



NEW MEXICO TRUE

New Mexico Tourism Commission

3rd Quarter Meeting (virtual)

Wednesday, March 2, 2022

2:00 PM

Virtual Viewing Option via GoToWebinar

<https://attendee.gowebinar.com/register/5235099636791977228>

Meeting Minutes

Call to Order: Meeting was called to order at 2:05 p.m. by Jennifer Kimball.

Roll Call:

Commissioners Present:

Jennifer L. Kimball (Chair)
Tania Armenta
Emerson R. Vallo
Ben Abruzzo
David Norden

Commissioners not present:

Belia Alvarez

Approval of Agenda: Commissioner Norden moved to approve the agenda as amended to include Bill Lee, FAA Ballooning in New Mexico, seconded by Commissioner Armenta, and passed unanimously.

Approval of Minutes from previous meeting: Commissioner Abruzzo moved to approve the minutes, seconded by Commissioner Armenta, and passed unanimously.

FAA and NM Hot Air Ballooning: Mr. Bill Lee thanked the commission for the amendment to allow him to speak at the meeting on behalf of the ballooning community in New Mexico. Mr. Lee addressed the wavier that NM Balloonists are applying for to allow balloonists not to have an ATSB GPS tracker in hot air balloons.

Legislative Update: Secretary Schroer addressed the commission with an update after the 2022 legislative session. Secretary Schroer informed the commissioners that NMTD received a near 16% base budget increase, \$15 million in ARPA monies from the special session that will be used for the

NMTD Spring/Summer Campaign. There will be \$100,000 for Sports Authority for personnel services, all dependent on the signing and approval of HB 2 and the Jr. Bill. Secretary Schroer talked about tourism development regarding the infrastructure report and how they worked directly with local governments and council of governments where they identified and prioritized shovel-ready projects throughout New Mexico.

Workforce Recruitment: Secretary Schroer informed commissioners of the campaigns that NMTD and DWS have worked on together for recruitment training and training program for hospitality.

Indigenous Celebration NM 2022 (IC22): Chair Kimball introduced JoAnn Balzar. IC22 is an overarching international campaign leveraging the impact in 2022 of Santa Fe's Indian Market (SWAIA) Centennial, the opening of two groundbreaking galleries and seven exhibits at the Museum of Indian Arts and Culture (MIAC - Here, Now and Always and the Balzer Native Market and Contemporary Art Gallery), the 60th anniversary of the Institute of American Indian Arts (IAIA), the 50th Anniversary of its contemporary Native arts museum (MoCNA), the centennial anniversary of the School of Advanced Research's (SAR) Indian Arts Research Center, the Gallup Ceremonial Centennial Celebration, the grand opening of the Bosque Redondo Memorial's exhibition in Fort Sumner and more. IC22 will highlight these and the many additional unique Indigenous events and celebrations taking place in New Mexico in 2022. This campaign will launch a sea change in the perception of Indigenous Arts, Culture, and Resilience, propelling them to their rightful place as the original American Art and cultural representation. IC22 will be the world's most notable destination for Indigenous arts and culture.

Ski Season Update: Mr. George Brooks informed the commission that it is hard to give an update in the middle of the ski season, but what they have seen on the mountains has been successful. Commissioner Norden informed everyone that February 2022 was the best they have ever had at the Blake. Commissioner Abruzzo also chimed in with the snow fall shortage it has been tough, but numbers are still at record highs, and they are hoping to finish the season off strong.

Commissioner Updates:

Chairwoman Jennifer L. Kimball- With the 100th celebration of the La Fonda hotel coming up, this is what she has been working on to ensure it goes off smoothly.

Commissioner Tania Armenta- An increase of indoor sports, concerts and conventions are ramping up again in Albuquerque.

Commissioner Emerson Vallo- Most tribal tourism operations are still closed. Acoma may reopen their Cultural Center only. AIANTA - American Indian Alaska Native Tourism Association is offering a certificate program in Cultural Heritage Tourism on March 8, 2022, at 10am MST. Also being offered is a webinar in Native American Tourism Businesses on March 22, 2022, at 10am MST. For info and registration, contact Bianca Mitchell, Education Manager at aianta.org. AIANTA's CEO just got appointed to the US Travel Association Board of Directors.

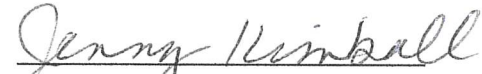
Commissioner Ben Abruzzo- Working on ways to promote skiing to Native Americans in New

Mexico. We have had some nice weekends with many people on the ski hills because of the nice weather New Mexico has to offer and affordable prices.

Commissioner David Norden- February 2022 has been the best month yet. World Champions skiing will be in Taos April 7-10, 2022. Edge Outdoors will be in our state to encourage women of color ski instructors.

Adjourn: The motion was made by Commissioner Abruzzo to adjourn the meeting, seconded by Commissioner Armenta, and passed unanimously. Chairwoman Kimball adjourned the meeting at 3:22 p.m.

Approved by Commission vote at public meeting held on 5-17-2022.


Commission Chair Jenny Kimball