

## Village of Ruidoso Lodgers Tax Committee

### Notice of Regular Meeting July 14, 2016

### Distributed July 11, 2016

#### In This Issue

[Notice of Regular Meeting July 14, 2016](#)

[Members, Ruidoso Lodgers Tax Committee](#)

[Financial Reports](#)

#### Notice of Regular Meeting July 14, 2016

Notice is hereby given that Steve Tally, Vice-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 July 14, 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. Election of: Chairperson, Vice-Chairperson and Secretary
3. Discussion and Possible Action on Adoption of [Resolution 2016-01](#), a Resolution Declaring Reasonable Notice of Public Meetings for the Lodgers Tax Committee.
4. Approval of Minutes Regular Meeting June 9, 2016
3. Financial Report: Judi Starkovich
4. Quarterly Reports:

- Parks & Recreation - Rodney Griego
- Media Planning - Cheri Kofakis [FY17 Media Plan Rationale](#)
- Creative Design & Public Relations - Kerry Gladden
- Ruidoso & Billy the Kid Visitors Center - Becky Brooks [4th Qtr Ruidoso Visitor Center Reports](#)
- Ruidoso Convention Center - Gail Bailey
  - [RCC 4th Qtr Revenue Report](#)
  - [RCC April Events Report](#)
  - [RCC May Events Report](#)
  - [RCC June Events Report](#)
- Tourism Director - Gina Kelley
  - [July 14 2016 Director's Report](#)
  - [ROW-PHX Week 17 Report](#)
  - [PHX AA Digital Ad](#)

**5. Community Services Report:** Rodney Griego (for Greg Cory) [July 2016 Community Services Report](#)

**6. Discussion:** Bradford Dyjak re proposed revisions to short term rental ordinance [Draft Ordinance Amending Short-Term Residential Rental Overlay Zone](#)

**7. Discussion & Possible Action:** Increase in funding previously allocated for New Mexico True TV for national coverage to a total



of \$15,000 + GRT (original allocation \$11,700 + GRT)

**8. Adjourn**

Gina Kelley  
Director of Tourism  
Posted: July 11, 2016  
Time: 10:00am

**Members, Ruidoso Lodgers Tax  
Committee**

[Sunny Hirschfeld](#)

[Steve Tally](#)

[Charles Meeks](#)

[Alan Riches](#)

[Jasper Riddle](#)

[Irma Devine](#), Clerk, Village of Ruidoso, New Mexico

As a courtesy, and to encourage transparency in government, this information is also supplied to those subscribing to Lincoln County Lodgers Tax information.



**Financial Reports**

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At the request of our lodging community, the current lodgers tax budget report is included here.

[FY16 Lodgers Tax Budget Report](#)

The  
Fine  
Print

Any amendments to the minutes need to be made and posted at least 24 hours prior to the meeting.

This communication is information generated by the Village of Ruidoso Lodgers Tax Committee (an advisory committee to local government). It is often in first draft form and not checked for syntax or spelling. Any views expressed do not necessarily represent those of the Village of Ruidoso.

Gina Kelley, Director of Tourism

I certify that notice has been given in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution 2014-01. 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.

Irma Devine, Clerk, Village of Ruidoso



**VILLAGE OF RUIDOSO  
LODGERS TAX COMMITTEE**

**RESOLUTION 2016-01**

A RESOLUTION DECLARING REASONABLE NOTICE OF PUBLIC MEETINGS FOR THE  
LODGERS TAX COMMITTEE.

**PREAMBLE**

A. Sections 10-15-1 et seq. NMSA 1978, the Open Meetings Act (in this Resolution the "Act"), states that all meetings of a quorum of members of any board, commission or other policy-making body of any municipality held for the purpose of formulating public policy, discussing public business or for the purpose of taking any action within the authority of such board, are public meetings open to the public at all times; exceptions to this declaration are strictly limited.

B. The Act also provides that no advisory action of any board, commission, committee or other policy making body shall be valid unless taken or passed at a meeting held in accordance with the requirements of the Act.

C. The Act also requires that meetings subject to the Act at which the discussion or adoption of any proposed advisory action occurs shall be held only after reasonable notice to the public.

D. The Act provides that any person violating any of the above cited provisions is guilty of a misdemeanor and may be punished by a fine of \$500.00 for each offense.

E. The Act also requires the public body to determine annually what constitutes reasonable notice of its public meetings.

NOW THEREFORE, BE IT RESOLVED by the **LODGERS TAX COMMITTEE**.

