



# CITY OF LAS CRUCES

## Las Cruces Lodger's Tax Advisory Board Agenda for January 25, 2024

Meeting will be held on January 25, 2024 9:00 am at Visit Las Cruces, 336 S Main St, Las Cruces, New Mexico

1. Call to Order
2. Approval of Minutes  
Review and Approval of minutes from 11/30/23
3. Reports
  - A. Director's Report
    - i. Administrative Update
    - ii. Lodger's Tax Update
  - B. Sales Report
  - C. Destination Experience Report
  - D. Marketing Report
  - E. Event Report
4. New Business
  - A. Sponsorships
    - i. Museum ROCKS Gem & Mineral Show
5. Adjournment