



NEW MEXICO

TOURISM DEPARTMENT

New Mexico Tourism Commission

1st Quarter Meeting Minutes

Monday, September 18, 2023, 10:00am

Bishop's Lodge

1297 Bishops Lodge Road, Santa Fe, NM 87506

Meeting Minutes

Call to Order: Meeting was called to order at 10:19 a.m. by Chair Jennifer Kimball.

Roll Call:

Commissioners Present:

Jennifer L. Kimball (Chair)

Ben Abruzzo

Tania Armenta

Emerson R. Vallo

Commissioners not present:

Bill Lee

Belia Alvarez

Approval of Agenda: Commissioner Armenta moved to approve the agenda as presented, seconded by Commissioner Abruzzo, and the motion passed unanimously.

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

2023 Open Meetings Act (OMA) Resolution: Commissioner Armenta moved to amend the OMA Resolution to reflect "Resolution Number 01-2023" versus "Resolution Number 01-2024." There was no objection to the motion, and the motion passed unanimously. Subsequently, Commissioner Armenta moved to approve the resolution as amended, seconded by Commissioner Abruzzo, and the resolution passed unanimously.

NMTD Update:

1. Leadership Transition Update-New Mexico Tourism Acting Cabinet Secretary Lancing Adams introduced himself to the members of the Commission and audience. Mr. Adams was born and raised in the Albuquerque/Rio Rancho area. Mr. Adams graduated from the University of New Mexico with Bachelor of Arts in Political Science and Master's degree in Public Administration. Mr. Adams also gave a brief description of his prior experience within and outside the Department. Look forward to continuing to work with all and very excited about this department.

2. FY24 Winter Campaign – The presentation was kicked off with a video featuring Chef Fernando Olea from Sazón, a New Mexico Chef who is James Beard award winner. Director Erin Ladd explained the 30 second spot and how it drives Tourism. Will be played in non-skippable streaming environments starting November 6th. Will be shown in Dallas, all Bay Area and some Southern California airports. The second video highlighted snowshoeing and featured Whiney Spivey a Snowshoe Racing Champion. Finally, the third video Zuni Pueblo and Zuni Guide Kenny Bowekaty. Acting Secretary Adams noted the great things happening with the winter campaign, and how impactful and successful the story telling pieces have been. The Department continues to hear positive feedback.
3. 2022 Visitation Numbers – Director Victoria Gregg presenting, New Mexico saw 40.8M total trips, which is 4.7% more than in 2021 and 9.3% more than 2019. NM is seeing significant increases in leisure and some in business. Business travel has nearly doubled from 2021 to 9%. Length of stay has increased from 3.2 nights to 3.7 nights per trip, about a 16% increase. 49% of overnight visits included a cultural activity versus the 29% US average. 60% of visitors participated in an outdoor activity about 12 points higher than the national average and 15% of visitors participated in a Native American Community versus less than 5% for the US. Research Director Gregg answered some questions about the data from Commissioner Armenta. Specifically, around gender/demographics of who is traveling and confirmed that this is survey data, which can be broken down into regions.
4. Cooperative Marketing Program Update – Acting Secretary Adams and NMTD’s Marketing Director Erin Ladd provide an update. NMTD does a 2:1 match of funds for this program. NMTD funding is \$3.4M. There are 46 active partners with a total co-funded media value of \$5.1M. This is the most we have ever done in regional markets.
5. Tourism Event Growth & Sustainability Program Update – Acting Secretary Adams gave an update. Discussed the 3 tracks of this program and shared the significant increase the Department saw from FY23 supporting 17 events statewide for total funding of \$182k to FY24 program more than doubled \$462,692, with 35 tourism related events scheduled over the next 12 months across New Mexico. In total NMTD will be supporting 17 NM Communities including 2 Tribal Communities.
6. New Mexico Clean & Beautiful Program – Update provided by Acting Secretary Adams. In FY24 the Department will provide \$906,957.91 to fund a record 59 communities. Secretary Adams stressed the utmost importance of keeping New Mexico Clean.
7. Destination Forward–Update provided by Acting Secretary Adams the “there, there” that people can enjoy. Worked with 7 COG to identify projects. Current funding \$1.5M. NMTD will be making decisions in the next month on grant applications submitted to the Department which closed last week.
8. MOU: Outdoor Recreation + NMTD – Update provided by Acting Secretary Lancing Adams. Talked about the challenges of the first MOU, and how the Economic Development Department and NMTD worked together to revise the MOU to maintain the goal of better collaboration. He also outlined some key provisions. Collaboration provides that members of our staff will be represented on their grant review panels and vice versa. Best way to collaborate is to be in the same meetings. Small provisions made a big impact. Co-sponsoring activities. Outdoor Recreation is still at EDD.