1. Notice shall be given at least five (5) days in advance of any regular meeting of a quorum of the members of the Board held for the purpose of discussing public business or taking action within the authority of the Board. Regular Meetings of this Board shall be held the 2<sup>nd</sup> Thursday of every month at 1:00 p.m. All Meetings shall be conducted in Accordance with Robert's Rules of Order, Newly Revised 10<sup>th</sup> Edition.

2. Notice shall be given at least seventy-two (72) hours in advance of any special or workshop meeting of a quorum of the members of the Board held for the purpose of discussing the business or taking any action within the authority of such body.

3. Notice shall be given at least three (3) hours in advance of any emergency meeting of a quorum of members of the Board; an "Emergency Meeting" is for unforeseen circumstances that, if not addressed immediately by the public body, will likely result in injury or damage to persons or property or substantial financial loss to the public body. Within ten days of taking action on an emergency matter, the public body shall report to the Attorney General's Office the action taken and the circumstances creating the emergency; provided that the requirement to report to the Attorney General is waived upon the declaration of a State or National Emergency.

4. The notice requirements in Section 1 of this resolution will be complied with by the VILLAGE APPOINTED EX-OFFICIO STAFF MEMBER posting on the bulletin board at the Ruidoso Municipal Building and a copy of this resolution. Copies shall remain on the bulletin board for the duration of calendar year 2016. The agenda will be available 72 hours prior to the meeting from the VILLAGE APPOINTED EX-OFFICIO STAFF MEMBER'S office. Regular Meetings of the Board shall be scheduled and held at the Village of Ruidoso Administrative Offices, 313 Cree Meadows Drive, Ruidoso, New Mexico, unless special notification is given to hold the meeting at another designated place.

5. Notice requirements as set out in Section 2 of this resolution shall be complied with by the VILLAGE APPOINTED EX-OFFICIO STAFF MEMBER posting a notice on the bulletin board at the Ruidoso Municipal Building setting out the date, time, and place of meeting. The Board Secretary shall provide telephonic or e-mail notice to those broadcast stations licensed by the Federal Communications Commissions and newspapers of general circulation that have made a written request for notice of public meetings.

6. As an alternative to the notice of regular or special meetings provided by Sections 1 and 2 hereof, notice of regular or special meetings may be given (but shall not be required to be given) by one publication of a written notice in a newspaper of general circulation in the Village by at least the time specified in Section 1 or 2 hereof, whichever is applicable, i.e., depending upon whether the meeting is regular or special.

7. In the minutes of each meeting posted as required by this resolution and for which minutes are required by law to be kept, or in the official records of any meeting for which minutes are not required, the VILLAGE APPOINTED EX-OFFICIO STAFF MEMBER shall certify compliance with the provisions of this resolution. The certification of a special meeting shall also state the time, the date, and the place where notices were posted. Certifications required by this section shall be filed with and become a part of the official minutes or record of any meeting held under this Resolution.

8. In addition to the information specified above, all notices shall include the following language:

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 Clerk if a summary or other type of accessible format is needed.

**PASSED, APPROVED, AND ADOPTED ON THIS 14<sup>th</sup> DAY OF JULY, 2016.**

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Secretary

\_\_\_\_\_  
Irma Devine, MMC  
Village Clerk  
Village of Ruidoso Staff Liaison



Village of Ruidoso Lodgers Tax Committee  
Regular Meeting June 9, 2016  
Draft Meeting Minutes

**Lodgers Tax Committee Attendees:** Kathy Yeager, Steve Tally, Charles Meeks, Alan Riches.  
**Other Meeting Participants:** Greg Cory, Bradford Dyjak, Bill LeMasters.

