



## Convention and Visitors Bureau Advisory Board Agenda

Notice is hereby given that the Las Cruces Convention & Visitors Bureau Advisory Board will hold its next meeting on January 26, 2023 at 9:00 AM at the Convention and Visitors Bureau new location of 336 S Main St, Las Cruces, New Mexico.

1. Call To Order

2. Approval Of Minutes

Review and Approval of minutes from 10/27/22

3. Reports

### A. Director's Report

i. Administrative Update

ii. Lodger's Tax Update

### B. Marketing Report

### C. Sales Report

### D. Sports Report

### E. Destination Experience Report

### F. Events Report

4. New Business

### A. Sponsorships

i. 2023 Tour de Optimism

ii. 2<sup>nd</sup> Annual Las Cruces Hemp and Cannabis Festival

5. Adjournment

If you need an accommodation for a disability to enable you to fully participate in this event, please contact us 72 hours before the event at [575-541-2444/V](tel:575-541-2444) or [575-541-2142/TTY](tel:575-541-2142).

The City of Las Cruces does not discriminate on the basis of race, color, national origin, sex, sexual orientation, gender identity, religion, age or disability in employment or the provision of services.

Date Posted: 1.20.2023