9. FY25 Budget Request Update – Provided by Acting Secretary Lancing Adams. NMTD General Fund (Recurring Dollars) request reflects a 16% increase over the FY24 Operating Budget. An increase of \$941K for personnel and \$2.9 million for CoOp, TEGS, and \$400k Travel Trade. October 2, 2023, deadline to request one time money. May have a budget hearing in October with Legislative Finance Committee.
10. New Staff at NMTD – Update provided by Acting Secretary Lancing Adams, introducing new employees from this quarter.

Commissioner Updates:

Commissioner Tania Armenta – President and CEO of Visit Albuquerque. Seeing a strong ADR and Albuquerque is outpacing the national average for visitation. There are new sporting events coming up in Albuquerque that she will announce at the next meeting. In terms of leisure marketing, the Albuquerque Tourism Marketing District is celebrating one year anniversary and has contributed to Albuquerque advertising in ways that have not been possible before such as a significant campaign in LA, wallwraps in the Phoenix airport, train wraps in Denver, outdoor and airport advertising in Dallas Love and other fly markets. Ms. Armenta discussed the CoOp partnership with NMTD as well. Balloon Fiesta coincides with the “Ring of Fire” lunar eclipse this year on the final Saturday. Commissioner Armenta invited everyone to Visit Albuquerque’s Annual Meeting on Wednesday, September 27, 2023, kicking off the Destination Master Plan.

Commissioner Ben Abruzzo – Represents General Managers of Santa Fe, on the Board for Ski New Mexico – lobbying Congressional members for Ski New Mexico. Just compiled last year's statewide ski numbers, seeing a rise in visitation, over 850k skiers, over \$500M in revenue across the ski industry, 4k employees at ski areas. Skiing is vital to the state and tourism economy and with El Niño, we are looking forward to a good season. Ski areas are giving back, new lifts and renovated lodging. Excited to see what the winter holds for New Mexico.

Commissioner Emerson Vallo – Pueblo of Acoma. Welcomed the new NMTD staff members. Commissioner Vallo discussed the grant opportunities via US Forestry Division and grant from AIANTA. Picuris Pueblo and Jemez received grants from AIANTA. In 2017, Native businesses contributed \$14 million in annual sales to the US economy. For New Mexico Tourism Commissioner Vallo wants to bring to light Native economic development. Most tribes and pueblos are open to the public now and most have tourism and activities throughout the year.

Chairwoman Jennifer L. Kimball – Santa Fe update – Announced the Grand Opening of the Vladem Contemporary Art Museum on Wednesday in Santa Fe. So thrilled, first time in New Mexico history that we got a Contemporary Art Museum. Gala is Wednesday night, open to the public and free this weekend. Ms. Kimball also announced Harvey History Weekend in partnership with New Mexico History Museum – October 27, 28, and 29 at La Fonda and lectures at New Mexico History Museum. 100% of the proceeds go to the New Mexico History Museum, their big fundraiser for the year. Randy Randall from Visit Santa Fe gave an update of Santa Fe Tourism that was very positive. 2022 was a record year in Santa Fe, saw occupancy rebound from 2019 with ADR up 30%, which is a huge increase. Downtown and Cerrillos Road both had significant growth. In 2023 visitation numbers are running ahead of 2022 due in part to the 1st quarter numbers. There was slow down in the summer; however, it is picking up in the last quarter. Events rebounded very well this year, Spanish Market, Indian Market and Folk Art Market. Wine and Chile coming up, sold out 2.5 weeks ago. Travel + Leisure Magazine named Santa Fe the number 2 city destination in the US and number 21 in the world. Charleston and Santa Fe were the only 2 cities in the US to make the world list. Conde Nast will announce Santa Fe as the number 2 small city destination, we chased Charleston in these. Cosmopolitan named Santa Fe top 10 for female retreats. Travel + Leisure hired Money Magazine to determine the best art markets in the world, Santa

Fe was named number 7 in the world. We live on these accolades.

Public Comment: Randy Randall recognized the great job that Jen Schroer has done over the years as the Secretary of Tourism. Said she really established an upward momentum. No other public comment, however, Chairwoman Kimball did ask all members of the public to introduce themselves prior to Commissioner updates.

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 11:32 a.m.

Approved by Commission vote at public meeting held on December 5, 2023.


Commission Chair Jenny Kimball