

Village of Ruidoso Lodgers Tax Committee

Notice of Regular Meeting September 8, 2016

Distributed September 2, 2016

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Notice of Regular Meeting September 8, 2016

Notice is hereby given that Alan Riches, Chair of the Lodger's Tax Committee for the Village of Ruidoso, has scheduled the regular meeting of the Lodger's Tax Committee for **Thursday September 8, 2016 at 1pm**. The meeting will be held at the Village of Ruidoso Administrative Center Council Chambers, 313 Cree Meadows Drive, Ruidoso, New Mexico. The agenda for the meeting is as follows:

1. Call to Order
2. Approval of Minutes Regular Meeting August 11, 2016 [Draft Lodger's Tax Meeting Minutes August 11, 2016](#)
3. Financial Report: Judi Starkovich [Preliminary Financial Report](#)
4. Director's Report: Gina Kelley [Director's Report Sept 8 2016](#)
5. Community Services Report: Greg Cory
6. Discussion & Possible Action: Lodger's Tax Funding Request of \$5000 by AdVenture Marketing to offset the cost of the lodging section in the Ruidoso Visitor Guide [AdVenture Marketing Lodgers Tax Funding Request](#)
7. Adjourn

Gina Kelley

Director of Tourism

Posted: September 2, 2016

Time: 1:00pm

I certify that notice has been given in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution 2016-01. If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the Village Clerk at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the Village Clerk if a summary or other type of accessible format is needed.

Ima Devine, Clerk, Village of Ruidoso



**Village of Ruidoso Lodgers Tax Committee
Regular Meeting August 11, 2016
Draft Meeting Minutes**

Lodgers Tax Committee Attendees: Alan Riches, Sunny Hirschfeld, Charles Meeks, Jasper Riddle

1. **Call to Order:** Alan Riches called the meeting to order at 1:02 pm.
2. **Approval of Minutes Regular Meeting July 14, 2016:** Sunny motioned to approve the minutes as submitted, Jasper seconded the motion, motion passed unanimously.
3. **Financial Report:** Judi Starkovich, Village Finance Director presented the financial report. July lodger's tax collections for June business were \$131,890, 9.98% over last year. Beginning cash balance is \$545,243 with available cash to rebudget \$430,243. With budgeted expenditures and transfers, we are \$6,237 short in the projected cash balance; Judi asked if we wanted to take this out of contingency or reserves, or sit on this for a month before deciding what to do? Jasper made a motion to take the funds from cash reserves to balance the cash balance, Charles seconded the motion, motion passed unanimously. There are now \$108,693 in reserves.
4. **Director's Report:** Gina Kelley submitted her report in advance. July was primarily spent on administrative duties & in preparing for and making presentations to Village Council, Parks & Recreation Commission, and the New Mexico Municipal League City Managers Assn on the short term lodging issue. She also had several media interviews both locally and in West Texas. Gina reported on the latest load factors for the ROW-PHX route; they held steady at 85% in July. Jasper asked rather than put so much effort into the ROW air service where we seem to continually have a tug of war with the Roswell group, is it possible to get air service into Ruidoso or Alamogordo? Gina reported that she had met with Boutique Airlines last year and they were unable to provide service to Ruidoso but she offered to meet with Dave Pearce, SBRA director to get his thoughts on the issue. She also mentioned a shortage of rental cars; Jasper mentioned that he has talked with Uber and that this makes more sense than working with a rental car company. Uber is interested in setting up drivers for the Alamogordo-Tularosa-Ruidoso corridor. Jasper also brought up our social media efforts; a woman in his shop was posting photos to snapchat & suggested that we have a Ruidoso snapchat overlay. Gina will look into this.
5. **Community Services Report:** Bradford Dyjak presented the report in Greg Cory's absence. Discussed ongoing projects. The midtown parking lot is finished. In addition to the written report, Bradford reported that there will be 2 new lodging businesses – a 35 unit motel across from River Crossing and a B & B at 1037 Mechem across from Apple Tree Hardware.
6. **Discussion & Possible Action:** Bradford Dyjak presented the Draft Ordinance Amending the Village of Ruidoso Municipal Code of Ordinances Section 54-106 Short Term Residential Rental Overlay Zone. The committee was pleased to see that recommended edits to the draft were incorporated. Sunny asked how owners of unregistered properties would be notified; Bradford responded that they would be notified by letter. Sunny asked if they would be sent certified mail. Bradford responded no. Jasper suggested that code compliance would deliver them in person if they were non-responsive. Jasper also suggested that we print a picture of the rental listing and include it with the letter. Gina will send the current list to Bradford. There will be a public hearing on Sept. 20th. Jasper motioned to approve the draft ordinance as it stands, Charles seconded the motion, motion passed unanimously.
7. **Discussion & Possible Action:** Production of several :90 video vignettes featuring Ruidoso seasonal activities for use on social media and DiscoverRuidoso.com. Cost is \$4000 funds are available in photography line item for Brochures etc budget 214-165-52064. Charles motioned to approve this expense, Jasper seconded the motion, motion passed unanimously.
8. **Adjourn:** Meeting adjourned at 1:58pm

