

TOWN OF RED RIVER
ECONOMIC DEVELOPMENT COMMITTEE

The Economic Development Committee meeting was held on March 10, 2009 at 1:00 pm at the Red River Conference Center.

1. Meeting was called to order by Councilor Debbie Hubbard.
2. Members present were Ben Butler, Monda Hafley, Rebecca Sanchez, Juanita Walker, Paulette Kiker, and Lauren House. Also present were Mayor Linda Calhoun, Russell Church, Rebecca Latham, Paula Richey, Carla Forner, Susan Hogrefe, and Eddie Dry.
3. Director's Report was given by EDD, Rebecca Hastings. Report is attached.
4. A review of conference center bookings was done. Report is attached.
5. Advertising Update was given by EDD, Rebecca Hastings. Report is attached.
6. Rebecca Latham distributed the average points and funding recommendations to the committee. Discussion followed about the minimum scoring requirements. Because they did not meet the standard of 70 points the Mountain Bike Race, Halloween event, and New Year's Eve Party are ineligible to receive funding through this process. The committee then discussed the concern with adding more events with the same amount of funding. The following recommendations will be made to the Mayor:

	<u>Advertising</u>	<u>Hard Costs</u>
Aspencade	\$ 2000	\$ 1000
New Year's Eve Party	\$ 0	\$ 0
Century Tour	\$ 3000	\$ 0
Oktoberfest	\$ 2000	\$ 2500
Music Showcase	\$ 0	\$ 3000
Red River History Tours	\$ 0	\$ 600
CHILL	\$ 0	\$2300
Days of 1895	\$ 2500	\$2000
Movies on the Lawn	\$ 0	\$2100
Hunting & Fishing Expo	\$ 1500	\$ 500
Mountain Bike Race	\$0	\$0
Halloween in the Mountains	\$0	\$0

These recommendations total \$25,000.

7. Committee Member Reports:
 - A. Rebecca Sanchez reported that Patti Sampson is no longer with the Visitor Center and she's hired someone to replace Nina. The VC will be open Saturdays and closed Sunday during the spring. Mardi Gras was well attended with great krewe participation. She is working with the TSV Chamber on sharing mailing lists for some events. The Chamber has 53 supporting memberships now. They've purchased a new sound system for BINGO. She is working with a carnival to set up during Car Show and will continue to work with the Town on that possibility.
 - B. Lauren reported that the RRSA is up about 3% for the year. Discussion followed on Spring Break reservations. Now that the season is almost over they have slowed down their advertising and will re-evaluate over the

summer. There is discussion on possibly adding Arizona and Kansas markets, as well as some others.

- C. Ben reported that Rick Fowler will not be doing the artwork for the Chili Cook-off & Music Festival this year. He and other representatives from Red River are going back to Larry Joe Taylor's TX Music Festival again this spring. They are still working on the "Road to the Lode."
 - D. Monda reported that lodger's tax revenues are up 8.5% for the month of January and 8.2% for the year. Debbie added that gross receipts tax revenues were down 8.2% for the month of December but still 2.4% up for the year.
8. The committee had a discussion about how lodger's tax is spent and the desire for more advertising money.
 9. Debbie asked if there would be enough people in town to have an April meeting. Monda made a motion to skip the April meeting. Seconded by Ben.
 10. Meeting adjourned.

Economic Development Committee
March 10, 2009
Director's Report

Enchanted Circle Day at the Legislature (January 22nd) was a huge success. The Town of Red River was well represented with many elected officials, the ski area, and the chamber. Drew Judycki and John and Judy Miller were recognized for their outstanding commitments to the community, and we were able to join the other members of the Enchanted Circle in discussing our region's needs with our legislators and promoting all that we have to offer.

We hosted 6 tour operators from Europe and the United States for a FAM tour associated with the Go West Summit. Many thanks to the Enchanted Forest, Lift House, and the Red River Ski Area for their donations of activities and entertainment (snowshoeing and snowmobiling). Following the FAM, I attended the Go West reception in Albuquerque, representing Region 5 and Red River. The Go West Summit went very well and many of the tour operators are currently organizing trips to northern New Mexico.

