PUBLIC SAFETY COMMITTEE
REGULAR MEETING
JUNE 11, 2019

ROLL CALL: George Woerndle Tim Boren
Ron Burnham Dina Burnham
Daniel Lamb Ted Calhoun
Georgiana Rael Holly Fagan

CALL TO ORDER
Councilor George Woerndle called the meeting to order at 10:02 AM

DEPARTMENT REPORTS

FIRE: Fire Chief Ron Burnham reported that the call volume is going as expected with typical amounts of calls in comparison to last year. The fire inspections program was behind due to James leaving in January but is now getting back on track. We are currently at 21% of target inspections. John McCollum is training with Deke to do inspections and he will attend the fire academy in July to obtain certification as a fire inspector. The goal of the inspections program is to inspect every commercial property annually. There are a handful of properties they try to inspect twice a year. These are some properties that don’t meet current fire code requirements but were grandfathered in and also some properties where large crowds of people gather. Chief Burnham also reported that from a fire perspective that Memorial Day Weekend was not busy. There was an issue with the way that the no parking areas in the center laries were placed for the rally. The areas of no parking were not sufficient enough for the fire equipment to make left turns if needed. In the future the no parking area at intersections needs to back up five feet to allow for fire vehicles to make the turns. There was one call over the holiday weekend for a structure fire at the Pioneer Lodge. A couch had been placed over the top of a floor furnace and had caught fire.

EMS: EMS Director Dina Burnham reported that calls are up this May compared to last May. The total number of transfers has also increased. On Saturday of Memorial Weekend within 12 minutes they had 2 calls in town as well as the motorcycle wreck in the canyon which involved 2 fatalities and 3 critically injured. We had 2 ambulances respond fully staffed and Ed Saint was able to ride along as attendant on one of Questa’s ambulances. There were a total of 12 EMS scene responses over the holiday weekend and our crews did a great job. Dina also reported that the rescue folks are working on CPR renewals. They are taking an online course and then in-person testing. She also reported that maintenance is scheduled for all three ambulances and that 2 of the EMT-Basics are getting qualified for Lead Attendant on EMS and transfers.

MARSHAL’S OFFICE: Marshal Tim Boren reported that since this was his first Memorial Weekend Rally he learned a lot. The rally went well other than one state officer being assaulted. Call volume and arrests were increased from last year and the majority had to do with intoxication and domestic violence. Nearly all the calls received were alcohol related. Tim reported that he received positive feedback from the State and County. Marshal Boren also reported that the concert venue had low attendance and did not impact the police presence. The concerts had around 400 attendees on Friday and 500 on Saturday. He also reported that the Marshal’s Office needs a new vehicle to replace the Expedition. They have $37,000.00 in LEFP funds from the state that can be used. The Marshal’s Office is having personnel issues related to the small demographic to recruit from. Housing is still an issue and a deterrent to officers relocating their families to Red River. Daniel Lamb inquired about the status of the
comprehensive camera system project. Marshal Boren reported that we do have some cameras in place that show people coming and leaving town and they are able to get an approximate make and model of vehicles but not get license plate numbers. Since the burglary issues last year there is an increase in businesses that have installed camera systems. Daniel expressed concern that we have been working on a comprehensive camera system throughout town for a year and a half and it is still not in place. Marshal Boren stated that it’s not good for business owners to rely solely on the Town for security cameras. David Smith had been getting quotes regarding a town wide camera system when he was Marshal but was running into issues with cost as well as available electricity and Wi-Fi to operate the cameras. Tim reported to the committee that we did get an indictment of the burglar and it now goes to prosecution. Taos County DA is not processing and misdemeanor cases other than DWI’s and domestic violence, so we are trying to put as much through municipal court as possible.

MEETING ADJOURNED

With no further business, the meeting adjourned at 10:45 AM.
Red River Public Safety Committee

Fire Department Dashboard Report for June, 2019

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

![13 Month Call Volume Graph]

2. Three Year Comparison – 2017, 2018 & 2019

![3 Year Comparison Graph]
3. Property Inspections as of May 31, 2019:

**Inspections Completed Compared to Targets**

- **ANNUAL TARGET**
- **CUMULATIVE TARGET**
- **TOTAL TO DATE**

**2019 INSPECTIONS COMPLETED**

- **COMPLETED**: 21%
- **PENDING**: 79%
1. Memorial Day Weekend Up in calls compared to last year. We staffed 4 ambulances at one time, including putting a paramedic on Questa ambulance. Total of 17 calls over the weekend.