Meeting Minutes Approved:

Alan Riches, Chair

Date

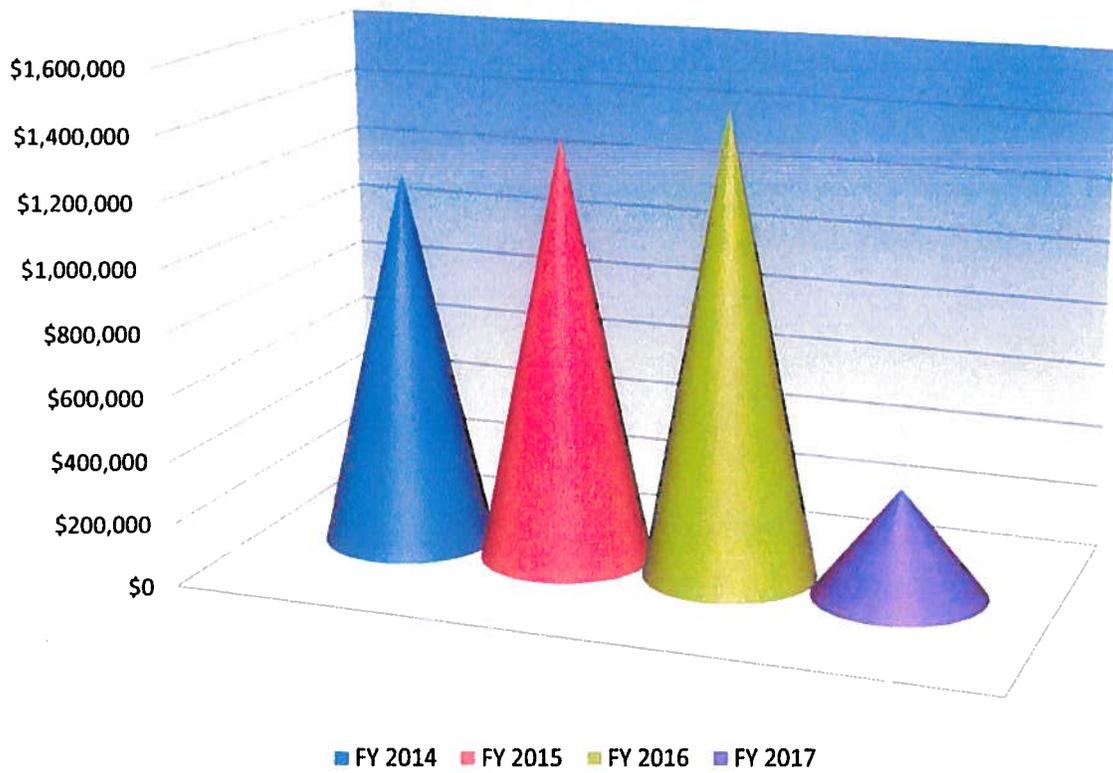
VILLAGE OF RUIDOSO
LODGERS' TAX COLLECTIONS REPORT
FOR THE TWO MONTHS ENDING AUGUST 31, 2016
(UNAUDITED)

