

1/6/2022

9:00am at El Morro Events Center, 210 S Second Street

Open to the public or Streamed for the public @cityofgallup on Facebook

Staff Facilitator: Jennifer Lazarz, Tourism & Marketing Manager, jlazarz@gallupnm.gov

Committee Members: Jeremy Boucher, Anna Connell, Jason Arsenault, Ken Riege

A. Roll Call

B. Approval Of Minutes From 8/17/21

Documents:

[LODGERS TAX MINUTES AUG 2021.DOCX](#)

C. Grant Review And Recommendations: Part 3

Grant Application Review, Part 3 of 4 for FY22.

1. May 2022 Friends of Hubbell Auction Request of \$5,500
2. June 2022 Lions Club of Gallup 72nd Annual Rodeo Request of \$30,000
3. June 2022 24 Hours in the Enchanted Forest Request of \$6,000

Available funds \$120,000

D. Discussion And Action FY 23 Strategic Plan Update

The Lodgers tax committee will discuss elements of a new SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of Gallup tourism based on their opinions of post-COVID circumstances and observations. After this, the committee will discuss options for future projects and goals for the City of Gallup Tourism and Marketing Department and make a recommendation for changes to the plan for FY23.

Documents:

[DESTINATION TOUCH POINTS.PDF](#)
[CUSTOMER ANALYSIS VISIT GALLUP.PDF](#)
[FY22 STRATEGIC PLAN RECOMMENDATIONS.DOCX](#)

E. Motion To Adjourn