

New Mexico Tourism Commission

Q3 FY26 Meeting

March 23, 2026

1:30 p.m. – 3:30 p.m.

Las Cruces Convention Center, 680 E University Ave, Las Cruces, NM 88001

Meeting Agenda

1. Call to Order
2. Roll Call
3. Welcome and Introductions
4. Approval of Agenda*
5. Approval of Q2FY26 Meeting Minutes*
6. Clean and Beautiful Advisory Committee Appointment*
7. Commission Member Updates
8. Las Cruces International Film Festival - Ross Marks, NMSU Creative Media Institute and Executive Director for Las Cruces International Film Festival
9. Mesilla Developments - Mayor Russell Hernandez, City of Mesilla
10. Organ Mountain Desert Peaks National Monument - Patrick Nolen, Executive Director for Friends of the Organ Mountain Desert Peaks
11. New Mexico Tourism Department Update – Lancing Adams, Acting Secretary
12. Public Comment
13. Adjourn*

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact Sonya Rivera at (505) 629-9509 at least one (1) week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the New Mexico Tourism Department at (505) 490-7185 if a summary or other type of accessible format is needed.