PRELIMINARY
16.67%

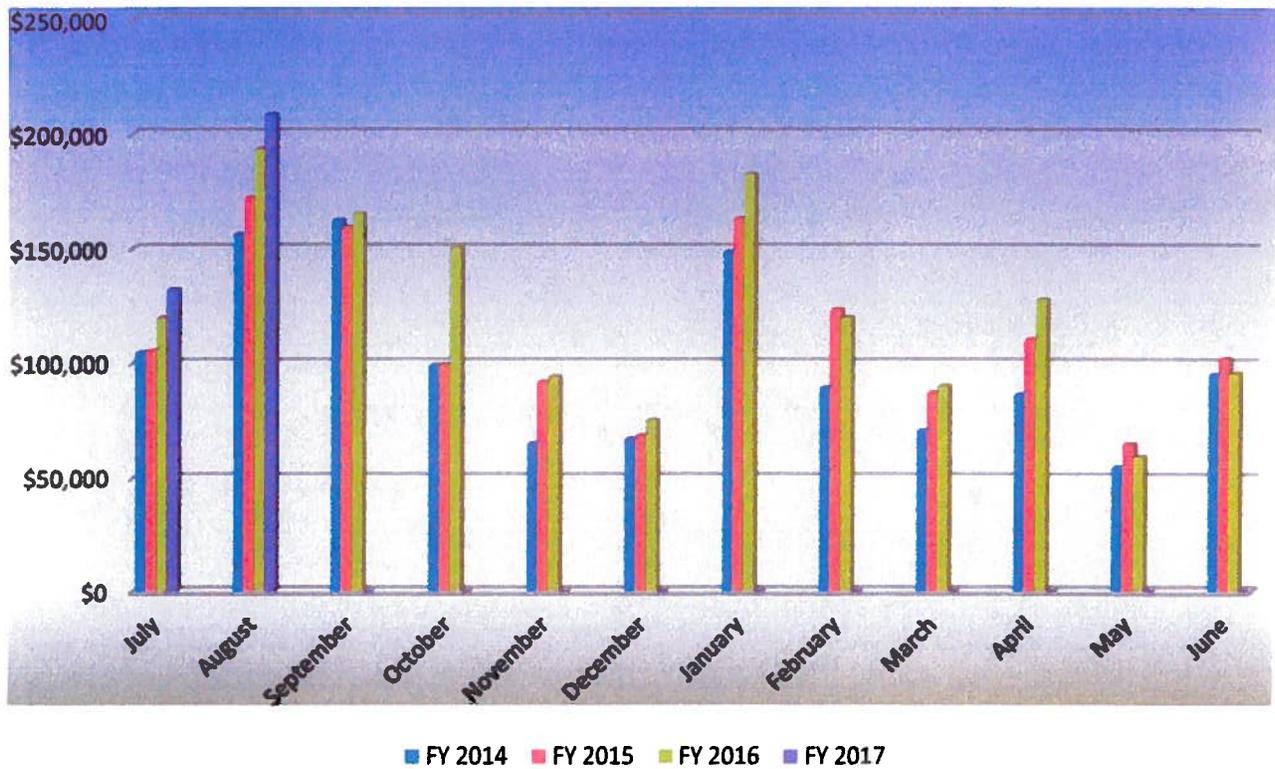
MONTH of Distribution	% FY Completed											TOTAL
	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017		
July	\$ 142,666	\$ 90,559	\$ 143,287	\$ 127,947	\$ 93,208	\$ 104,080	\$ 104,674	\$ 105,330	\$ 119,923	\$ 131,890	\$ 1,278,336	
August	171,349	167,235	178,868	247,473	258,814	218,264	156,101	172,033	193,149	208,428	2,150,795	
September	141,777	209,007	133,182	124,741	153,968	134,493	162,158	159,129	165,111	-	1,383,566	
October	129,965	111,406	118,259	105,161	111,790	98,704	99,073	99,344	150,128	-	1,134,935	
November	71,985	49,151	67,956	79,118	80,488	87,360	65,003	91,695	93,865	-	686,621	
December	54,156	88,867	46,496	49,956	59,480	61,583	66,977	68,525	75,262	-	623,192	
January	143,591	129,852	126,238	130,312	149,102	144,751	148,476	163,021	182,301	-	1,317,644	
February	81,668	93,760	98,048	77,842	70,774	93,360	89,242	123,103	119,952	-	928,378	
March	67,036	57,948	70,388	65,340	87,176	62,115	70,584	86,980	89,918	-	657,485	
