

TOWN OF RED RIVER
ECONOMIC DEVELOPMENT COMMITTEE

The Economic Development Committee meeting was held on Tuesday, October 14, 2009 at the Red River Conference Center.

1. Meeting was called to order by Councilor Debbie Hubbard.
2. Members present were Juanita Walker, Lauren House, and Paulette Kiker. Also present were Rebecca Latham, Russell Church, and Mayor Linda Calhoun. Members absent were Rebecca Sanchez, Monda Hafley, and Ben Butler.
3. Director's Report was given by EDD, Rebecca Latham. Report is attached.
4. A review of conference center bookings was done. Report is attached.
5. Advertising Update was given by EDD, Rebecca Latham. Report is attached. Discussion followed on the marketing direction for the next vacation guide. Rebecca L. and Lauren will begin collecting vacation guides from other communities to see what else is out there. During discussion on our fall advertising campaign Paulette suggested we do more in Albuquerque during Balloon Fiesta, and also suggested we continue to market ourselves as a "One Tank Trip" to communities in the 300 mile radius. The committee also discussed the need for new photography to showcase the proximity of the ski area to the town. Rebecca L. will investigate photography options.
6. Committee Member Reports:
 - A. Lauren reported that the ski shows have been going really well. She attended the OK State Fair, and Wally attended the TX State Fair. Both noticed that many of the people that visited the NM Tourism Departments booth requested information on Red River. Lauren also attended a ski show at Texas Tech, which prompted Juanita to ask about marketing to college students in December for winter break (December 12th is a Half-Price Weekend & they'd be eligible for 4th Day Free). Paulette suggested a "Finals Blowout." Lauren mentioned that the ski area is going to start doing a lot more with College Days (more contests and activities). Rebecca L. will look into advertising opportunities on college campuses.
 - B. There were no other reports.
7. Other – Debbie asked the committee if they would be available to meet in November. There was enough interest, so the next scheduled meeting will be November 11. Linda updated the committee on Eddie Dry's pursuit of a Smithsonian exhibit in the Community House next summer, and Russell & Linda updated everyone on the Conference Center moving towards redesigning the Enchanted Circle Scenic Byways Interpretive Center and our application for the Enchanted Circle to become a nationally designated scenic byway.
8. Meeting adjourned.

Economic Development Committee
October 14, 2008
Director's Report

We've recently finished the Household Demographics Survey to determine our eligibility for CDBG funding. It is required that 51% of our population meets the LMI (low- to moderate- income) guidelines set by the DFA for us to qualify. We're at roughly 53%, so we'll move forward with our application for a planning grant to develop a 5-year comprehensive plan for Red River. Once that is done, we'll be able to apply for funding for infrastructure improvements, community development, and housing projects.

HUD has awarded New Mexico \$19.6 million to use for neighborhood stabilization. This funding can be used for municipalities and housing authorities to purchase foreclosed or abandoned homes at a discounted rate and to rehabilitate, resell, or redevelop them. Red River does have properties that qualify, though most of this money will go to urban communities. We are still actively researching way to get workforce housing in our community.

The North Central NM Regional Marketing Board (Region 5) is working on our presentation for the "Go West" Summit in Albuquerque, late-January. In addition to having a presence at the welcome reception and trade show, we are organizing a FAM tour. Unfortunately the tourism department is hesitant to include Red River for fear that weather will prevent them from getting the tour operators up here. I'm not giving up yet though!

We hosted a meeting for lodgers interested in learning more about JackRabbit. There was a nice turnout, and at last count we had six or seven lodges signed up (three more showing interest and waiting for their boards to meet). They are making the switch from "all lodges" to "participating lodges" on our website this week. Lodges that choose not to participate will have a link to their website below the lodges that are participating.

I met with Victoria Gonzales, Taos Entrepreneurial Network, this morning to discuss how TEN could be available to help Red River businesses. She and I will continue to work together on business start-ups, and she'll continue to offer resources for businesses looking to expand. I'll be sending something out to the list serv about the services TEN offers, and she'd like the opportunity to come speak with us about how she can help our community.

September website stats for www.RedRiver.org:

- * 16,356 unique visitors
- * 641,248 webcam views (both webcams)
- * 3,514 downloads of the vacation guide
- * Weather, lodging, maps, and events follow the webcam in popularity

Respectfully submitted,

Rebecca Latham
Economic Development Director

Red River Conference Center Bookings

October 2008

3	Red Cross Blood Drive – 1/3 Exhibit Hall
6	Department Head Meeting – Conf Room
9	P&Z Meeting – Conf Room
11	Martinez Wedding – Exhibit Hall**
13	Department Head Meeting
14	Committee Meetings – Conf Room
20	Department Head Meeting – Conf Room
21	Chamber Meeting – Conf Room
24-26	Grace Vineyard – Conf Room**
25	Valley Condos – West End Room**
27	Department Head Meeting – Conf Room
28	Council Meeting – Conf Room
31	Halloween in the Mountains**

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	Trujillo Graduation – Exhibit Hall**
June 3-5	SWPRSC – 2/3 Exhibit Hall**
June 25-30	Family Encampment – Entire Facility**
July 11	Garcia Wedding – Exhibit Hall**
July 13-16	NM Crime Victims Reparation Commission**
July 26	Heffel Reunion**
Sept 10-12	Grace Fellowship Men's Retreat**
Sept 25-27	Enchanted Circle EMS – Exhibit Hall

(Possible crafts fair in July)

Economic Development Committee
October 14, 2008
Advertising Update

Our fall media tour was fantastic! We hosted 16 journalists from all over the country that write for domestic & international publications. Two articles about Red River have already been written online (www.about.com), and we have an article coming out this weekend in the Edmond, OK newspaper. More articles will continue to roll out over the next two - three years.

Using the special events funding for the Chamber's fall events we were able to put together a great fall campaign with radio, print, and online in Amarillo, Wichita Falls, Lubbock, and Albuquerque (mid-July to early-October). Additional print ads were placed in Taos and the Enchanted Circle to promote events that were happening that weekend.

Using co-op funding we've placed a full page ad in *Guest Life New Mexico*, have an upcoming full page in the November issue of *New Mexico Magazine*, display ads in the winter and summer sections of the Taos Vacation Guide, and an upcoming full page in the New Mexico Vacation Guide (new ad attached).

We have wrapped up all radio and print for now, but will start advertising Half-Price Weekends in late-November. We have a full page in *Slopes* (formerly the NM Winter Adventure Guide) and a smaller ad in the Red River section. I'll continue to work on winter advertising over the next few weeks.

I will be attending the Snow Show in Albuquerque to promote Red River to winter adventure enthusiasts. Lauren & I have been working hard on a new theme for our booths, and we've decided to highlight the ski area's 50th anniversary.

Red River will be a sponsor for the New Mexico Tourism Department's 2009 Rose Bowl Parade float. Our logo will be the sole sponsor logo on all staff t-shirts, we'll be included in the NMTD's ad in the Rose Bowl program, and we'll have a 1/2 page ad in the "Hello, New Mexico" piece that goes to 25,000 homes in Brentwood, CA the Sunday before the parade.

Respectfully submitted,

Rebecca Latham
Tourism & Economic Development Director