1. **Call to Order:** Chair Kathy Yeager called the meeting to order at 1:03 pm. Kathy reminded the committee that this will be her last Lodger's Tax meeting, and thanked the committee members and Village for the opportunity to serve and to learn about the many issues surrounding lodgers tax and tourism in Ruidoso.
2. **Approval of Minutes Regular Meeting May 12, 2016:** Steve motioned to approve the minutes as submitted, Alan seconded the motion, motion passed unanimously.
3. **Financial Report:** Judi Starkovich, Village Finance Director was unable to attend, but submitted the financial report in advance. May collections were down a little from last May, but we are still almost 11% ahead of last year on collections.
4. **Director's Report:** Gina's report was submitted in advance. She discussed continued efforts to identify non-registered short term lodging rentals in Ruidoso, advising the committee and guests that she & Kathy have now identified 101 property addresses in Ruidoso as short term rentals. She has narrowed down the list to 179 properties after sorting out the County & Ruidoso Downs addresses, and those managed by vacation rental property managers. She also updated the committee on the ROW-PHX marketing effort, the situation regarding New Mexico Tourism Dept grants, and the Governors Conference on Hospitality & Tourism last month. She will be in Phoenix next week promoting Ruidoso and SE New Mexico & meeting with American Airlines & PHX Airport staff on marketing opportunities for the ROW-PHX route.
5. **Discussion and Possible Action:** Bradford Dyjak, VoR Planning Administrator updated the committee on proposed ordinance changes related to short term lodging in Ruidoso. Proposals were presented to the Planning Commission and Board of Realtors. Draft ordinance revisions would include self-certification for fire inspections, 3 year permits rather than a choice of 1 or 3 years, an annual renewal date (vs. anniversary date), decrease the # of violations and shorten the time that those violations may occur (currently 3x in one year) before losing your permit. Once the draft of the ordinance is reviewed by the Planning Commission it will be brought before Lodger's Tax for input prior to recommending to council. Kathy asked that the Village put an educational flyer in the water bills to educate the public, perhaps consider doing that in August once the permitting process has been streamlined. Bradford agreed, and suggested also working with the media and with the Chamber to educate their members. Charles asked if fire inspections are required; yes, but the Village is moving toward self-inspection as it is a better allocation of resources. Owners/managers would self inspect and notarize the form for inclusion in the short term rental application. Bradford is confident that public safety would not be compromised; Bill LeMasters expressed his concern that self-inspection is a "slippery slope" with some of the owners who may not be as diligent as the fire department or a licensed vacation rental management company. He suggested that the Village could hire a 3<sup>rd</sup> party to do the inspections to expedite the process and ensure public safety.
6. **Adjourn:** Meeting adjourned at 1:35pm

Meeting Minutes Approved:

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Chair

Date

**VILLAGE OF RUIDOSO**  
**LODGERS' TAX COLLECTIONS REPORT**  
**FOR THE TWELVE MONTHS ENDING JUNE 30, 2016**  
**(UNAUDITED)**

**PRELIMINARY**

% FY Completed **100.00%**

MONTH of Distribution	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	TOTAL
July	\$ 114,772	\$ 142,666	\$ 90,559	\$ 143,287	\$ 127,947	\$ 93,208	\$ 104,080	\$ 104,674	\$ 105,330	\$ 119,923	\$ 1,228,742
August	179,081	171,349	167,235	178,868	247,473	258,814	218,264	156,101	172,033	193,149	2,094,467
September	130,443	141,777	209,007	133,182	124,741	153,968	134,493	162,158	159,129	165,111	1,614,620
October	111,105	129,965	111,406	118,259	105,161	111,790	98,704	99,073	99,344	150,128	1,234,622
November	65,966	71,985	49,151	67,956	79,118	80,488	87,360	65,003	91,695	93,865	808,050
December	51,890	54,156	88,867	46,496	49,956	59,480	61,583	66,977	68,525	75,262	663,404
January	139,690	143,591	129,852	126,238	130,312	149,102	144,751	148,476	163,021	182,301	1,567,133
February	80,629	81,668	93,760	98,048	77,842	70,774	93,360	89,242	123,103	119,952	977,599
March	65,456	67,036	57,948	70,388	65,340	87,176	62,115	70,584	86,980	89,918	787,037
April	97,998	93,152	64,937	91,768	75,031	79,509	88,845	86,267	110,401	127,561	983,451
May	57,013	45,386	53,587	49,060	53,023	60,647	49,904	54,723	64,823	59,336	603,390
June	96,577	81,122	79,138	69,249	76,007	75,079	81,285	95,057	101,765	95,654	922,139
<b>GRAND TOTAL</b>	<b>\$ 1,190,620</b>	<b>\$ 1,223,853</b>	<b>\$ 1,195,447</b>	<b>\$ 1,192,799</b>	<b>\$ 1,211,951</b>	<b>\$ 1,280,035</b>	<b>\$ 1,224,744</b>	<b>\$ 1,198,335</b>	<b>\$ 1,346,149</b>	<b>\$ 1,472,160</b>	<b>\$13,484,654</b>
FY % Change	25.52%	2.79%	-2.32%	-0.22%	1.61%	5.62%	-4.32%	-2.16%	12.33%	9.36%	
Historical AVG:	\$ 99,218	\$ 101,988	\$ 99,621	\$ 99,400	\$ 100,996	\$ 106,670	\$ 102,062	\$ 99,861	\$ 112,179	\$ 122,680	\$ 1,123,721
Historical Ratio:	8.83%	9.08%	8.87%	8.85%	8.99%	9.49%	9.08%	8.89%	9.98%	10.92%	89.08%

FY 2016	\$ 1,472,160	\$ 1,300,000	Total Budget								
FY 2015	<u>1,346,149</u>	<b>113.24%</b>	% Collected	Penalties	\$ -	\$ 1,832	\$ 4,000				
Increase/(Decrease) from PY	<b>\$ 126,011</b>			Interest	57	1,236	500				
	9.36%				<u>57</u>	<u>\$ 3,068</u>	<u>\$ 4,500</u>				