April	93,152	64,937	91,768	75,031	79,509	88,845	86,267	110,401	127,561	-	915,469	
May	45,386	53,587	49,060	53,023	60,647	49,904	54,723	64,823	59,336	-	490,489	
June	81,122	79,138	69,249	76,007	75,079	81,285	95,057	101,765	95,654	-	850,933	
GRAND TOTAL	\$ 1,223,853	\$ 1,195,447	\$ 1,192,799	\$ 1,211,951	\$ 1,280,035	\$ 1,224,744	\$ 1,198,335	\$ 1,346,149	\$ 1,472,160	\$ 340,318	\$ 12,417,843	
FY % Change	2.79%	-2.32%	-0.22%	1.61%	5.62%	-4.32%	-2.16%	12.33%	9.36%	-76.86%		
Historical AVG:	\$ 101,988	\$ 99,621	\$ 99,400	\$ 100,996	\$ 106,670	\$ 102,062	\$ 99,861	\$ 112,179	\$ 122,680	\$ 28,360	\$ 1,034,820	
Historical Ratio:	9.86%	9.63%	9.61%	9.76%	10.31%	9.86%	9.65%	10.84%	11.86%	2.74%	96.74%	
FY 2017	\$ 340,318	\$ 1,350,000 Total Budget										
FY 2016	313,072	109.05% % Collected										
Increase/(Decrease) from PY	\$ 27,246	8.70%										
		Month	YTD	Budget								
		\$ -	\$ 431	\$ 3,500								
		2,858	2,911	1,000								
		\$ 2,858	\$ 3,342	\$ 4,500								

