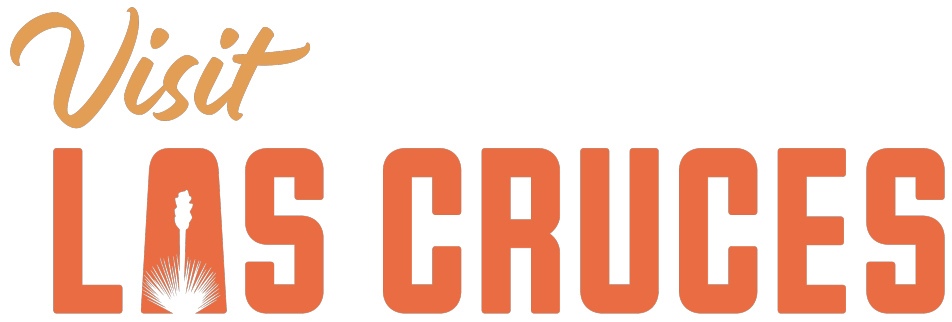




Las Cruces Lodger's Tax Advisory Board Meeting for September 26, 2024

Meeting will be held on September 26, 2024 9:00 am at Visit Las Cruces, 336 S. Main St, Las Cruces NM 88001

1. Call To Order
2. Approval Of Minutes
 1. Review and Approval of minutes from 5/30/24
3. Reports
 1. Director's Report
 1. Administrative Update
 2. Lodger's Tax Update
 3. Board Member Update
 2. Sales Report
 3. Destination Experience Report
 4. Marketing Report
 5. Events/Special Projects Report
4. New Business
 1. Sponsorship
 1. Mesilla Valley Balloon Rally
 2. Board New Business
5. Adjournment