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

**Village of Ruidoso**  
**Parks and Recreation Department**

**MEMORANDUM**

**TO:** Lodgers Tax Committee  
**FROM:** Rodney Griego, Parks & Recreation Director  
**DATE:** July 8, 2016  
**SUBJECT:** Parks and Recreation Department Quarterly Report

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**Parks & Recreation Improvement Projects:**

**Completed Projects – 4th Quarter:**



Two Rivers Park, Pavilion #4 - Rock/Stucco Pillars Improvement Project Cost: \$9,387.60

## Recreation & Special Events:

**April 9, 2016** 12 Hours in the Wild West, had over 250 participants, staged in the Grindstone Disc Golf Course and Grindstone Trial network.

**April 22, 2016** "1<sup>st</sup> Annual Glow in the Dark Disc Tournament" at Grindstone.

22 Registrations, rained out on Friday, resumed on Saturday.

Intermediate and advanced players. Prizes will be Gift cards, Pre-paid gift cards, T-shirts and Discs. Small glow sticks and water will be supplied. Dwayne Slaton won the Advanced Division.

**May 10, 2016** Carson & Barnes Circus, White Mountain Recreation Complex– sponsored by Optimist Club.

**May 5 to May 7 & May 12 to May 14, 2016**, White Mountain Recreation Complex– Bennett's Amusement Carnival.

**May 6 to 8, 2016** Wingfield Park Bazaar & Fun Run.

**May 28 to May 30, 2016** Two Rivers Arts & Crafts Festival – Wingfield Park.

**May 27, 28 & 29, 2016** USSSA Baseball Tournament – King of the Mountain 7U, 8U, 10U, 11U, 12U - 141 teams competed at Eagle Creek Sports Complex, Gavilan, White Mountain Recreation Complex & Capitan. It brought over 8,000 people to town.

**May 29, 2016** Dive In Movie at the pool. The movie was well attended & almost at capacity.

**June 4, Kids Fishing Day** at Grindstone Lake over 125 kids registered.

**June 4 – 6, (Memorial Weekend)** Arts and Craft Show/Renaissance Fair in Wingfield Park.

**June 3-5, Queen of the Mountain, Youth Fast-pitch Tournament** 8u, 10u, 12u, games played at North Park, Eagle Creek Sports Complex, and Ruidoso Downs, Capitan Total of 50 teams.

**June 8-12, God's Promise Ministries Crusade** at Wingfield Park.

**June 10-12 Queen of the Mountain, Youth Fast-pitch Tournament** 8u, 14u, 16-18u, North Park, Eagle Creek Sports Complex, and Ruidoso Downs, total of 52 teams

