remain our top priority (Putting every dollar possible towards growing trips to New Mexico)
- Shifted advertising budget to put more dollars into areas where we see the greatest ROI
- Revamped Co-op Advertising Program
- Ensure advertising dollars spent in New Mexico work harder and smarter
 - Fall 2016: New Mexico True Certified
 - Spring 2017: Keep New Mexico True

FY18 Budget Approach

- Maintain FY17 General Fund appropriation, less 5.5%
- Grow advertising presence by leveraging private dollars
- Create a sustainable fund for Co-op Advertising
- Continued scrutiny of every program and investment
- Commitment to boosting and maintaining employee morale

Program Brief

- Advertising – awarded 23 partners about \$325K. For the remaining \$175K not granted, our goal is to use it for pro-active large partnerships, economic development - generally to support mutually beneficial advertising.
- Communications – just wrapped up our New Mexico True Heroes Program, with the honoring of 5 Heroes to be held on the field at the New Mexico Bowl. Development of the New Mexico True Digital Gift Guide (collaboration between Heather's & Jordan's team. Heather's hosting of Samantha Brown in Albuquerque for Balloon Fiesta.
 - PR Hits for the quarter from Heather: great in-state coverage/ Zia Chile Co. of NY covered Hatch Chile in *Saveur*, a *Los Angeles Times* article on the Green Chile Cheeseburger Trail, Christmas-on-the-Pecos coverage in *yahoo.com*, *msn.com*, and *US News & World Report* (50M media impressions); Ojo Caliente & Sunrise Springs are featured in an article in *Travelocity* (5M unique impressions).
- Grant Programs
- New Mexico Magazine – in September, *New Mexico Magazine* was recognized by Governor Martinez for Excellence in the Arts. Secretary Latham said the January 2017 issue of the magazine with the feature, "Heart of New Mexico" is the best thing they've ever done, and that she's very proud of them.
- Personnel – new staff includes the Development Director, David Griscom, the PR Coordinator, Laura Rasmussen, the Research Director, Victoria Gregg. Andrea Lawrence is now our Brand Development and Marketing Specialist, and Suzy Lawrence is now in Tourism Development.

Tourism Development Grant / David Griscom, Tourism Development Director

- Purpose: To provide financial assistance in the development of new or expanded tourism initiatives that will lead to increased economic impact in New Mexico.
- Eligible Applicants: Counties, municipalities, tribal governments, IRS-designated 501C3 organizations
- \$350K Total, \$50K per grant is the cap
 - 1:1 match
 - Reimbursement-based
 - Partnerships encouraged
- Projects should be:
 - Visitor centered, focused on enhancing the quality of the visitor experience
 - Sustainable, by outlining the project's overall mission, including goals and objectives
 - Aligned with the New Mexico True brand promise

- Timeline:
 - Posted Dec. 19
 - Webinar Jan. 6
 - Proposals (online only) accepted on rolling basis from Jan. 12 – May 1
 - Final reports due June 1

Reports from Commission Members

Commissioner Hutton

- Meow Wolf – (the art installation in Santa Fe) there have been 300K visitors in the first 7 months and lots of social and print media coverage as a cultural phenomenon.
- Sunrise Springs – a sister to Ojo Caliente, the facility has been redone beautifully; it's 82 acres, has natural springs, and a wonderful restaurant.
- Bishop's Lodge – is in the process of breaking ground on an \$80M renovation
- Blake Hotel in Taos – a \$250M investment over about 10 years; incredible investment project for Taos
- Fireworks are planned in Santa Fe's Plaza for New Year's Eve
- Fly Santa Fe – the celebration for the inaugural flight from Santa Fe to Phoenix was yesterday (12/15/16) at the Santa Fe airport, and was well-attended

Commissioner Garcia

- The New Mexico Bowl Lunch highlighted what a great celebration for the state the New Mexico Bowl is. It showcases the state, Albuquerque, and the athletics here.
- Commissioner Garcia invited Tania Armenta (President and CEO of Visit Albuquerque) to speak to the on-going developments there:

Tania said that there is lots of building and re-development now and slated for 2017 in Albuquerque:

- Hotel Chaco
 - Old Town
 - The Downtown Entertainment District
 - Civic Plaza re-do is upcoming and renovation will start on the east side of the Convention Center
 - Art Project
 - Uptown efforts are going well
 - She said 2017 is shaping up to be a good convention year, with a great start-off in sports in Albuquerque
- To continue, Commissioner Garcia said the Jobs Council had looked at 6 items, and passed 3 – one of which is “the retirement in New Mexico initiative,” aimed at creating certified retirement communities. Since New Mexico True is such a strong brand, and there's such strength in NMTD marketing and in leveraging the private sector, he hopes the state will be

able to attract lots of visitors who then want to retire in New Mexico. He would like to work with Secretary Latham on this initiative.

Commissioner Vallo

- Acoma is fortunate to host Secretary of the Interior, Sally Jewell, for the last few weeks, visiting our 19 New Mexico pueblos. She has been visiting Indian Country across the U.S.
- He said that Native culture across the country and in New Mexico is a huge tourism draw, with. He would like to work with David and Suzy on the promotion of Indian tourism.
- On December 24, there will be a luminaria lighting at Acoma, and then celebrations continuing up on the mesa, where visitors can see how they celebrate Christmas Eve.

Commissioner Brooks

- The weather should be good for skiing – 6 out of 7 alpine areas are now open: Sipapu and Red River are open, Santa Fe opened Dec. 2; Taos, Angel Fire, Ski Apache, and Pajarito all opened on Dec. 9. The snow is good, it's just not as extensive as we'd like to see. We're hoping for more in the next few days, and that it'll bring more guests.
- He said on behalf of the ski industry, he'd like to thank NMTD for helping to strengthen it. There are 2 great promotions - the \$75K Pandora buy/promotion, to buy a 2-day lift ticket and get the 3rd day for free, and the promotion to bring a New Mexico Bowl ticket and exchange it for a ski lift ticket.

Chairman Stagg

- The new Fly Santa Fe program is good for all of northern New Mexico.
- The Blake Hotel – an 80-room hotel; it will host corporate people over the Christmas holiday, then they will hold a soft opening in January. They expect to book rooms for the general public starting February 1st.
- Taos has a lot going on: fireworks on New Year's Eve; Taos was voted the #1 Ski Town by USA Today; and one of the national news outlets reported that Taos was voted one of the most romantic places in the world. (Heather Briganti said she'd look into finding that article.)
- He has been working closely with Jen, and said there are many positive things coming up in the legislative session.

Future Commission Meetings

- Format – the group decided they would like to have meeting dates set well in advance so that not only the Commissioners, but also industry partners and other interested parties, would be able to plan their attendance.
- Dates & Locations – the group discussed holding a meeting in conjunction with the TRENDS Conference, but it is coming up very soon, and a satisfactory solution was not

found. The decision is to look at locations like Los Alamos and Taos for the next meeting, and to plan via poll - this one within the next week, and soon to plan the others for 2017. Then they'll reach out to industry partners to invite them to speak and attend.

Public Comments

People in the audience introduced themselves.

Adjournment:

Meeting adjourned at 4:03 p.m.

Interim Chairman, Chris Stagg

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Cabinet Secretary Rebecca Latham

Handwritten signature of Rebecca Latham in cursive script, written over a horizontal line.