NOTE 1: Tax is on a month lag (i.e., tax collected by lodgers in July and paid to the Village in August).

Lodgers' Tax Revenue (YTD)



Lodgers' Tax Revenue



VILLAGE OF RUIDOSO
LODGERS' TAX EXPENDITURES
FOR THE TWO MONTHS ENDING AUGUST 31, 2016
(UNAUDITED)

	ORIGINAL BUDGET	AMENDED BUDGET	YTD ACTUAL	ENCUMBERED	REMAINING BUDGET	% USED
EXPENDITURES						
<i>PROMOTIONAL SUPPLIES</i>						
Postage and Telephone	\$ 10,000	\$ 10,000	\$ -	\$ 10,000	\$ -	100.00%
Contingency	10,000	10,000	-	-	10,000	0.00%
<i>SUBTOTAL Supplies</i>	<u>20,000</u>	<u>20,000</u>	<u>-</u>	<u>10,000</u>	<u>10,000</u>	<u>50.00%</u>
<i>PROMOTIONAL SERVICES</i>						
Contractual Services	36,860	36,690	-	36,860	(170)	100.46%
Media Planning	104,180	104,180	11,755	91,420	1,005	99.04%
Visitors Center	170,000	170,000	-	170,000	-	100.00%
Convention Center	70,000	70,000	12,929	20,965	36,106	48.42%
Brochures/Tradeshaw	32,000	32,000	8,869	9,910	13,221	58.68%
Tourism Director	82,200	82,200	13,675	68,373	152	99.82%
Marketing and Advertising	400,000	400,000	34,534	299,528	65,938	83.52%
Special Advertising	25,000	25,000	-	16,116	8,884	64.46%
Special Events	15,000	15,000	1,000	-	14,000	6.67%
Military	3,000	3,000	-	3,000	-	100.00%
<i>SUBTOTAL Services</i>	<u>938,240</u>	<u>938,070</u>	<u>82,762</u>	<u>716,172</u>	<u>139,136</u>	<u>85.17%</u>
TOTAL Promotional Expenditures	<u>958,240</u>	<u>958,070</u>	<u>82,762</u>	<u>726,172</u>	<u>149,136</u>	<u>84.43%</u>
<i>NONPROMOTIONAL SERVICES</i>						
Contract Legal	-	170	169	-	1	99.41%
Convention Center Maintenance	73,470	-	-	-	-	#DIV/0!
Parks Improvement Project	6,500	6,500	-	-	6,500	0.00%
Police Overtime	40,000	40,000	-	-	40,000	0.00%
<i>SUBTOTAL Services</i>	<u>119,970</u>	<u>46,670</u>	<u>169</u>	<u>-</u>	<u>46,501</u>	<u>0.36%</u>
<i>NONPROMOTIONAL CAPITAL OUTLAY</i>						
Convention Center Lighting	30,000	30,000	-	30,000	-	100.00%
P&R Restroom	61,000	30,500	-	-	30,500	0.00%
Convention Center HVAC *	600,000	600,000	-	-	600,000	0.00%
Wingfield Pavilion **	200,000	200,000	-	-	200,000	0.00%
<i>SUBTOTAL Capital Outlay</i>	<u>891,000</u>	<u>860,500</u>	<u>-</u>	<u>30,000</u>	<u>830,500</u>	<u>3.49%</u>
TOTAL Non-Promotional Expendi	<u>1,010,970</u>	<u>907,170</u>	<u>169</u>	<u>30,000</u>	<u>877,001</u>	<u>3.33%</u>
TOTAL EXPENDITURES	<u>1,969,210</u>	<u>1,865,240</u>	<u>82,931</u>	<u>756,172</u>	<u>1,026,137</u>	<u>44.99%</u>

VILLAGE OF RUIDOSO
LODGERS' TAX EXPENDITURES
FOR THE TWO MONTHS ENDING AUGUST 31, 2016
(UNAUDITED)

	ORIGINAL BUDGET	AMENDED BUDGET	YTD ACTUAL	ENCUMBERED	REMAINING BUDGET	% USED
TRANSFERS						
Transfer Out GF - Admin Fee	67,880	67,880	-	-	67,880	0.00%
Transfer Out - Debt Service	115,060	115,060	28,760	-	86,300	25.00%
TOTAL TRANSFERS	182,940	182,940	28,760	-	154,180	15.72%
GRAND TOTAL	\$ 2,152,150	\$ 2,048,180	\$ 111,691	\$ 756,172	\$ 1,180,317	42.37%

BUDGET RECAP:	\$ 545,243	Cash @ 06/30/15	PROMO vs NON-PROMO RECAP:	
Cash Reserve	(108,763)		Total Expenditures	\$ 1,773,980
Available cash to rebudget	436,480		Promotional	958,070 54.01%
+ Budgeted revenues	1,611,700		Non-Promotional	<u>\$ 815,910</u> 45.99%
- Budgeted expenditures + transfers	<u>(2,048,180)</u>	\$ (436,480)		Not including Grants of \$274,200
Ending Cash Balance	<u>\$ -</u>			

* Includes a Legislative Appropriation of \$154,200. Net Cash Output from Lodgers' Tax is \$445,800.

** Includes a Legislative Appropriation of \$100,000 and a Private Grant of \$20,000. Net Cash Output from Lodgers Tax is \$80,000.

VILLAGE OF RUIDOSO
LODGERS' TAX STATEMENT OF CASH FLOWS
FOR THE TWO MONTHS ENDING AUGUST 31, 2016
(UNAUDITED)

