



NEW MEXICO TRUE

New Mexico Tourism Commission

1st Quarter Meeting
Tuesday, September 27, 2022
9:30AM – 11:00AM
Virtual Meeting

Meeting Minutes

Call to Order: Meeting was called to order at 9:32 a.m. by Chair Jennifer Kimball.

Roll Call:

Commissioners Present:

Jennifer L. Kimball (Chair)
Ben Abruzzo
Belia Alvarez
Tania Armenta
Emerson R. Vallo
Bill Lee

Commissioners not present:

David Norden

Approval of Agenda: Commissioner Alvarez moved to approve the agenda, seconded by Commissioner Armenta, and all members present voting in the affirmative by roll call vote. The motion passed unanimously.

Approval of Minutes from previous meeting: Commissioner Abruzzo moved to approve the minutes, seconded by Commissioner Armenta, and all members present voting in the affirmative by roll call vote. The motion passed unanimously.

NMTD Update: Cabinet Secretary Jen Schroer presented on the overall current tourism economy landscape. New Mexico is at 95% occupancy, average daily rate is up 28%, visitor spend is up by 5%, deplanements in Albuquerque increased by 14.4%, and workforce was .2% of 2019 levels in July. Secretary Schroer also went over the Tourism Economy Advancement Model. Erin Ladd, NMTD's Marketing Director, presented on NMTD marketing efforts in market for summer and the upcoming winter campaign. She also informed the Commission about NMTD's biggest CoOp ever! Lancing Adams, NMTD's Tourism Development Director, presented on NMTD's efforts to invest in tourism

infrastructure progress. Working with local and state government partners NMTD identified targeted projects to invest in leveraging multiple funding sources including federal funds. In FY23 NMTD was able to assist in securing 10.5MM. Additional funding still in play. Mr. Adams provided a preview of NMTD's Infrastructure Assessment Dashboard, which is a forward-facing interactive tool. This tool will assist in securing funding for the projects listed. In response to a question by Commissioner Armenta, Mr. Adams discussed the Toas Pueblo and LEDA funding and the momentum to use this funding for additional opportunities. Secretary Schroer presented on what is on the horizon. First, the Sports Authority is coming back. NMTD is hiring a coordinator and issuing an RFP. Second, NMTD is finalizing its contract for the Tourism Exchange, and Secretary Schroer also discussed the integration of Brand USA into the Exchange. Secretary Schroer also discussed the National Route 66 Commission. Secretary Schroer was appointed by Governor and will soon be approved by President Biden. On the Congressional Delegation front, NMTD assisted in securing our first ever congressional earmark for tourism -- \$500,000 for travel trade. Secretary Schroer discussed NMTD's Agency Budget Request – Priority #1 \$1.2MM to fund current positions, Priority #2 \$4MM increase to base budget for strategic partnerships with local partners, and Priority#3 \$3MM to retain current fly markets and adjust for inflation. Secretary Schroer discussed NMTD's partnerships with sister state agencies. NM ECECD opened a childcare facility at NMTD's office to help our workforce. Created a new partnership with NM State Aviation Division to expand air service. Partnered with NM Dept of Finance on the ERAP program, and NM DWS on the hospitality workforce training program. NMTD worked with NM Tax and Rev on a FYI for tourism sector and OTA compliance. Lastly, NMTD has worked with NMDOT to enhance state maps, partner on scenic byway federal grant, and funding for NMTD visitor center enhancements. New Mexico Magazine calendars and notecards are available for sale.

Workforce Panel: Lutz Arnhold (Rosewood Inn of the Anasazi) presented on the LevelUP program. LevelUP is a worked based learning coalition. The program has developed tremendously since May 2022, including expanding the number of hotels participating. The program had 21 young professionals graduate from the summer program. Program has expanded by adding more students. Fall program had 40 students in 6 hotels. This is an employer driven initiative. Presented the program to the Legislative Education Study Committee in hopes of getting additional funding. The program has had lots of success and looking for opportunities to grow the program. Blueprint is available to replicate for other tourism sectors. For further information, check their website at www.levelupnewmexico.com or on Instagram at #levelupnewmexico.

