



## **Las Cruces Lodger's Tax Advisory Board Agenda for January 29, 2026**

Meeting will be held on January 29, 2026 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 12/4/25
3. Reports
  1. Director's Report
    1. Administrative Update
    2. Lodger's Tax Update
  2. Sales Report
    1. Conventions Report
    2. Sports Report
    3. Destination Experience Report
  3. Marketing Report
  4. Events/Special Projects Report
4. Board Member Updates
5. Adjournment