December 11, 2018

Russell’s update

New Storage tank (Prospector Tank)- We must wait for both tanks to cure before we can put in service. Public Works local repeater remains temporarily out of service. Bixby is working on getting the repeater back up and running. Bixby will follow up with D & R tank about the installation of the support bracket for the repeater cable. The Casa Nueva Townhouse and Wild Oaks Subdivision both remain on the pioneer system. On Tuesday December 5th Kit Carson told Bixby the transformer should be here the Middle of December. We are hoping the pumps, control and transformers could get installed when they arrive. We’re waiting on an update from contractor on installation and an update on the paint.

Reclamation plant- The Shakedown or test run for RBC 2 was started on December 5, 2018. During startup two of the contacts or starters failed and will need to be replaced. RBC #2 is in service. Bixby did a temporary fix until the starters are replaced. The representative from Evoqua was here for the startup inspection. Delivery of RBC’s for basin #2 is scheduled for Dec. 27th The contractor is considering moving the delivery date up a week.

#1 Clarifier basin has been rebuilt and is in service. #2 clarifier basin has been taken out of service for rebuilding and should be completed. The representative from Guardian was here to inspect startup of #1 clarifier and is to return December 19th for startup of clarifier #2.

The Contractor is mucking out the #2 RBC basin and preparing it for removal. The contractor has a crew of 8 so the removal of the RBC media should go quicker, they were going to work through the weekend.

There is a progress meeting scheduled for December 18th for the Reclamation Facility.

Caribel Trail and Mallette Street- The continued cold weather made the determination for the contractors to shut down for the winter.

Water Trust Board application- (1,292,000.00) Our project for the Pioneer Tank Rehabilitation project was approved and will be recommended to the legislature for funding. The readiness application opens December 12th, and the deadline to submit the remaining documentation is January 24, 2019.

Drinking Water phase 2 – (2,110,900.00) (50% subsidizes 1,055,450.00) The town has until April 1, 2019 to submit some final documentation to the NMFA for the close out process. We’ll need a contact in place with our Engineer before closeout can start. I also need to meet with the Forest Service on the Environmental Clearance.
TOWN OF RED RIVER

PARKS AND RECREATION COMMITTEE

REGULAR MEETING
Tuesday
DECEMBER 11th, 2018 9:00 AM
CONFERENCE CENTER

MINUTES

1. CALL TO ORDER: 9:10 AM

2. ROLL CALL: FRED, JENNA, TRACY, SHARON,

3. RRVF GRANT: DISCUSSEQAZD THE IMPROVEMENTS FOR THE PLAYGROUND AT BRANDENBURG PARK THAT THE GRANT $$ WILL BE USED FOR. EXERPLAY EQUIPMENT CURBING PIECES TO COVER ALL PLAYGROUND AND EXERCISE EQUIPMENT. FILL FOR BOTH THE BRANDENBURG AND MALLETTE PARKS PLAYGROUND AREAS.

4. DISCUSSED MEETING WITH TOWN REGARDING BRANDING. TALKED A LITTLE ABOUT THE FRONTIER INITIATIVE REQUIRES 12-18 MO COMMITMENT FROM 7-8 STAKEHOLDERS. TALKED BRIEFLY ABOUT RURAL PATHWAYS PROGRAM AND THE INFORMATIONAL TALK HAS BEEN RESCHEDULED TO JANUARY 4 10AM COUNCIL CHAMBERS.

5. WAGS AND WINE: THE EVENT WILL NEED A CHAIRPERSON AND HAVE ATTEMPTED TO CONTACT SEVERAL POSSIBLE CANDIDATES.

MEETING ADJOURNED 9:50 AM

RESPECTFULLY,

DAN FOLEY
Economic Development Committee/Lodgers Tax Advisory board
December 11, 2018
Meeting Minutes

COMMITTEE REPORTS

A. Chamber of Commerce
Shelby Werley was announced as the new C of C Director, Madelyn Loftin has officially retired. Max Khudaikov has been hired as the new Asst. Director and started on Monday Dec. 3. The Chamber has a new event planned, Breakfast with Santa, on Saturday Dec. 22. T-Bucks will be serving pancakes at the price of $4.00 and Fritz Davis will be Santa for the event. Plans are moving forward for Mardi Gras.