Cabinet Secretary Kurt Steinhaus and Marc Duske (NMPED) – Presented on Career and Technical Education (CTE) as it relates to the Hospitality and Tourism Industry. Discussed the role of superintendents and importance of bringing these programs to schools. Making the connection between schools and industry is key. There were 18,800 students enrolled in CTE courses in Hospitality and Tourism. Need CTSOs to expand work-based opportunities. Went over cluster pathways for Hospitality and Tourism. Lots of room to expand. In NM, students have an opportunity for 5 different certificates, including ProStart. Regarding Higher Education New Mexico Community Colleges have 9 related associate degrees. All Hospitality and Tourism cluster pathways are linked to common core competencies/education standards, and they are rigorous. ProStart is a rigorous program that NMPED highly encourages schools to adopt, about 35 local education agencies are

using ProStart only about 66% able to offer worked based learning.

Cabinet Secretary Sartia Nair (NMDWS) – Discussed Employment Services Program and pre-apprenticeship programs. The hospitality workforce training program dedicated funds to assist eligible businesses with new hires or promotions via a salary subsidy. 136 businesses inquired, 93 businesses completed the paperwork, 371 employees trained in 78 businesses. Contact Adam Dodge at Adam.Dodge@state.nm.us to apply.

Tourism During a Recession: A proper motion to postpone this Agenda item was made by Commissioner Lee, seconded by Commissioner Alvarez, and all members present voting in the affirmative by roll call vote. The motion passed unanimously.

Commissioner Updates:

Commissioner Belia Alvarez – Lots of exciting things in Las Cruces. A film and production studio will be moving to Las Cruces, 828 Productions. The state provided \$3MM in funding. Projected revenue of \$305MM in the next decade. Virgin Galactic announced its purchase of land for astronaut training center. Spaceport America Cup drew 1500 students from 16 countries. NMSU is celebrating Hispanic Heritage Month. At the Lobo/Aggie game on Saturday October 15, 2022 there will be Hispanic Heritage Day with lots of events. The International Mariachi Conference will be November 9-12, 2022. Finally, the New Mexico Arts and Holiday Market is upcoming.

Chairwoman Jennifer L. Kimball – No update provided.

Commissioner Tania Armenta – Update on Albuquerque area. NM State Fair, Annual Globalquerque, and Balloon Fiesta with the surrounding events. New initiatives including a new city guide and mobile passport co-promoted by NMTD. The area has seen success in both leisure and sports tourism. SolarPACES conference in Albuquerque has participants from 30 different countries.

Commissioner Emerson Vallo – Tribes Working on reopening for example Laguna just had their fest day. The AIANTA (American Indian Alaska Native Tourism Association) conference will be in Southern California October 24-27, 2022. Commissioner requested a sponsorship from NMTD for the conference.

Commissioner Ben Abruzzo – Ski industry had an interesting start to its summer season with the fires and increase in gas prices; however, numbers are picking back up. The number are equal or better than last year. Ski pass sales are strong. Ski NM met in the summer to define where they are going, and they decided to redirect their focus to recruiting and retaining staff.

Commissioner Bill Lee – Spoke about what a great event the Albuquerque International Balloon Fiesta is. Recently had riders from Canada, Michigan, Iowa, New York and New Jersey. New Mexico True Balloon representing one of the thirteen (13) original balloons to launch from Coronado Center on Friday. Saturday morning the original 13 will launch first. The New Mexico True will be

international participating in the Dia de Los Muertos Festival in Santiago, Mexico. Then, it will participate in the festival at Red Rocks Park in Gallup, NM.

Public Comment – N/A

Adjourn: The motion was made by Commissioner Armenta to adjourn the meeting, seconded by Commissioner Abruzzo, and passed unanimously. Chairwoman Kimball adjourned the meeting at 11:23 a.m.

Approved by Commission vote at public meeting held on 12-14-2022 .


Commission Chair Jenny Kimball