1. After a busy Christmas holiday, finishing up maintenance and repairs on all ambulance. Our primary ambulances 68 & 69 are completed and 67 will go down to Santa Fe for work.

2. In the process of evaluating needs to replace 2367.

3. Training:
   a. EVO’s
      i. 1 Qualified for EMS, Justin Whitlock
      ii. 2 Qualified for Transfer and EMS, Randy Richard and Tony Pollard
      iii. 1 still training for EMS, Coltin Whitlock
      iv. EMT Course – Lawrence Bolano currently in an EMT-B Course

Red River Public Safety Committee

Fire Department Dashboard Report for February, 2019

1. 13 Month Call Volume (ending January 31, 2019)

![13 Month Call Volume Chart](chart1.png)

2. Weekly Call Volume Analysis – 1st Quarter 2019 (JAN/FEB/MAR)

![Weekly Call Volumes - Quarter 1 Chart](chart2.png)
3. Property Inspections as of January 31, 2019:

![2019 inspections completed chart]

4. Monthly Budget Performance

![Monthly budget performance chart]

5. Current Discussion Topics:
   - Gas meter markers
   - Carbon Monoxide Calls
   - Emergency Contact for Lodges & Property Managers
   - Hydrants out of service
   - Unfilled positions
February 11, 2019

Russell's update

New Storage tank (Prospector Tank)- The contractor is waiting on Kit Carson to move the meter and install the new transformer. The contractor has received all the pumps. The crew will be back on-site February 18th for installation. The contract will need to tie in the waterline and cap the temporary water line on Last Chance trail. D & R will be ready to disinfect the storage tank. Once the water passes the total coliform test at the lab, they can both go into service.

Reclamation plant-

All 12 RBC units are installed. The new roof is to be finished up this week, starting February 11, 2019.

The Shakedown or test run for RBC 1 is scheduled for February 25, 2019. The representative from Evoqua will be here for the final startup inspection.

The Contractor should begin install the railing around the RBC units on February 18, 2019 and begin fabricating a splash guard system for the sides of each RBC. The splash guards are to prevent the influent water from splashing onto the walkways. They will be removable.

Our electrician will finish up in the Master Control Room one week prior to startup. We have replaced Contactors, overloads and some failed breakers that were all original equipment.
TOWN OF RED RIVER
ECONOMIC DEVELOPMENT COMMITTEE
LODGERS TAX ADVISORY BOARD
REGULAR MEETING
TUESDAY
FEBRUARY 12, 2019
11:00 AM
RED RIVER CONFERENCE CENTER
COUNCIL CHAMBERS
MINUTES

1) CALL TO ORDER 11:03
2) ROLL CALL – Constance, Jenna, Debbie, Karen, Shelby, Sloan, Linda, Reed, Georganna, Andi, Walt, Chad, Chris Stagg (TSV), Karina Aramijo (Town of Taos)
3) TOWN OF TAOS ECONOMIC DEVELOPMENT/TAOS AIR – See attached
4) COMMITTEE REPORTS
   a) Chamber of Commerce – See attached
   b) Red River Ski Area – See attached
   c) Tourism Director – Analytics, Memorial weekend – vendors filling up, made some changes to the map, Park plan is complete – will be at next Council Meeting
   d) Marketing Plan Update Q3 plan approved, available in Jenna’s office
   e) Status of Booking Conference Center – Fully booked May-October, bookings up 3.5%. Improvements continuing: LED lights, rewiring, fountains
   f) Lodgers Tax Report and Financials – See attached
5) ECONOMIC DEVELOPMENT
   a) Progress on Grant Possibility Exploration - Ongoing
6) OTHER
   a) Special Event Funding Process: mandatory meetings have happened, packet available online – due March 22nd
7) ADJOURNMENT 12:21
ECONOMIC DEVELOPMENT & LODGERS TAX COMMITTEE
FEBRUARY 12, 2019

RED RIVER SKI & SUMMER AREA
ECONOMIC DEVELOPMENT SUMMARY

Prepared By
Reed Weimer
Social Media & Events Coordinator
Red River Ski & Summer Area
575-754-2223 x203
rweimer@redriverskiarea.com
Upcoming Events

