



NEW MEXICO TRUE

New Mexico Tourism Commission Meeting Minutes

2nd quarter meeting -- Tuesday, November 2, 2021

9:00 AM - 11:00 AM (MT) (Virtual Viewing Option via GoToWebinar)

<https://attendee.gotowebinar.com/register/3270126120494564880>

Call to Order: Meeting was called to order at 9:00 a.m. by Jennifer Kimball.

Roll Call:

Commissioners Present:

Jennifer L. Kimball (Chair)

Belia Alvarez

Tania Armenta

Emerson R. Vallo

Ben Abruzzo

David Norden

Vince Kadlubek

Commissioners not present: N/A

Approval of Agenda: Commissioner Vallo moved to approve the agenda, seconded by Commissioner Alvarez, and passed unanimously.

Approval of Minutes from FY22 Q1: Commissioner Vallo moved to approve the minutes, seconded by Commissioner Alvarez, and passed unanimously.

Introduction of Appointed Commissioner: New commissioners Ben Abruzzo (Ski Santa Fe), Vince Kadlubek (Meow Wolf), and David Norden (Taos Ski Valley) introduced themselves and gave a brief background.

Labor Assessment: Research Director Victoria Gregg presented a status on New Mexico's Labor Assessment -- while New Mexico may not be where we all would like it to be, there is still an increase in jobs recovering. Compared to September 2019, NM is still shy about 8,200 jobs, but progress is being made.

Workforce Solutions Update: Secretary Ricky Serna, Workforce Solutions, spoke on the collaboration between Department of Workforce Solutions (DWS) and New Mexico Tourism Department (NMTD) to help the Hospitality Industry begin to overcome the deficit of employees

through the Hotel Marketing and Digital Optimization program.

New Mexico Tourism Update: Secretary Schroer addressed the Commissioners with an update on the FY23 Agency Budget Request for the upcoming legislative session. Director Adams spoke on the Rural Pathways Project and briefed on capital outlay shovel-ready projects. Director Ladd, Director Adams and Deputy Vigil spoke on the various projects that are being launched and collaborations happening on Hotel Marketing and Digital Optimization program, Hotel Meetings/Convention leads program, and Hotel Housing Stabilization program. Director Graves spoke on the new launch of the website for New Mexico Magazine.

Ski Season Update: Mr. Abruzzo and Mr. Norden addressed the commissioners regarding the Ski Season in NM reporting that season passes are at normal pre-pandemic sales and that people are looking forward to skiing again and enjoying the great outdoors.

Commissioner Updates:

Chairwoman Jennifer L. Kimball- Informed the group about the Native American artist Winter Indian Market at La Fonda and the upcoming TRENDS conference to also be held at La Fonda.

Commissioner Tania Armenta- Informed the group about the success of the Albuquerque International Balloon Fiesta with the many benefits to the City of Albuquerque and the State of NM as well.

Commissioner Belia Alvarez- Informed the group about what is happening in the southern area of the state, including a movie featuring Mel Gibson and various documentaries being filmed there.

Commissioner Emerson Vallo- Informed the group about the successful completion of the annual American Indian Tourism Conference held in Fort McDowell, AZ with over 250 attendees.

Commissioner Ben Abruzzo- Echoed that the International Balloon Fiesta was a success and it felt like pre-pandemic times in New Mexico.

Commissioner David Norden- Working with diversity, equality and inclusion efforts focusing on getting the children of New Mexico outdoors, and in January, the organization Edge Outdoors will be in our state to encourage women of color ski instructors.

Commissioner Vince Kadlubek- No Report

Adjourn: The motion was made by Commissioner Armenta to adjourn the meeting, seconded by Commissioner Alvarez, and passed unanimously. Chairwoman Kimball adjourned the meeting at 11:00 a.m.

Approved by Commission vote at public meeting held on March 2, 2022


Commission Chair