**June 12-14, Ruidoso Pickle Ball Championship**, 70 + entrants, from Arizona, Texas, and New Mexico.

**June 17-19, Cool Pines Classic, Adult Slow-pitch Tournament**, Eagle Creek Sports Complex, total of 65 teams

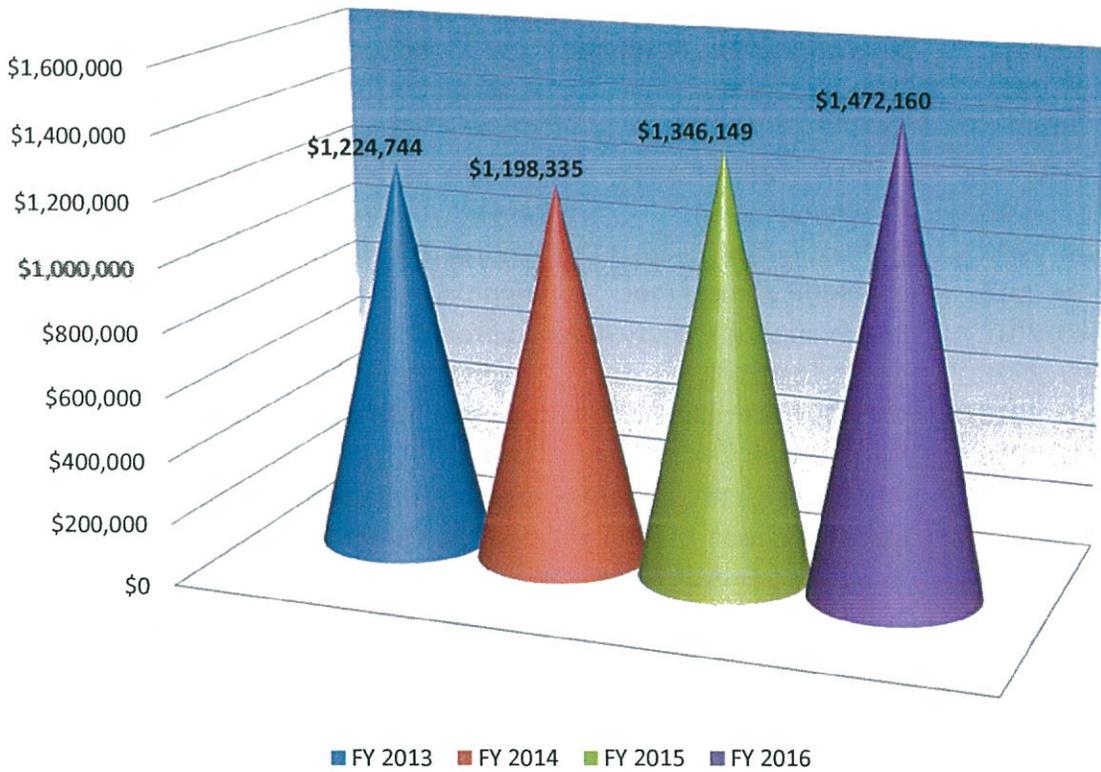
**June 25-26, Ruidoso Marathon, Half Marathon, 5K & Kids 1 Mile Fun Run**, 268 Total Registrants - 26 for the marathon, 140 for the half marathon, 65 for the 5K, 22 for the 1 Mile Kids Run from as far away as California, Alabama, Texas, Minnesota, Mexico & Canada.

## Ruidoso Convention Center:

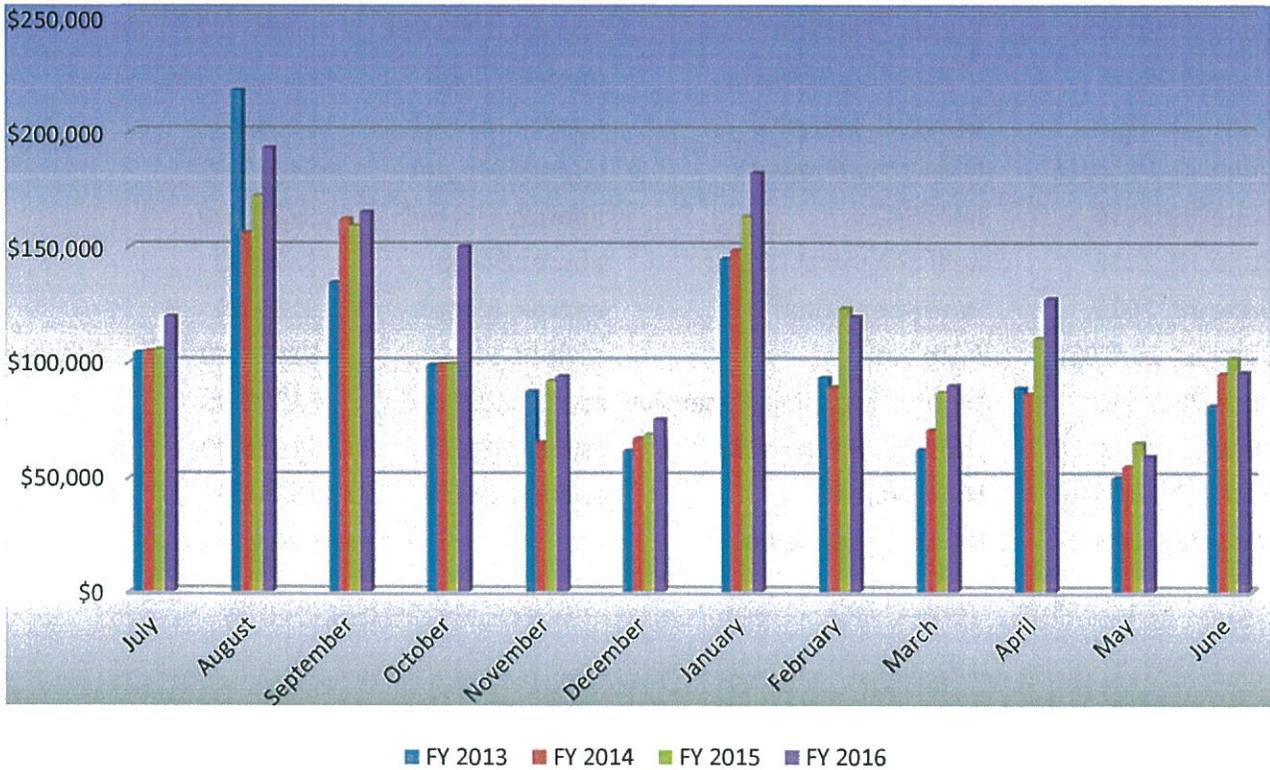
• April 2-3, 2016	Jehovah's Witness	approx. 1,800 ppl	\$2215.00 (50% discount \$2215.00)
• April 5, 2016	Farmers Insurance	approx. 50 ppl	\$168.00
• April 6-8, 2016	NMAASFA	approx. 100 ppl	\$2447.75
• April 8-9, 2016	Mexican Consulate	approx. 150 ppl	\$319.00
• April 8-9, 2016	NM Medical Assistants	90 ppl	\$720.00
• April 8-9, 2016	COPE-Dancing for the Cause	350 ppl	\$794.00 (50% discount \$644.00)
• April 11-12, 2016	SNMBOA & NMSFMA	approx. 60 ppl	\$364.00 (50% discount \$364.00)
• April 12, 2016	Lodgers Reception	approx. 30 ppl	waive (380.25)
• April 13-16, 2016	Faith Christian Church	1,300 ppl	\$5133.75 (25% discount \$1661.25)
• April 18, 2016	Kindergarten Registration	400 ppl	waive (\$1677.75)
• April 19-22, 2016	NM Chapter NAHRO	120 ppl	\$4469.00
• April 23, 2016	Martinez B-Day Party	approx. 15 ppl	\$112.00
• April 24-May 1, 2016	EMS Region III	approx. 1,200 ppl	\$4516.96 (waive \$11541.79)

