



NEW MEXICO TRUE

Tourism Commission Meeting Minutes

3rd quarter Virtual Tourism Commission Meeting

May 4, 2021 – 2:00 PM MST – GoToMeeting Teleconference

<https://attendee.gotowebinar.com/register/2513032096408728588>

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

Roll Call: **Commissioners Present:** **Commissioners not present:** N/A

Jennifer L. Kimball (Chair)	Scott Hutton
Belia Alvarez	Jay Chris Stagg
Tania Armenta	Emerson R. Vallo
George Brooks	

Approval of Agenda: Chairwoman Kimball moved to amend the agenda to change order of presenters to allow Matt Bieber to present first. Commissioner Stagg moved to approve the agenda as amended, seconded by Commissioner Alvarez, and passed unanimously.

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

Open Meetings Act (OMA) Resolution: Counsel Martinez presented the 2021 OMA Resolution (No. 01-2021), which was previously provided to the Commissioners for their review. Commissioner Hutton moved to approve the Resolution as presented, seconded by Commissioner Stagg, and passed unanimously.

Onsite Vaccination Events with Businesses: Matt Bieber, Public Information Officer for New Mexico Department of Health (NMDOH) presented a status summary of NMDOH's program for establishing on-site vaccination events throughout New Mexico with the cooperation of local businesses. He answered several questions from Commissioners regarding the program.

Public Health Order Update: Daniel Schlegel from the Governor's Office presented an update on the Public Health Order, including the status on gating criteria and the projections for full re-opening of the State. He discussed various updates to the COVID-safe practice requirements for specific venues and events, as well as answered questions from the Commissioners regarding the expected re-opening of the State to visitors.

NM Tourism Department Update: Cabinet Secretary Jen Schroer asked Victoria Gregg, NMTD Research Director, to discuss recent data reports relating to COVID-19 impacts on US Tourism and projections for domestic visitation over the next few years. Director Gregg also provided data relating specifically to visitor spending and hotel occupancy in New Mexico, as well as opportunities for domestic visitation in the State. Then Sec. Schroer discussed the consumer brand refresh of "New Mexico True" that NMTD recently conducted, as well as survey results from research conducted in competitive states relating to New Mexico True advertising. Sec. Schroer then addressed a recent typo in a Governor's press release relating to tourism revitalization budget for FY22,

which is \$7 million (not \$17 million). She then recognized the earned media that NMTD's public relations division and contract partner have attained recently.

Commissioner Updates:

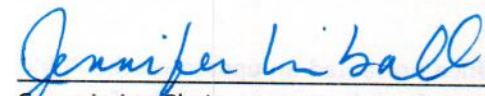
- **Commissioner Scott Hutton** advised that all the markets are happening this year in Santa Fe.
- **Chairwoman Jennifer L. Kimball** added that the Santa Fe markets will be happening as live events.
- **Commissioner George Brooks** advised that ski area attendance was greatly reduced by 30% this year.
- **Commissioner Tania Armenta** advised that City of Albuquerque will have increased investment in rebuilding tourism industry as they prepare to reopen to visitors. Planning for Balloon Fiesta 2021 is going well. The Albuquerque Tourism Marketing District is currently being developed, which would provide dedicated budget for tourism marketing and promotion.
- **Commissioner Belia Alvarez** shared updates from Visit Las Cruces regarding their efforts to reignite tourism marketing, as well as updates from Virgin Galactic, Spaceport and the film industry in Las Cruces. She also thanked Sec. Schroer and NMTD team for their efforts in supporting the tourism industry.
- **Commissioner Chris Stagg** discussed the challenges and positive news that Taos Ski Valley has encountered throughout this season. He also announced that Taos Air is planning to be open with summer service this year. Commissioner Stagg also echoed Commissioner Alvarez' gratitude to Sec. Schroer and NMTD for their support.
- **Commissioner Emerson Vallo** had no report.

Tourism Commission Transition and Appreciation: Chairwoman Kimball acknowledged the three retiring Commissioners (Hutton, Brooks and Stagg) for their wonderful contribution to the Commission and tourism industry. Sec. Schroer followed up with the presentation of Appreciation for Commissioner Hutton, Brooks and Stagg for all of their hard work and commitment to the Tourism Commission.

Q&A: The next Tourism Commission meeting will be held on June 15, 2021 at 9:00am, which will hopefully be held in person (with an online component for those who cannot attend in person).

Adjourn: The motion was made by Commissioner Alvarez to adjourn the meeting, seconded by Commissioner Armenta, and passed unanimously. Chairwoman Kimball adjourned the meeting at 3:56 pm.

Approved by Commission vote at public meeting held on 8-12-2021


Commission Chair