b. RRSA reported great opening. Showing positive numbers on Social Media growth. Expanding marketing thrust to Front Range. Social Media and Geo visitation showing greater interest from that area. Website optimization and home page improvements are moving into implementation phase.

c. Tourism Director Old Red River pass is opening this month. Talks of a “Off-road” focus event moving forward with possible sponsorship. Westfest is announcing line-up by Jan 1st and have had several planning calls and memorial Weekend planning in full swing. Questa to Red River Trail meetings on hold till after 1st of the year.

d. Marketing Plan 3rd quarter marketing is approved. Talks with agency regarding push to new areas and reallocation of some resources from areas we have fully covered at this time. Monthly newsletter has reached 14,632 distribution. Facebook numbers has grown significantly, we are at 78,000 followers and up 9% from last month on total page likes. This week had 9,000 post engagements. We are still ranked third in pages to follow, behind Crested Butte and Estes park, 7 ahead of Taos Ski Valley.

e. We are 3.2% ahead of last year at this time on bookings and have 2 events listed as tentative. The NM Municipal League has booked with us again for an April meeting. Memorial Weekend inquiries have begun. Switch on the Holidays was very successful, many compliments. We switched to Steve Cherry for the refreshments and noticed a huge difference both is=n the mess left behind and the comments. We estimate 700 people in the park and about that number in the Exhibit Ha;; afterwards. We counted over 400 people inline to see Santa.

F. Lodger Tax report and financials

4. E. D.

a. Grant possibility progress- main Street Grant program not currently funded. Frontier Communities Initiative applications will be online before the end of the year with a 2 month turnaround. Frontier Initiative program will need a dedicated committee of 7-9 people that are willing to commit to 20+ hours to the project.

Suzy Lawrence from the New Mexico State Tourism Department will be presenting on the Rural Pathways Grant Program on January 4th at 10:00 here in Red River.

5. Other

Special Event Funding Packet is not complete, with approaching holidays and commitments it was decided that approval for the packet will be sought at the January meeting of Economic Development and will go online Feb.1, 2019.
ECONOMIC DEVELOPMENT & LODGERS TAX COMMITTEE
DECEMBER 11, 2018

RED RIVER SKI & SUMMER AREA
ECONOMIC DEVELOPMENT SUMMARY

Prepared By
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Social Media & Events Coordinator
Red River Ski & Summer Area
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Opening Daily
- Opening Daily this Friday December 14th. We’ll remain open daily through March 24th 2019.

Winter Marketing
- Website optimization and home page improvements are moving into implementation.
- Digital marketing moving forward with our web agency.

Social Media Overview for November
- Facebook
  - 1.9 million impressions.
  - 10.2% increase in fans, gaining 3,170 new fans.
  - Reached an average 1,700 people daily in both Amarillo and Houston individually.
  - Reached an average of over 2,300 people daily combined in Denver and Colorado Springs.
  - Almost 24% of people reached were between the ages of 25-34.
  - Outperformed our competitor set with engagements. More than doubling our nearest targets.
- Instagram
  - Recently broke 10,000 followers allowing us to better engage our followers through Instagram Stories with direct trackable links from a story post.
  - Averaging 2% follower increase each week, equating to roughly 200 followers each week.
  - 428,154 impressions with an average of 14,271 impressions per day.
- Twitter
  - 49,900 impressions.
  - 4,580 followers currently.

Website Summary
- Website visitation from November 1, 2018 through December 1, 2018.
  - Pageviews: 382,243
  - Unique Pageviews: 157,427
  - Geo Visitation Summary
    - Top 10 States for Sessions on our Website:
      - Texas: 45,079
      - Oklahoma: 8,647
      - New Mexico: 7,321
      - Colorado: 2,237
      - Nevada: 1,259
      - California: 1,258
      - Louisiana: 881
      - Kansas: 791
      - Missouri: 669
      - Arizona: 626
    - Over 53% of website users visited our website from a mobile device.