• May 4-5, 2016	NM Sheriffs Assoc.	approx. 60 ppl	\$591.50
• May 4-5, 2016	LC Prayer Breakfast	approx. 1000 ppl	\$1791.50 (25% disc. \$547)
• May 9-10, 2016	NM Connections Academy	approx. 40 ppl	\$760.50
• May 11-13, 2016	NM State Aviation	approx. 200 ppl	\$3267.00 (50% disc \$3267)
• May 14, 2016	NM Classic Car Show	approx. 300 ppl	\$555.00
• May 14, 2016	Daves Wedding Recept.	Approx. 60 ppl	\$364.00
• May 16-17, 2016	NM Ombudsman	approx. 80 ppl	\$546.00
• May 16-20, 2016	NM Arson Investigators	approx. 30 ppl	\$910.00
• May 17-18, 2016	NM Rural Water Assoc.	approx. 20 ppl	\$253.50 (50% disc. \$253.50)
• May 19-20, 2016	Environmental Quality Assoc	approx. 30 ppl	\$422.50 (50% disc. \$422.50)
• May 20-21, 2016	Aspen Cash Rally	(didn't use facility)	\$2105.00 (50% disc. \$2105)
• May 23-26, 2016)	VOR-Open Enrollment	approx. 100 ppl	waive (\$1183)
• May 23-24, 2016	Rural Electric/CFC	approx. 90 ppl	\$656.25
• May 23-26, 2016	NM Rural Electric	approx. 300 ppl	\$2882.50
• May 26, 2016	Election School	approx. 75 ppl	waive (\$507)
• May 27-29, 2016	Noon Lions Gun Show	approx. 3000 ppl	\$2365.00 (50% disc. \$2215)
• May 31, 2016	Fire Chief Assessment	approx. 20 ppl	waive (\$926.25)
• June 1, 2016	Fire Chief Wrap Up	approx. 10 ppl	waive (\$126.75)
• June 2-3, 2016	Dairy Producers of NM	approx. 550 ppl	\$2532.00
• June 4, 2016	Ramos Wedding Dance	approx. 300 ppl	\$1319.00
• June 4-5, 2016	NM Rural Letter Carriers	approx. 35 ppl	\$334.00
• June 6, 2016	Axiom CPA's	approx. 15 ppl	\$126.75
• June 6-8, 2016	Los Lunas Schools	approx. 54 ppl	\$887.25
• June 7, 2016	Primary Election	approx. 1352 PPL	waive (\$273.00)
• June 8, 2016	VOR-Safety Training	approx. 20 ppl	waive (\$126.75)
• June 11, 2016	Guardian Security	approx. 55 ppl	\$364.00
• June 12-14, 2016	NM Cattle Growers	approx. 275 ppl	\$4580.00
• June 16, 2016	NMTEACH	approx. 100 ppl	\$2210.00
• June 17, 2016	Keel Rehearsal Dinner	approx. 50 ppl	\$338.00
• June 18, 2016	Whispering Bluff	approx. 35 ppl	\$169.00
• June 24-25, 2016	Juice Plus	approx. 55 ppl	\$1054.00
• June 25, 2016	Montes Wedding/Reception	approx. 250 ppl	\$1308.00
• June 27-29, 2016	NM Higher Education	approx. 48 ppl	\$1125.00
• June 27-28, 2016	Novo Nordisk	approx. 34 ppl	\$525.00
• June 29, 2016	MCM Grand Opening		waive