We had great representation at Tourism Day at the Legislature (February 3rd). Many individuals from Red River attended the TANM annual board meeting & luncheon then proceeded over to the Capitol for a press conference on tourism's impact on the New Mexico economy. Later in the month Russell, Councilor Hawkes, Councilor Hubbard, and I attended a committee hearing at the Capitol to voice our opposition to a proposed 10% increase in lodger's tax revenue. The proposed bill was tabled, essentially killing it before it ever made it to the Senate floor.

Lauren, Wally, and I met with Janet Webb on the direction of the 2009-2010 Vacation Guide. Business owners should look for a letter from Webb Design in the next week.

I went to New York last week to attend a media reception being hosted by the St. Augustine CVB. I had the opportunity to meet with many journalists, editors, publishers, and photographers and speak with them about Red River. This was a fantastic opportunity to observe how a large-scale media reception is organized and promoted, as well as learn more about how Red River can accentuate the historical element of our area.

I sent out another e-newsletter last week to our 3,301 subscribers. Of the people that clicked through, 41% wanted to learn more about relocating to Red River, 18% clicked on the Facebook link, 15% went to directly to redriver.org, 10% to the ski area, 7% to the chamber, 5% to view Spring Break availability, and 2% went to the Enchanted Forest.

February RedRiver.org stats:

- 19, 551 unique visitors (up from 14,477 in February 2008)
- 735,303 webcam views
- 3,535 downloads of the vacation guide
- lodging, weather, winter activities, and events follow the webcam in popularity
-

Respectfully submitted,

Rebecca Latham
Economic Development Director

Red River Conference Center Bookings

MARCH 2009

March 2 Department Head Meeting - Conf Room
March 9 Department Head Meeting - Conf Room
March 9 Economic Development - Conf Room
March 10 Committee Meetings - Conf Room
March 12 P&Z Meeting - Conf Room
March 16 Chevron Mining Training - 2/3 Exhibit Hall**
March 16 Department Head Meeting - Conf Room
March 17 Chamber Board Meeting - Conf Room
March 18-20 Crestview Baptist Church - 1/3 Exhibit Hall & Kitchen**
March 23 Chevron Mining Training - 2/3 Exhibit Hall**
March 23 Town Council Meeting - Conf Room
March 24 Chevron Mining Training - 2/3 Exhibit Hall**
March 30 Department Head Meeting - Conf Room
March 31 EPA ICS Training - 1/3 Exhibit Hall

APRIL 2009

April 4 Faith Mountain Luncheon - Exhibit Hall
April 6 Department Head Meeting - Conf Room
April 9 P&Z Meeting - Conf Room
April 13 Department Head Meeting - Conf Room
April 14 Committee Meetings - Conf Room
April 20 Department Head Meeting - Conf Room
April 21 Chamber Board Meeting - Conf Room
April 27 Department Head Meeting - Conf Room
April 28 Town Council Meeting - Conf Room

MAY 2009

May 4 Department Head Meeting - Conf Room
May 11 Department Head Meeting - Conf Room
May 12 Committee Meetings - Conf Room
May 14 P&Z Meeting - Conf Room
May 16 Private Graduation Party - Exhibit Hall**
May 18 Department Head Meeting - Conf Room
May 19 Chamber Board Meeting - Conf Room
May 22-25 Memorial Weekend Rally
May 26 Town Council Meeting - Conf Room

JUNE 2009

June 1 Department Head Meeting - Conf Room
June 3-5 SWPRSC - 2/3 Exhibit Hall
June 8 Department Head Meeting - Conf Room
June 9 Committee Meetings - Conf Room
June 11 P&Z Meeting - Conf Room
June 13 Wylie Wedding - Pavilion**
June 15 Department Head Meeting - Conf Room
June 16 Chamber Board Election - Conf Room
June 20 Clem Wedding - Conf Room**
June 22 Department Head Meeting - Conf Room
June 23 Town Council Meeting - Conf Room
June 27-July 1 Red River Family Encampment - Entire Facility**