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>Other</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>Fire calls</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>Transfers</td>
</tr>
<tr>
<td>9</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>EMS scene response</td>
<td>Transported</td>
</tr>
<tr>
<td>1</td>
<td>0</td>
<td>Rescue</td>
</tr>
<tr>
<td>15</td>
<td>17</td>
<td>TOTALS</td>
</tr>
</tbody>
</table>

2. Getting rescue folks CPR renewals done
   a. Online then test out
3. Ambulance maintenance. Issues currently with all three ambulances. Scheduled for repairs
4. Two EMT-Basics getting qualified for LA on EMS and Transfers
1. CALL TO ORDER: 9:15 AM

2. ROLL CALL: FRED, SHARON, TRACY, LINTON, DANIEL

3. MOUNTAIN BARK PARK: ADVISED COMMITTEE THAT THE FENCE WAS INSTALLED ON FRIDAY MAY 17th. HAD FINAL REVIEW FOR RULES SIGNS TO BE ORDERED ON THE 21st. PAULETTE TO HELP DESIGN LANDSCAPE AND GET SOME PRICING.

4. RRVF GRANT: COMMITTEE AGREED THAT IF WE RECEIVE THE ENTIRE GRANT IT SHOULD BE USED ON THE MOUNTAIN BARK PARK FOR BENCH, TABLE, SHADE, WATER FOUNTAIN, WASTE DISPOSAL DISPENSERS WITH TRASH CAN.

5. VOLUNTEERS: COMMITTEE AGREED TO UTILIZE THE GROUP COMING JULY 11-13 TO WORK ON THE TONY WOERNDLE BRIDGE REPLACE BOARDS AS NEEDED RESTAIN. IF TIME PERMITS POSSIBLE GROUND PREP WORK IN DOG PARK

6. OTHER: LINTON TO CHECK ON LAYOUT SIGNAGE FOR DISC GOLF COURSE IN MALLETTE PARK. TRACY MADE A MOTION THAT WAS UNANIMOUSLY AGREED UPON THAT THE TOWN ADOPT A MINING THEME WITH A HISTORICAL, MODERN INDUSTRIAL LOOK TOWARDS OUR IDENTITY. THERE WAS SOME DISCUSSION REGARDING THE REMOVAL OF OLD CHAIN LINK FENCE AROUND THE TENNIS COURTS.

MEETING ADJOURNED 10:08 AM

RESPECTFULLY,

DAN FOLEY
Fwd: A bench in honor of my sweet daddy

1 message

Dan Foley <dfoley@reddriver.org>
To: Kim Leach <kleach@reddriver.org>

Could you please add this to my agenda?
Thx for all you do for us!!

Dan Foley

Begin forwarded message:

From: Amanda Kerley <gottwins522@me.com>
Date: June 3, 2019 at 18:32:32 MDT
To: Dfoley@reddriver.org
Subject: A bench in honor of my sweet daddy

Here is what my cousin in Maine had made in honor of my daddy. If I could get one similar and have it in the park in Red River I would greatly appreciate this. A place my family could come sit every year we visit for years to come. A place that everyone who helped that day could not only remember my daddy but also remember the heroes they have in this town that saved my son and the reason he's alive with us.

Thank you so very much

Amanda Kerley
In Loving Memory of
GREENOUGH'S
Carol Pitkin O’Neil 12/22/1949 - 11/21/2017
Jerry Greenough “LJ” 7/23/1955 - 9/2/2018
RIP
TOWN OF RED RIVER
ECONOMIC DEVELOPMENT COMMITTEE
LODGER'S TAX ADVISORY BOARD
REGULAR MEETING
TUESDAY JUNE 11, 2019
11:00 AM
RED RIVER CONFERENCE CENTER
COUNCIL CHAMBERS
AGENDA

