

TOWN OF RED RIVER
ECONOMIC DEVELOPMENT COMMITTEE

The Economic Development Committee meeting was held on November 11, 2008 at 1:00 pm at the Red River Conference Center.

1. Meeting was called to order by Councilor Debbie Hubbard.
2. Members present were Lauren House, Juanita Walker, Ben Butler, Rebecca Sanchez, and Paulette Kiker. Also present was Rebecca Latham. Member absent was Monda Hafley.
3. Rebecca Latham had to leave to conduct a television interview. Director's Report was given by Debbie Hubbard. Report is attached.
4. A review of conference center bookings was done. Report is attached.
5. Advertising Update was given by Debbie Hubbard. Report is attached.
6. Committee Member Reports:
 - A. Lauren reported that the ski area is advertising in different places than Rebecca Latham, like *For Your Family* Magazine, the Journal North's Winter Guide, and the Albuquerque Journal's Gold Pass. The ski area will also participate with the Creamland Dairy "Buy One, Get One" deal. They are opening on schedule November 26th. Comcast has been working with Ski New Mexico to put a webcam on every ski area. Ski New Mexico is also putting together a ski package for kids that they'll get a lift ticket and lesson for \$30. The Ski Team spaghetti dinner will be December 5th, Home School Week begins January 19th, and the ski area's 50th anniversary gala will be January 30th.
 - B. Rebecca Sanchez reported that the Chamber Board will have a retreat next week. Mardi Gras meetings have begin – there are two new krewes this year. Next meeting will be November 19 at 1pm at Mountain Treasures. The theme this year is Hollywood. The Visitor's Center will be open again full-time for winter hours beginning this weekend.
 - C. Debbie reported that Lodger's Tax revenues were up 7.2% YTD.
 - D. Ben reported that he'd like the 2008 budget from chili cook-off to plan for 2009. The state legislature wants a New Mexico Cowboy state song. Ben is a judge. Judging is November 19th.
7. Other: Debbie asked the group if everyone would be here for the December 9th meeting. The group all said that they would.
8. Meeting adjourned.

Economic Development Committee
November 11, 2008
Director's Report

Busy, busy, busy with advertising and CDBG applications. We will have a public hearing Thursday to get input from community members on what we should apply for (has to be on our ICIP). We will apply for one project this December and a planning grant as soon as the planning application is completed (two simultaneous applications). A second public hearing will be held November 25th at the Council meeting.

Region 5 has decided to move forward with our FAM trip without the tourism department's van. We will work with the North Central Regional Transit District to get the tour operators from ABQ to Santa Fe via the Rail Runner, then use the blue busses to get them to Taos. The Miner's Transit will assist in transporting them from Taos to Red River. After a conference call later this week I will begin looking for lodging, activities, and meals for an overnight stay for these 10-12 international tour operators.

JackRabbit is now live on our site with seven lodges. There are currently three other lodges that are discussing participation with their boards and owners. I have a call scheduled with the JackRabbit folks to discuss our current traffic and their new inventory system. They have created an online inventory system FREE for any of the participating lodges that will give lodgers the ability to book online. This will allow JackRabbit to use a "pay-per reservation" system instead of the current "pay-per-click" system (so lodges are only charged for reservations that are actually booked). I'll keep you posted!

I've gotten a recommendation on a great photographer out of Taos. We've communicated via email but have not had the chance to speak by phone. As soon as I have a chance I'll discuss the feasibility of her doing some winter photography for us. I've been collecting vacation guides from other resorts so we can get an idea of desired photography and new ideas for our next vacation guide (Lauren & I have been discussing).

October website stats for www.RedRiver.org:

- * 17,524 unique visitors
- * 821,751 webcam views (both webcams – not including KOB-TV shots)
- * 3,848 downloads of the vacation guide
- * Weather, lodging, vacation guide, and winter follow the webcam in popularity

Respectfully submitted,

Rebecca Latham
Economic Development Director

Red River Conference Center Bookings

November 2008

3 Department Head Meeting
4 Elections – Conf Room
10 Department Head Meeting
11 Committee Meetings – Conf Room
13 P&Z Meeting – Conf Room
17 Department Head Meeting – Conf Room
18 Chamber Meeting – Conf Room
24 Department Head Meeting – Conf Room
25 Council Meeting – Conf Room

December 2008

1 Department Head Meeting – Conf Room
8 Department Head Meeting – Conf Room
11 P&Z Meeting – Conf Room
15 Department Head Meeting – Conf Room
16 Chamber Meeting – Conf Room
22 Department Head Meeting – Conf Room
23 Council Meeting – Conf Room

2009

May 16 Private Graduation Party – Exhibit Hall**
June 3-5 SWPRSC – 2/3 Exhibit Hall**
June 25-30 Family Encampment – Entire Facility**
July 11 Garcia Wedding Reception – Exhibit Hall**
July 13-16 NM CVRC**
July 26 Heffel Reunion**
August 8 Norman Wedding Reception**
Sept 10-12 Grace Fellowship Men's Retreat**
Sept 25-27 Enchanted Circle EMS – Exhibit Hall

Economic Development Committee
November 11, 2008
Advertising Update

After our discussion at the last ED meeting I've placed ads in student newspapers at OU, OSU, Texas Tech, and UNM. UT was cost-prohibitive, and NMSU is a pretty long drive. These ads will begin in December and promote Half-Price Weekends & College Days.

Beginning mid-November we will have billboards in Albuquerque (westbound Paseo del Norte between 2nd and 4th), Amarillo (S. Coulter 500 feet north of Loop 335), and Lubbock (Avenue Q at 37th Street). The ABQ billboard will be a 6 month contract, and the Texas billboards are a 2-year contract with an option to drop after 1 year (free production with 2 year contract).

I've purchased our Albuquerque radio ads that will run November – March (some begin next week). We will also start in OKC next week, and I'm working on finalizing ads in Amarillo, Lubbock, and Wichita Falls.

We will have an ad in the Cannon Air Force Base bi-monthly magazine December & January, and I'm working on ads for Kirtland AFB and Ft. Sill in Oklahoma.

Our e-newsletter went out to 3205 people last week. The open rate was around 74%, with only 16 unsubscribes.

We currently have a full page ad in New Mexico Magazine (November), and a full page coming out in the winter issue of Around 505.

Snow Show had an estimated 7500 people in attendance, many who were new to New Mexico and looking for information on where to ski. All of the businesses that participated did a fantastic job representing our community!

We have 10 businesses that will be participating in an online guide through KRQE.com. That will hopefully be set up and ready to go in the next two weeks.

The Enchanted Circle Marketing Co-op is putting an ad in the February issue of New Mexico Magazine, and working on table tents that will be displayed in restaurants & lodges around the Enchanted Circle.

I've been working with Lauren on our combined winter advertising efforts and am looking forward to a high saturation of our target markets between the two of us!

Respectfully submitted,

Rebecca Latham
Tourism & Economic Development Director