### Lodgers' Tax (YTD) August



### Lodgers' Tax Revenue



**VILLAGE OF RUIDOSO**  
**LODGERS' TAX EXPENDITURES**  
**FOR THE TWELVE MONTHS ENDING JUNE 30, 2016**  
**(UNAUDITED)**

	ORIGINAL BUDGET	AMENDED BUDGET	YTD ACTUAL	ENCUMBERED	REMAINING BUDGET	% USED
<b>EXPENDITURES</b>						
<i>PROMOTIONAL SUPPLIES</i>						
Postage and Telephone	\$ 10,200	\$ 10,200	\$ 7,665	\$ -	\$ 2,535	75.15%
Ruidoso Pins	3,000	3,000	3,000	-	-	100.00%
Contingency	10,000	3,000	-	-	3,000	0.00%
<b>SUBTOTAL</b>	<u>23,200</u>	<u>16,200</u>	<u>10,665</u>	<u>-</u>	<u>5,535</u>	<u>65.83%</u>
<i>PROMOTIONAL SERVICES</i>						
Contractual Services	-	43,860	6,858	-	37,002	15.64%
Media Planning	103,180	103,180	103,119	-	61	99.94%
Visitors Center	170,000	170,000	169,850	-	150	99.91%
Convention Center	80,000	80,000	69,000	-	11,000	86.25%
BTKSB Visitors Center	-	-	-	-	-	#DIV/0!
Brochures/Tradeshow	50,000	38,417	33,625	-	4,792	87.53%
Tourism Director	70,610	82,193	81,278	-	915	98.89%
Marketing and Advertising	400,000	416,926	399,613	19,638	(2,325)	100.56%
Special Advertising	75,000	41,074	35,224	-	5,850	85.76%
Special Events	25,000	25,000	20,910	-	4,090	83.64%
Military	42,000	34,000	33,042	60	898	97.36%
Convention Center Maintenance	65,000	65,000	5,274	-	59,726	8.11%
Parks Improvement Project	65,000	65,000	64,782	-	218	99.66%
Police Overtime	35,670	49,000	11,532	-	37,468	23.53%
<b>SUBTOTAL</b>	<u>1,181,460</u>	<u>1,213,650</u>	<u>1,034,107</u>	<u>19,698</u>	<u>159,845</u>	<u>86.83%</u>
<b>TOTAL EXPENDITURES</b>	<u>1,204,660</u>	<u>1,229,850</u>	<u>1,044,772</u>	<u>19,698</u>	<u>165,380</u>	<u>86.55%</u>
<b>TRANSFERS</b>						
Transfer Out GF - Admin Fee	65,350	65,350	75,038	-	(9,688)	114.82%
Transfer Out - Debt Service	115,050	124,640	123,653	-	987	99.21%
<b>TOTAL TRANSFERS</b>	<u>180,400</u>	<u>189,990</u>	<u>198,691</u>	<u>-</u>	<u>(8,701)</u>	<u>104.58%</u>
<b>GRAND TOTAL</b>	<u>\$ 1,385,060</u>	<u>\$ 1,419,840</u>	<u>\$ 1,243,463</u>	<u>\$ 19,698</u>	<u>\$ 156,679</u>	<u>88.97%</u>
<b>BUDGET RECAP:</b>						
Beginning Cash Balance	\$ 376,619					
Cash Reserve	(115,000)					
<b>Available cash to rebudget</b>	<b>261,619</b>					
+ Budgeted revenues	1,307,000					
Less: Budgeted expenditures + transfer	(1,419,840)	(112,840)				
<b>Ending Cash Balance</b>	<u>\$ 148,779</u>					

**VILLAGE OF RUIDOSO**  
**LODGERS' TAX STATEMENT OF CASH FLOWS**  
**FOR THE TWELVE MONTHS ENDING JUNE 30, 2016**  
**(UNAUDITED)**

