



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