1. CALL TO ORDER 11:01
2. ROLL CALL – Clay, Karen, Shelby, Reed, Jessica, Linda, Sloan, Katie, Bob, Georganna, Andy
3. COMMITTEE REPORTS
   a. Chamber of Commerce - see attached
   b. Red River Ski Area - see attached
   c. Tourism Director – April will start end of June
   d. Marketing Plan Update –
      i. Finishing push for BaconBrewhs/Memorial/Carhows/ArtWine
         1. Abq, Lbk, Amarillo, CO, Dallas, Austin, Houston
         2. PHX – Art & Wine only
      ii. Media
         1. Radio – Abq, Amarillo, Lubbock
         2. Pandora – All TX
      iii. Digital
         1. Prospecting, custom contextual, re-targeting to RR message
         2. Added FB/Insta – FB has biggest impact
      iv. FY19
         1. ABQ Magazine – Roadtrip edition – full page RR
         2. True Grit campaign – June – August
         3. Viant Video – Winter videography finished, will push fall/winter
         4. CO-Op – RR awarded most in state - $42K
            a. Digital Video/Native
            b. Email targeted list – oct-june
            c. TX Monthly – April
            d. NM Mag print/advertiserial
            e. DAL LOVE Field – Dec/April
            f. Flex - $5K for website, AARP, TX,
      v. NEW: Carson NF Tree, Visit Widget
   v. WAS NOTED THAT NO ADVERT TO OK
      e. Status of Booking Conference Center - see attached
      f. Lodgers Tax Report and Financials
4. ECONOMIC DEVELOPMENT
5. OTHER – Town should have announcement/press release regarding long-term rentals to clear up misinformation
6. ADJOURNMENT 11:37
Visitor Center hrs:

March 2018 - 809
April 2018 - 520
May 2018 - 2,025

March 2019 - 587
April 2019 - 491
May 2019 - 2,336

Constant Contact: Little Red News Letter (Monthly)

March – 17% open rate, & 2% click rate
April – 17% open rate, & 7% click rate
May – 21% open rate, & 5% click rate

Total email list of 30,000

Facebook

79,400 total page followers
80,884 total page likes
Post engagement this week is 21.3K

Instagram:

12.3K followers
Average likes per post ranging from 400 to 4,000 with videos getting best reaction

Visit Widget

Total users last week 390 and previous week 274
Average session duration is 2m 10s
IOS Downloads 28 last week 18 previous week
Android Downloads 5 last week 5 previous week
**Visitor & Conference Center Improvements**

In addition to our new fans and new adjustable LED lighting in the Exhibit Hall we have replaced the chairs in the lobby, a standing desk for ROV registration, survey monkey, a new menu stand for Red River restaurants, (40) new 72 inch round tables, 400 black vinyl chairs, a new floor cleaner, a conference line in Council Chambers, (2) 55" inch smart TV's that will be installed in the Council Chambers, and a new bar w/ accessories.
Bacon and Brews Festival
- May 17-18
- 313 guests
- New name for 2020

Memorial Day
- Successful

Classic Car Show
- June 1
- 70 cars registered
- 670 paid guests

Art and Wine Festival
- June 14-16
- 7 wineries, 3 breweries
- 45 vendors

4th of July Parade and Celebration
- Parade at 10 am with picnic to follow
- In touch with Community House for Games on the Lawn
- 'Red, White, and TRUE'

Website Traffic
- Traffic up – 57.5%
- Summer events traffic is up
  - Specifically, Century Tour, Car Show, Art & Wine
- Geography
  - NM, TX, OK, CO, CA, MI, KS, FL, AZ, MO
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
Summer Operations Schedule & Events

- Summer Mountain Tubing Closes: Aug 11th
- Reduced Hidden Treasure Schedule: Aug 12th
- Scenic Summer Chairlift Closes: Sept 22nd
- Music on Top: June 15th - Aug 31st *Every Saturday 12pm to 2pm*
- 8th Annual Drew Judycki Memorial Disc Golf Tournament: Sept 21st & 22nd

19/20 Winter Updates

- Lift Ticket, Tubing, and Deal & Discount pricing is live on the website.
- Triple Play Cards and 4 Packs Valid: Jan 5th - Feb 28th *New*
- Winter Operations Schedule
  - Opening Weekend: Nov 27th - Dec 1st
  - Deal Days: Dec 6th - 8th
  - Open Daily: Dec 13th
  - Deal Days: Dec 13th - 15th
  - College Days: Dec 14th - 21st
  - Tubing Daily: Dec 20th
  - Holiday Blackout: Dec 26th - Jan 4th *Extended*
  - College Days: Jan 5th - 20th
  - Spring Break Blackout: Mar 8th - 14th
  - College Days: Mar 15th - 22nd *New*
  - Closing Day: Mar 22nd

18/19 Winter Website Summary

- Website visitation from May 1, 2019 through May 31, 2019.
  - Pageviews: 44,927.
  - Unique Pageviews: 37,178.
  - Sessions: 22,857.
  - Geo Visitation Summary
    - Top 10 States for Sessions on our Website:
      - Texas: 10,765
      - New Mexico: 3,218
      - Oklahoma: 2,276
      - Colorado: 857
      - Nevada: 579
      - California: 559
      - Arizona: 446
      - Kansas: 387
      - Missouri: 261
      - Virginia: 243