JULY 2009

July 6 Department Head Meeting - Conf Room
July 9 P&Z Meeting - Conf Room
July 11 Garcia Wedding Reception - Exhibit Hall**
July 13 Department Head Meeting - Conf Room
July 18 Chapman Wedding & Reception - Exhibit Hall**
July 20 Department Head Meeting - Conf Room
July 21 Chamber Board Meeting - Conf Room
July 25 Heffel Family Reunion - 1/3 Exhibit Hall**
July 27 Department Head Meeting - Conf Room
July 28 Town Council Meeting - Conf Room

AUGUST 2009

August 1 Ferrell Family Reunion - Pavilion**
August 3 Department Head Meeting - Conf Room
August 8 Norman Wedding Reception**
August 10 Department Head Meeting - Conf Room
August 11 Committee Meetings - Conf Room
August 13 P&Z Meeting - Conf Room
August 13-15 Chili Cook-off
August 14-16 NM Hunting & Fishing Expo - 2/3 Exhibit Hall
August 17 Department Head Meeting - Conf Room
August 18 Chamber Board Meeting - Conf Room
August 24 Department Head Meeting - Conf Room
August 25 Town Council Meeting - Conf Room

SEPTEMBER 2009

Sept 8 Committee Meetings - Conf Room
Sept 10 P&Z Meeting - Conf Room
Sept 10-12 Grace Fellowship Retreat - Exhibit Hall & Kitchen**
Sept 14 Department Head Meeting - Conf Room
Sept 15 Chamber Board Meeting - Conf Room
Sept 18-20 Aspencade - Exhibit Hall
Sept 21 Department Head Meeting - Conf Room
Sept 22 Town Council Meeting - Conf Room
Sept 26-27 Enchanted Circle EMS Conference - Exhibit Hall
Sept 28 Department Head Meeting - Conf Room

OCTOBER 2009

Oct 2-4 Days of 1895 - Exhibit Hall
Oct 5 Department Head Meeting - Conf Room
Oct 8 P&Z Meeting - Conf Room
Oct 12 Department Head Meeting - Conf Room
Oct 13 Committee Meetings - Conf Room
Oct 19 Department Head Meeting - Conf Room
Oct 20 Chamber Board Meeting - Conf Room
Oct 26 Department Head Meeting - Conf Room
Oct 27 Town Council Meeting - Conf Room
Oct 31 Halloween in the Mountains - 2/3 Exhibit Hall

Economic Development Committee
March 10, 2009
Advertising Update

Mardi Gras was a big success (I'm sure Rebecca will elaborate). In addition to the \$5,000 in special events funding allocated for advertising, I put an additional \$10,000 of our general advertising budget and 17 trade advertising packages into promoting the event (along with winter activities). At an estimated \$3,500 per package in promotional value, the total marketing effort for Mardi Gras totaled \$74,500.

We have recently added digital advertising at the Albuquerque Sunport, located on an 8' LCD banner and two 52" LCD screens near baggage claim. Taos and the Enchanted Circle are also participating in the advertising. Clint Reid (Tillman Project), a Red River designer, was commissioned to design the banners for Red River & the ECMC.

The conference center has a 1/2 page ad in the spring issue of *Going on Faith* magazine, aimed at church groups looking for meeting space this summer (RRCC still has mid-week openings through September).

Red River will have a 1/4 page ad in the New Mexico travel section of *Frommer's Budget Travel*. This is in response to a nationwide trend of people looking for value in a vacation.

KVII-TV (Amarillo) was here the last week in February and did three broadcasts from the Lodge and the Motherlode. Representatives from Red River, the ski area, and the Miner were there to assist in promoting our special events and wonderful ski destination.

Through the efforts of the NM Tourism Department, AeroMexico is now offering non-stop service from Chihuahua to Albuquerque. The NMTD is organizing FAM trips to promote golfing and skiing. We have offered to assist in any way possible.

Taos has asked to include Red River's summer events in their massive summer marketing campaign, "Summer of Love." I am currently working on how we can spin each of our events to have a "Summer of Love-ish" twist (it's not as easy as it sounds!).

We will once again be organizing a September Press Tour with Geiger & Associates, September 21-27.

Respectfully submitted,

Rebecca Latham
Tourism & Economic Development Director