- USASA Slopestyle & Slalom: February 23rd & 24th

Digital Marketing Campaign

- Analytics over the first 45 days. December 27, 2018 through February 10, 2019.
  - Google Adwords
    - 52,000 impressions
    - 2,200 clicks
      - Southwest CTR 8.77%
      - Texas CTR 8.55%
      - Colorado Front Range CTR .72% (Paused this campaign)
  - Industry average CTR on Google Adwords is 4.68%.
- Facebook
  - 172,000 impressions
  - 7,600 clicks
  - 3% CTR for new audience and 4% CTR for past visitors.
- Launching national campaign targeting users searching for ski vacations in the Southwest and New Mexico.
- Will be preparing summer targeting and audiences with specific campaigns over the next month.
- Ongoing revisions and updates will be made to best utilize our budget on keyword bids.

Website Upgrades

- New optimized home page launched the last week of January.

Social Media Overview for January

- Facebook
  - 2.6 million impressions, 39% increase over December.
  - 4.8% increase in fans, gaining 1,624 new fans.
  - Cities Reached (Daily Average)
    - Amarillo: 1,851
    - Houston: 1,779
    - Denver: 1,234
    - Albuquerque: 1,180
    - Dallas: 933
  - Outperformed our competitor set with page engagement.
- Instagram
  - 12,241 followers currently.
  - Matched our December growth with an 8.5% increase of followers in January.
  - 353,174 impressions with an average of 11,392 per day.
- Twitter
  - 43,100 impressions.
  - 4,720 followers currently.
Website Summary

- Website visitation from January 1, 2019 through January 31, 2019.
  - Pageviews: 589,423, 7% increase over December.
  - Unique Pageviews: 232,573
  - Geo Visitation Summary
    - Top 10 States for Sessions on our Website:
      - Texas: 59,091
      - Oklahoma: 13,780
      - New Mexico: 10,602
      - Colorado: 3,543
      - Nevada: 2,358
      - California: 2,112
      - Kansas: 1,323
      - Missouri: 1,136
      - Louisiana: 1,115
      - Illinois: 902
    - 39% of visitors in the month of January were new to our website.
Economic Development Meeting

February 12, 2019

Mardi Gras in the Mountains

- February 28 – March 5
- Meetings on Wednesdays at 6 pm at Capos
- Media all booked

Comedy Club

- March 15 – 16
- Cancelled

Summer Events

- Planning Stages
- Vendors signing up

Website Traffic

- Up for Mardi Gras
- Top 10 States
  - Texas
  - New Mexico
  - Oklahoma
  - Colorado
  - Nevada
  - Arizona
  - California
  - Kansas
  - Florida
  - Georgia & Louisiana
Taos Regional Airport
Summer Air Service Proposal

Taos Air
Opportunity

- Taos Regional Airport opened a new 8,600’ cross-wind runway on August 25, 2017. The runway has the capacity to accept planes as large as regional jets.

- Town of Taos envisions the airport as an economic driver for Taos County and Northern New Mexico.

- Expanded utilization of Taos Regional Airport opens the door to the film, technology and tourism industries among many others.
• Affiliated entity of TSVI acquired a 30 passenger Dornier 328 jet to provide regional air service under the name Taos Air.

• Flights operated by Akron-based, Ultimate Jet Charters
  – Operating since 1984
  – Leader in the charter shuttle market
  – Maintains a ARG/US Platinum safety rating

• Winter program runs December 20, 2018 – March 31, 2019 with 3 round-trip flights to both DAL and AUS per week (Thursday, Saturday and Sunday/Holiday Monday)
Dornier 328 – 30 passenger Jet
Target Markets

• **Dallas – Fort Worth MSA**
  – 7.4m residents – 4th highest MSA in US
  – Fastest growing metro area in the USA in 2017 per US Census Bureau population estimate.

