



# NEW MEXICO

TOURISM DEPARTMENT

## New Mexico Tourism Commission

Monday, September 18, 2023

1<sup>st</sup> Quarter Meeting

Starting at 10:00am

Bishop's Lodge – 1297 Bishops Lodge Road, Santa Fe, NM 87506

### Meeting Agenda

1. Welcome and Call to Order
2. Roll Call
3. Introduction of Guests
4. Approval of Agenda\*
5. Approval of Q4 Meeting Minutes\*
6. Adoption of Open Meetings Act Resolution\*
7. New Mexico Tourism Department Updates
  - a. Leadership Transition Update
  - b. FY24 Winter Campaign
  - c. 2022 Visitation Numbers
  - d. Cooperative Marketing Program Update
  - e. Tourism Event Growth & Sustainability Program Update
  - f. New Mexico Clean & Beautiful Program Update
  - g. MOU: Outdoor Recreation + NMTD
  - h. FY25 Budget Request Update
  - i. New Staff at NMTD
8. Commissioner Updates
9. Next Meeting
10. Public comment
11. Adjourn\*

\*action item

