



NEW MEXICO TRUE

New Mexico Tourism Commission

3rd Quarter Meeting

Monday, February 06, 2022

10:00am-11:00am

New Mexico State Capitol Building (Rotunda)
490 Old Santa Fe Trail, Santa Fe, NM 87501

Meeting Minutes

Call to Order: Meeting was called to order at 10:07am by Chair Jenny Kimball.

Roll Call:

Commissioners Present:

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

Commissioners not present:

Belia Alvarez

Approval of Agenda: Commissioner Vallo moved to approve the agenda, seconded by Commissioner Norden, 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.

DISCUSSION:

1. Sec. Schroer presents executive budget we are advocating for this session. A base budget of \$24.8 million an increase to fund unfunded positions and takes into consideration media inflation to keep our fly markets strong. Several special appreciations – first a \$3.5 million specifically to partner with local communities. Second appreciation is \$5 million department fund to increase investment in tourism infrastructure. Finally, a \$20 million appreciation for national advertising to continue to market through all four seasons and an introduction to the San Francisco/Bay Area market.

2. Awards Ceremony

- a. State Champions - Daniel Schlegel, Senator Bobby Gonzales, Representative Patty Lundstrom, Senator Bill Burt
- b. Industry Campions - Lutz Arnold, Bixente Pery, Rik Blyth, Scott Appelman, Juanita Jennings, Allan Affeldt, Priscilla Lucero
- c. TRUE Team - Rayline Sebay, Taylor Lawrence, Holly Kelly, Steve Gleydura, Nicole Barker, Isabel Lopez, Erin Ladd, Melissa Sanchez

Commissioner Updates:

Chairwoman Jennifer L. Kimball – Quick in the interest of time. Mark calendars May 19-20, Second Annual Literary Festival. Thank you, stay and celebrate at New Mexico Tourism Day.

Commissioner Tania Armenta - Albuquerque KPI's throughout the winter months outperforming similar markets. Indoor track season, Feb 16-18, home to USA Track and Field Championships and broadcast on NBC. Few weeks later home to NCAA Division 1 Indoor track championship broadcast on ESPN properties. Finally, new series, Bands of Enchantment, premier at KIMO Theater two weeks ago. Live music series broadcast on PBS across the nation – 10 episodes were shot in ABQ. Thanks to NMTD and their cooperative advertising/marketing program. Gathering of Nations at the end of April.

Commissioner David Norden - As part of the world tourism we need to have strong environmental and social responsibility – we established a goal of being net zero in 2030 – happy to announce we beat that by 8-years and are now certified carbon natural. Initiative to make skiing more affordable in New Mexico. Charles Romero Snow Sports Program from Taos Pueblo designed to being the youth of the Taos Pueblo to the resort for skiing, rentals, instruction, and other educational opportunities – prototype for similar programs for all around New Mexico. Visitation flat. Spending is up. Extended partnership with JSX airline. Finally, March 29-April 3 hosting 2nd World Coast Ski Championships.

Commissioner Emerson Vallo – Tribe's cultural centers now open. Congratulations to Picuris Tribe, now 100% owners of Hotel Santa Fe. Taos fully open – more tribes are slowly opening.

Commissioner Ben Abruzzo – Partnered with CNM on new internship programs in hospitality, food and beverage, and skilled electrician mechanics. Seasonal connect is ongoing helping seasonal workers connect the dots so they have full-time year-round employment. Ski season, snowed in January and doing well.

Commissioner Bill Lee – Visit Farmington table today. Gallup Chamber of Commerce will be working closely with the Tourism Department as we launch the Tourism Exchange.

Public Comment – None

Adjourn: The motion was made by Commissioner Armenta to adjourn the meeting, seconded by Commissioner ~~lee~~ and passed u n a n i m o u s l y . Chairwoman Kimball adjourned the meeting at 11:02am.

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


Commission Chair Jenny Kimball