



NEW MEXICO TRUE

New Mexico Tourism Commission

2nd Quarter Meeting

Wednesday, December 14, 2022

3:30PM-5:00PM

Castañeda Hotel

524 Railroad Ave., Las Vegas NM 87701

Meeting Minutes

Call to Order: Meeting was called to order at 3:32 p.m. by Chair Jennifer Kimball.

Roll Call:

Commissioners Present:

Jennifer L. Kimball (Chair)

Ben Abruzzo

Tania Armenta

Emerson R. Vallo

Bill Lee

Commissioners not present:

David Norden

Belia Alvarez

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

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

Las Vegas Tourism: Deputy Secretary Antoinette Vigil introduced the Mayor for the City of Las Vegas and other local officials, and she made additional introductory remarks. Mayor Louie A. Trujillo welcomed everyone to the beautiful City of Las Vegas. He discussed some challenges with the pandemic, fire, and monsoon season. The Mayor spoke about how the community came together to conserve water, and announced that the water is now safe to drink. He informed the Commission that the City of Las Vegas went out to RFP to hire a marketing firm and they are close to entering into a contract with the selected vendor. He announced that the City of Las Vegas will be doing renovations to Rodriguez Baseball Fields. For this outdoor recreation project, the City of Las Vegas received state funding to assist with the project. The Mayor spoke about how other events such as the Albuquerque International Balloon Fiesta and the Santa Fe Indian Market assist their economy. In addition, he

informed the Commission about the importance of the film industry in their community. He announced that they will soon be doing a training on how to use Lodger's Tax.

Allen Affeldt, the owner of the Castañeda Hotel, stated that Las Vegas is architectural treasure of the Southwest. He discussed some challenges to the local tourism economy. He discussed the need for marketing and requested that State of New Mexico make investments and support for rural communities, specifically around growing the population and workforce.

Mayor Trujillo introduced the Deputy City Manager for the City of Las Vegas April Gonzales who is representing City Manager Leo Maestas who is on travel and Susie Tsyitte who works with the Las Vegas Art Council. Susie Tsyitte discussed the tourism nonprofits she is a part of.

Lodger's Tax Board Chair Krutik Bhakta discussed the challenges with Lodger's Tax, including how to use the funds. He spoke about the need for continuity for long term planning.

New Mexico True Hero recipient Sean Sinclair, Chef and Owner of Bar Castañeda, spoke about the work he did during the fire to provide hot meals to the community. He informed the Commission that some of the donated funds went to other restaurants to assist in feeding the community.

Mayor Trujillo closed this Agenda item by speaking about how the City of Las Vegas is going to hold the Federal Government accountable for the wildfire. He spoke about the role the Governor played in assisting the community recover from the fire. The Mayor expressed his gratitude for the Governor, and Chair Kimball expressed her gratitude for Allan Affeldt and his work during the pandemic.

NMTD Update: Secretary Schroer discussed the Tourism bounce back from the pandemic and provided an update on the progress the state is making. Secretary Schroer went over the Tourism Economy Advancement Model.

1. **Legislative Session** – Secretary Schroer discussed the 2023 Legislative Session Agency Budget. In addition, she discussed NMTD's Legislative priorities including: Tourism Day at the Legislature on February 6, 2023, working on confirming Commissioner Bill Lee, and potential legislation.
2. **Tourism Exchange** – New Mexico is the first state (first to market) in the United States to establish a Tourism Exchange. The Tourism Exchange will be launching at the TRENDS conference in January.
3. **Data Strategy** – Research Director Victoria Gregg informed the Commission that the Tourism Exchange will provide forward looking booking and planning data. NMTD is receiving from Zartico geo location data as well as spending data. Data capabilities are expanding to assist the Tourism economy. The data will assist with "what is the goal and how we are going to achieve it."
4. **New Mexico Magazine** – *New Mexico Magazine* CEO Ed Graves discussed the True Adventure Guide, which has three gatefolds (pull out sections) Visit Santa Fe, Visit Albuquerque and Women's Historic Marker.
5. **Winter Marketing Campaign** – Marketing Director Erin Ladd introduced the videos played for the Commission – Ski Apache – Bird Watching.

6. **Tourism Development** – Tourism Development Director Lansing Adams explained the role of the Tourism Development it is developing the product of New Mexico. Went over highlights with the Events Program, Rural Pathways Program, and Clean and Beautiful Program. Made huge inroads with Tourism Infrastructure Assessment.
7. **Earned Media Program** update provide by Communications Director Cody Johnson.

Commissioner Updates:

Chairwoman Jennifer L. Kimball – 2022 was a record year for Santa Fe. Average Daily Rate (ADR) is up 25% city wide; Downtown ADR is up 30%. After the inaugural Dia de Los Muertos event on the Santa Fe plaza was deemed a success, the event will become an annual festival. The 2nd annual Literary Festival will be in May. Santa Fe Restaurant Week will take place February 20- March 2, 2023.

Commissioner Tania Armenta - Provided her update. This Saturday (Dec. 17, 2022) will be The New Mexico Bowl. Visit Albuquerque and NMTD sponsors. Indoor track session will be starting, and the USA Track and Field Indoor Championship and NCAA Championship will be in Albuquerque. Albuquerque is working on trying to bring back business travel. Through the Tourism District Marketing they are able to have a presence in Phoenix, Downtown Seattle, and Denver.

Commissioner Emerson Vallo - provided his update. Most of the 19 pueblos have opened but there may still be restrictions. Acoma will be open around Christmas time. Jemez is open. He encouraged the Commission to visit the Tourism Department's website for more information.

Commissioner Ben Abruzzo – Discussed ways the skiing industry is tackling the employment issue, including taking marketing money to try to increase employment. He informed the Commission that they are looking at a mobile app for employment and eventually will include other industries. They are partnering with CNM as a starting place – internship with advanced training.

Commissioner Bill Lee – Announced the passing of New Mexico hero Hiroshi “Hershey” Miyamura and discussed a little about his accomplishments. Commissioner Lee provided an update on the 2022 Red Rock Park Balloon Rally -- attendance was 25,000 for the Balloon Glow. He also provided an update on Farmington Tourism Economy. Finally, he announced that New Mexico True Balloon went international! It was in Santiago, Mexico where 250,000 people attended that balloon rally.

Public Comment – Isaac Sandoval advocated for the Skillet and Charlie's Spic and Span and Vegas overall. Asking for a little bit of help to increase tourism and discussed his ideas.

Marlo Segura expressed that she was glad to meet everyone. She is the owner of Number 11 Trolley Tours. She hopes to be open the Spring of 2023.

Virginia Marrujo thanked the Commission for coming to Las Vegas discussed things happening around Las Vegas including recently being inducted to the Hall of Fame for Red Dawn. Las Vegas over 900 historic buildings.

Julie Green with City of Raton expressed the need for maps and refresh of the visitor center in Raton.

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 5:15 p.m.

Approved by Commission vote at public meeting held on 2/6/23.


Commission Chair Jenny Kimball