• **Austin MSA**
  – 2.0m residents (2016) projected to 2.3m by 2020
  – 16th largest GDP per Capita (2014)
Public Private Partnership

- Tremendous support and collaboration from public and private interests have made the Taos Air service possible:
  - Terminal building
  - De-icing equipment
  - NM DOT Marketing Grant
  - Airport services (Taos Aviation FBO)

- Supported and recognized by Taos Pueblo

- **Regional support needed**
  - Financial support for proposed summer program for seat subsidy and marketing
  - Promotion to respective customer databases
## Winter Flight Schedule

**Thursday & Saturday**

<table>
<thead>
<tr>
<th>Departure City</th>
<th>Arrival City</th>
<th>Departure Time (local)</th>
<th>Arrival Time (local)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin (AUS)</td>
<td>Taos</td>
<td>8:20 am</td>
<td>9:26 am</td>
</tr>
<tr>
<td>Taos</td>
<td>Dallas (DAL)</td>
<td>9:56 am</td>
<td>12:32 pm</td>
</tr>
<tr>
<td>Dallas (DAL)</td>
<td>Taos</td>
<td>3:00 pm</td>
<td>3:54 pm</td>
</tr>
<tr>
<td>Taos</td>
<td>Austin (AUS)</td>
<td>4:24 pm</td>
<td>7:12 pm</td>
</tr>
</tbody>
</table>

**Sunday or Holiday Monday**

<table>
<thead>
<tr>
<th>Departure City</th>
<th>Arrival City</th>
<th>Departure Time (local)</th>
<th>Arrival Time (local)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin (AUS)</td>
<td>Taos</td>
<td>10:00 am</td>
<td>11:06 am</td>
</tr>
<tr>
<td>Taos</td>
<td>Dallas (DAL)</td>
<td>2:00 pm</td>
<td>4:36 pm</td>
</tr>
<tr>
<td>Dallas (DAL)</td>
<td>Taos</td>
<td>5:15 pm</td>
<td>6:09 pm</td>
</tr>
<tr>
<td>Taos</td>
<td>Austin (AUS)</td>
<td>6:40 pm</td>
<td>9:28 pm</td>
</tr>
</tbody>
</table>
Winter Marketing - Digital
Marketing – Non Digital

THE ROCKIES JUST GOT CLOSER

THE FASTEST WAY TO THE ROCKIES
### Winter Program Results (as of 1/31)

<table>
<thead>
<tr>
<th>Month</th>
<th>Austin</th>
<th>Dallas</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>77%</td>
<td>75%</td>
<td>76%</td>
</tr>
<tr>
<td>January</td>
<td>65%</td>
<td>66%</td>
<td>65%</td>
</tr>
<tr>
<td>February</td>
<td>61%</td>
<td>57%</td>
<td>59%</td>
</tr>
<tr>
<td>March</td>
<td>47%</td>
<td>44%</td>
<td>46%</td>
</tr>
<tr>
<td>Total</td>
<td>60%</td>
<td>59%</td>
<td>60%</td>
</tr>
</tbody>
</table>

- Average fare is $408 (round-trip)
- Arriving passengers destination: 50% TSV; 50% non-TSV
Proposed Summer Program

Schedule & Capacity
• June 27 – September 22, 2019 (13 weeks)
• Thursdays, Saturdays & Sundays (same as winter program)
• 4,680 seats (2,340 in-bound and 2,340 out-bound)

Funding Requirement
• $550,000 for minimum revenue guarantee ($235/RT ticket)
• Commitment by February 28, 2019 for scheduling and marketing purposes
Marketing

- $400k proposed spend
  - $200k raised via PPP
  - $200k match from NMDOT

- Taos Air branded message with focus on the Region would complement NM Tourism ‘New Mexico True’ campaign.
  - Focus on convenience and regional landmarks, recreation & culture
  - Private flight experience at commercial price

- Taos Air and Town of Taos collaboration to implement the campaign
FAQ’s

• Where do flights arrive and depart from?
  • Taos Regional Airport – Terminal Building (before FBO)
  • Dallas-Love Field – Signature Flight Services (FBO)
  • Austin-Bergstrom International Airport – Signature Flight Services (FBO)

• Is there TSA Security?
  – Taos Air provides private charter service so no TSA process at check-in (show up 30 minutes before flight)

• How do I purchase a ticket?
  – www.flytaosair.com
  – 833-FLY-TAOS (833-359-8267)

• What are the ground transportation options at Taos Regional Airport?
  – Complimentary shuttle provided by Taos Transportation to and from Taos Ski Valley
  – Free parking at Terminal Building
  – Mountain View Shuttle & Car Rental (575.770.8759)