

**Town of Red River
Economic Development Committee/Lodger's Tax Advisory Board**

1. The meeting was called to order by Steve Cherry on Tuesday, May 10 – 11AM in the Council Chambers.
2. Members present were: Steve Cherry, Megan Gallagher, Clay Robertson, Chad Mantz, Karen Kelly, and Bob Foley. Town Administrator Georgiana Rael and Assistant Chamber Director Evan O'Rear were also present.
3. Committee Reports
 - a. Evan O'Rear gave the Chamber's report
 - i. Half Marathon is on track to have more participants than last year
 - ii. Memorial Day Bike Rally Guide is being printed – Expected delivery May 17
 - iii. Art and wine festival wine walk is in production and moving forward
 - b. Karen Kelly gave the Ski Area Report, which is attached.
 - i. Only 3 towers still up from Green Chair
 - ii. Training for pioneer flyer and hidden treasure starting soon
 - iii. Now hiring 50 summer seasonal positions
 - iv. Final stages of hiring new social media and events coordinator
 - v. Giving away a 1.02 carat emerald Dec 17
 - vi. Fishing Derby May 14
4. Director's Report, Advertising Update, Conference Center Bookings and Visitor Center numbers were given by Megan Gallagher. Report is attached.
5. Georgiana Rael went over Lodger's Tax:
 - a. The report shows that we are down 5% or \$3,371.44 from the month of March 2015. 4 lodges have still not reported.
 - b. Up 4.21% for the year
 - c. Still on track for lodger's tax to reach over \$700,000 this year for the first time ever
6. Other
 - i. Lodging still available for memorial day
 - ii. Conference Center Update/ Upgrades - Pilar is almost finished being fixed. Getting bids to fix the roof.
 - iii. RFP for the conference center liquor license has been re-published. Deadline is May 16
7. Adjournment



CHAMBER CHAT- During the past month of columns we have featured our upcoming events as well as an article about OHV/Jeep trails.

SOCIAL MEDIA –

- Facebook 2,833 likes to date up from 2,628
- People Reached 4,046 saw and read our Half Marathon & 5K Ad.
- Registration for Half Marathon & 5K is on track to continue growth.
- Half Marathon Instagram #highmountainhalf

Website:

- 374 visits and 857 page views since May 1, 2016
- Over 1,500 visits since April 1, 2016
- We have our On-line store built. Adding Art & Wine pre-sales.
- Memorial Day Bike Rally Unique site is live! www.redriverbikerally.org

Upcoming Events:

- High Mountain Half Marathon is less than 2 weeks away. Still have a few volunteer spots that need filling.
- Memorial Day Bike Rally Event Guide is at the printing press right now with an expected publication of May 17th. Digital Event Guide is LIVE on rally website.
- Art & Wine Festival Wine Walk is in production and moving forward. Frye's Old Town & Candy Crate have committed as venues and St. Claire Winery as a vendor. We are looking forward to a successful new attraction for this event.

Chamber Business

- We have partnered with Flybox Wifi for Memorial Day and are doing some advertising for them. This start-up company could potentially provide "big city" internet connection speeds in our town.



May 10, 2016

Economic Development & Lodger's Tax Advisory Committee

Report from the Red River Ski & Summer Area –

- Removal of Green Chair – Building of the Emerald Quad
 - Three towers still up – Lift to be sold in one piece – no chairs for sale right now
 - Cutting lift line – Fire chasers & in house crew
 - Doppelmayr coming in Monday to start construction of new lift
- Training on Pioneer Flyer starts Thursday
- Training on Hidden Treasure starts May 25, 2016
- NOW HIRING – 50 summer seasonal positions available
- Final stages of hiring our Social Media and Events Coordinator
- Emerald Give Away Campaign
 - Mother's Day Concert in Taos – attended – Kick off
 - Chavez Jewelers Partner
 - 1.02 carat emerald
 - Give away – Dec 17, 2016
 - Selfie with Emerald Chair in order to enter
 - Selfie in Chavez Fine Jewelry
- Janet Ortega – NMS intern for summer starts Monday, May 23, 2016
- RRSA attending the Governor's Conference on Tourism
- Fishing Derby Saturday – May 14, 2016
 - 7 am – 3 pm
 - The Grill at The Lift House opens Saturday for awards ceremony
- June is busy with weddings and groups on Hidden Treasure, Pioneer Flyer & Summer Tubing
- Wedding ceremonies and receptions - we still have space available – July and August
- Need volunteers for Walk With A Ranger and Summer Host program
- Still have to fill a few spots for Music On Top
- Opening day for Flyer – this Saturday and then weekends starting May 28, 2016
- Opening day for Scenic Summer Chairlift Rides – May 28, 2016
- Hidden Treasure – June 10, 2016 to public – groups in before that

Enthusiastically,

Karen Kelly
Director of Marketing and Guest Services

Economic Development Committee
May 10, 2016
Director's Report & Advertising Update
o Digital/Online

May Newsletter- 18.0% of our contacts opened the email so far that was sent out on Thursday. Still growing daily as quite a few people on our list only seem to check their email once a week. Dave from HK sent me a template to follow for next month to help the emails follow the NM true branding.

260 total clicks, 2,045 opened emails

Facebook- Up to 58,000 likes

Twitter- 3,092 followers

Instagram- 5,722 followers

Website Update- Will be ready to launch 5/16

Redriver.org

April 2015 Visits 45,005 | Unique Visitors 22,146

April 2016 Visits: 52,133 | Unique Visitors 23,619

Most viewed pages: Webcam/ Lodging /OHV info/town map

o Visitor Center

April Visitors -- 329

Most requested info --hiking, dining, fishing, maps

Visitor Center Upgrade- Now has \$25,000 allocated to upgrades for 2016-2017. Looking to install new counter, laptop area along walls in main entryway, new photos in entryway, and paint some of the walls NM True.

o Conference Center

Currently getting suggestions from roofers as what it will take to fix our roof before we put out an RFP for it.

Weddings -11

Reunions-4

Conferences-4

Events- 11

o Other

RFP for liquor license has been re-published. Deadline is May 16. We are running the license until we find a lessee to take over alcohol for events.

More summer visitor guides are now available for pickup

Re-ordered more Red River Is NM True stickers

Met with Dave at HK two weeks ago. 2016-2017 marketing plan is in place. He should have the printable media plan to me in the next month.

Getting ready for a busy and hopefully ATV friendly summer!