<i>Cash flows from operating activities:</i>	
Cash received from lodgers	\$ 340,749
Cash received from other sources	200
Cash paid to suppliers and grantees	<u>(111,780)</u>
<i>Net cash used for operating activities</i>	<u>229,169</u>
 <i>Cash flows from investing activities:</i>	
Interest received	<u>2,911</u>
 <i>Cash flows from non-capital financing activities:</i>	
Transfer for General Fund operations	-
Transfer for Debt Service Payments	<u>(28,760)</u>
<i>Net cash used for non-capital financing activities</i>	<u>(28,760)</u>
 <i>Net increase in cash and cash equivalents</i>	 203,320
 <i>Cash and cash equivalents, beginning of year</i>	 <u>545,243</u>
 <i>Cash and cash equivalents, end of year</i>	 748,563
 Less: Reserves (Committee)	 <u>(108,763)</u>
 Available cash and cash equivalents	 <u><u>\$ 639,800</u></u>
 <i>Reconciliation of operating loss to net cash provided by operating activities:</i>	
Operating income/(loss)	\$ 258,018
<i>Adjustments to reconcile operating loss to net cash used for operating activities:</i>	
Increase in accounts payable	<u>(28,849)</u>
 <i>Net cash provided by operating activities</i>	 <u><u>\$ 229,169</u></u>

Summary of Significant Noncash Activities:

There are no significant noncash activities during the second month of the year ending June 30, 2016.



**Director of Tourism
Director's Report
September 8, 2016**

Air Service Sierra Blanca Regional Airport: as directed at our last meeting, I met with Dave Pearce, Director of the Sierra Blanca Regional Airport regarding potential commercial air service at our airport. Dave discussed the situation with me at length: it would cost the Village a minimum of \$150-\$170,000 per year to get a non-branded airline to provide service to SBRA. Service would be 1 flight per day, 5-7 days per week, between Ruidoso and one destination. The problem is that we don't have the passenger counts to guarantee that the service would be profitable and the Village does not have revenue source to pay for it. The airport is already a 139 airport commercially certified, so we could do it but it is not financially feasible as we would have to pay for the service ourselves. He has had discussions with New Mexico Air, who wanted \$400k per year, would not buy our fuel, and would only provide one flight per day between Ruidoso & ABQ. We have also talked with Boutique Airlines. Boutique requires that our airport be part of the Essential Air Service program to be eligible for service. The EAS is a US DoT program enacted to guarantee that small communities in the US, which, prior to deregulation, were served by certificated airlines. The only locations in New Mexico designated as EAS are Carlsbad' Cavern City Air Terminal, Clovis Municipal Airport and the Grant County Airport, which are subsidized between \$2.4 - \$3.3 million annually. Dave was part of the group that met with American Airlines in the discussions to provide service in Alamogordo, and even a community with 4 times the population could not persuade the airline to add an Alamogordo route.

Midland Shuttle Services Group Tours: met with Lauren Morano, Marketing Associate re weekend group tours from Midland tentatively scheduled to begin next year. She had several meetings with lodger including MCM Elegante, West Winds Lodge, Ruidoso River Resort, Hotel Ruidoso, BW Ruidoso Inn, IMG. She met with me regarding tour theme ideas and seasonal timing. We discussed art, shopping, history, cultural, outdoor recreation themes.

TravelMindset/iExplore social influencer: Lauren Monitz visited over the last weekend in August. This visit went extremely well; it was her first in-depth visit to a New Mexico community. Loved our atmosphere, shopping, outdoor recreation. She has 8700 followers on Instagram, her posts during her visit were liked by over 5,000. Her blog *thedownlo.com* is followed by

Snapchat geofilter: that project is in process; we looked into "on-demand" geofilter which would allow us to incorporate our branding – cost for that was \$24,000 for one month for a 5,000 sq foot area of Ruidoso. Therefore we are setting up a community geofilter, which is free.

Website: Kerry & I had a conference call with Chris Newton about updating DiscoverRuidoso.com to incorporate the rebranding.

Social Media: Heavy activity in August showcasing events, wildlife & our summer beauty – hardly a day went by when I wasn't taking photographs or video for facebook, twitter & Instagram. Facebook reach in August was a total of 246,000; highest impact were video of summer rain & Rio Ruidoso which reached over 50,000 each. Instagram (ruidoso_tourism) is picking up with new followers daily; photos are always different from what I post on facebook.

Short Term Lodging Report: work continued on identifying property addresses & owners.

COMMUNITY SERVICES REPORT
for Lodger's Tax Committee
September 8, 2016

1. Convention Center

Craig Pfefferkorn has started work as the Convention Center Supervisor.

The MCM Elegante was the only bidder for convention center marketing services. The contract is scheduled for Council approval next week.

We have received the \$154 thousand in capital outlay to assist with the HVAC system. Bids will be solicited and work will commence soon.

2. Ruidoso Tram Tours

Becky Brooks and I met with Mike and Robin Kephart regarding the tram tours. Ridership picked-up in the final weeks of summer. The Kepharts will be meeting with us, early next year, to discuss their plans for summer of 2017.

3. Stronger Economies Together

Work is underway to complete a regional economic development plan. One of the four economic drivers cited in the plan is tourism. Suggestions will be made for cooperative work with area communities in developing regional tourism.

4. Midtown/MainStreet

New Mexico MainStreet will be conducting a site visit on September 19th and 20th. The site visit will include a walking tour of Midtown, several meetings with the Midtown Steering Committee and seven focus group meeting with various stakeholder groups.

Our hope is that we will receive designation for Midtown as an "Accelerator" MainStreet Program.

5. Sister City

Mayor Kiko Munro, of Puerto Peñasco, is preparing a formal invitation for a Ruidoso delegation visit to his community later this year. We hope to include representatives of our tourism industry in the visit.

6. Special Events

The "Special Events Task Force" met on August 16th. Changes to the special events ordinance were reviewed. Proposed changes to the sign ordinance were discussed by Bradford Dyjak. The task force also discussed sanctioned events. Other than the cost of security, no issues were identified with the existing sanctioned events.



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112 S. Fifth Street
Brownfield, Texas 79316
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July 27, 2016

TO:
Lodger's Tax Board, Village of Ruidoso, NM

FROM:
Ruidoso Visitor Guide/VisitRuidoso.com/Ruidoso Visitor Guide Mobile App
Published by Ad Venture Marketing, Ltd. Co., A New Mexico LLC

REQUEST:
Funding for Ruidoso Visitor Guide Lodging Guide VisitRuidoso.com RVG Mobile App - \$5000

Dear Lodger's Tax Board:

As Publishers of the Official Ruidoso Visitor Guide, VisitRuidoso.com and the new Ruidoso Visitor Guide Mobile App, we respectfully request your consideration for a grant of \$5000 to offset the cost of inclusion of a comprehensive lodging guide in the print publication, our website and mobile app. We would like to request that we be placed on the September agenda.

All lodging facilities from Ruidoso, Ruidoso Downs and Lincoln County are included in the 2016-17 products. We also promote all events and points of interest in Lincoln County.

These funds will also be used to distribute 100,000 guides throughout New Mexico, Arizona and Texas. We continue to contract with two distribution companies; one for New Mexico and one for Lincoln County. Guides are also distributed nationally and internationally through the Ruidoso Valley Chamber of Commerce.

Our website, VisitRuidoso.com, contains the same information as the magazine, plus breaking news alerts, weather, events and more. Visitors to the website also have the ability to use the Lodging Search option to locate and reserve accommodations for their stay in Ruidoso.

We are pleased to announce that we have launched a mobile app for The Official Ruidoso Visitor Guide.

Thank you in advance for your consideration. Ad Venture Marketing and The Official Ruidoso Visitor Guide value and appreciate the partnership of the Tourism Department and the Village of Ruidoso. Any suggestions you may have regarding the improvement of our products is always welcome.

Sincerely,

Lajuana Martinez
President/Owner

BUDGET 2016-2017

Official Ruidoso Visitor Guide/VisitRuidoso.com/RVG Mobil App

Printing -	\$35,000
Distribution -	
Fun and Games -	\$ 2,700
SW Advertising -	\$ 4,800
Storage -	\$ 1,200
Sales -	\$15,600
Layout/Design -	\$ 6,000
Web Maintenance/SEO -	\$12,000
Mobile App Development -	\$ 8,000
Promotions/Advertising -	\$ 3,000
TOTAL -	\$88,300

mobile
App