<i>Cash flows from operating activities:</i>	
Cash received from lodgers	\$ 1,473,992
Cash received from other sources	2,522
Cash paid to suppliers and grantees	<u>(1,133,434)</u>
<i>Net cash used for operating activities</i>	<u>343,080</u>
 <i>Cash flows from investing activities:</i>	
Interest received	<u>1,236</u>
 <i>Cash flows from non-capital financing activities:</i>	
Transfer for General Fund operations	75,038
Transfer for Debt Service Payments	<u>(198,691)</u>
<i>Net cash used for non-capital financing activities</i>	<u>(123,653)</u>
<i>Net increase in cash and cash equivalents</i>	220,663
<i>Cash and cash equivalents, beginning of year</i>	<u>376,619</u>
<i>Cash and cash equivalents, end of year</i>	597,282
Less: Reserves (Committee)	<u>(115,000)</u>
<b>Available cash and cash equivalents</b>	<b><u><u>\$ 482,282</u></u></b>
 <i>Reconciliation of operating loss to net cash provided by operating activities:</i>	
Operating income/(loss)	\$ 454,742
<i>Adjustments to reconcile operating loss to net cash used for operating activities:</i>	
Increase in accounts payable	<u>(88,662)</u>
<i>Net cash provided by operating activities</i>	<u><u>\$ 366,080</u></u>

**Summary of Significant Noncash Activities:**

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

**VILLAGE OF RUIDOSO  
TOURISM MEDIA PLAN FY17**

July 1, 2016

**INTRODUCTION**

A smaller advertising budget and the need to incorporate military media, along with a thorough review of media performance dictates a somewhat different direction for 2016/17. Over the last fiscal year we saw some of the new media perform well above expectations and some of the vehicles we've used over the years suffer inasmuch as web activity dropped and/or time spent on DiscoverRuidoso.com diminished. We saw the need for new tactics to ensure that our powerful ads were getting better placement and attention and more synergy with media partners that provide good coverage. We also decided to increase commitments to the best performing media and add fresh digital partners that would garner more eyeballs beyond New Mexico and Texas – partners that also bring a social media component to the table.

Google Analytics findings as it pertains to top geographic markets did not vary much. Texas is still our bread and butter including the major metros. We did see activity from Dallas jump and find that users in San Antonio, Austin, El Paso and Lubbock spend the most time on the site. On a per capita basis El Paso and Albuquerque are the top two markets with Albuquerque closing the gap and representing even greater potential. Part of that may be due to the TV exposure in FY16. All of the TV buys in Albuquerque, Lubbock and El Paso resulted in increased numbers from the markets and significant jumps through Organic search. Broadcast media is not referral activity and is the least likely to create direct traffic but instead they search using keywords to find Ruidoso. Analytics also supported the exceptional performance of eBlasts that were targeted to select markets (San Antonio, Austin and Houston) and during one drop the daily traffic to the website grew from an average of 450 sessions to 1,855.

**MEDIA OBJECTIVE**

Continue to target the core visitor audience to Ruidoso but expand to reach additional prospects by means of new media and more markets.

**Target Audience**

- Primary is adults 45-64 who are more likely to be empty nesters; secondary is skewing slightly younger to capture the adventure outdoors person; female is key influencer
- Escapists – those looking for the peaceful mindset of a small mountain community, those needing a slower pace from their typical life, those yearning for cooler temperatures where they can get outside again
- History and culture enthusiasts as well as art and fine jewelry appreciators
- Area active and non-active military and their families
- Racing and gaming fans

### Geography

- Texas – no longer is it just west Texas but instead the entire state that drives the lion share of inquiries and visits
- Albuquerque (plus other cities in New Mexico reached by television)
- Phoenix – a new market to test since there is a promotional effort being made by Fly Roswell that will bolster presence

### Timing

- Align with specific messages regarding climate, activities and things to do by season
- Take advantage of editorial relevance in print media
- Build shoulder seasons around strongest summer activity
- Promote winter activities even when snowfall isn't ideal to bolster holiday and spring break traffic

Budget: \$400,000 net to include military

### **MEDIA STRATEGIES & TACTICS**

Continue to use various media vehicles in order to create frequent exposure and intercept opportunities. Incorporate guerilla-marketing tactics that provide a means of promoting Ruidoso to web and social users looking at competitive markets like Red River, Angel Fire and Silver City.

#### ***Magazines***

All ads will be half pages to create a stronger presence and better positioning:

- New Mexico Magazine – such a unique atmosphere in that the publication is all about promoting New Mexico and discovering the known and the unknown; the readers look for new itinerary ideas with each issue
- Albuquerque the Magazine – a very strong city book that is all about providing readers travel and entertainment information
- Texas Monthly – the powerhouse of Texas reaching all communities with poignant editorial and a constant focus on travel
- Dorado – a new bimonthly magazine distributed to the major metros of Texas and has a focus on a finer and more unique lifestyle plus each issue focuses on New Mexico and reasons to travel
- Southwest Art – the best environment to promote the beautiful art and jewelry of Ruidoso as well as the many art events

#### Annual Guides

- 2017 New Mexico True Adventure Guide – this is published and distributed by the New Mexico Tourism Department as fulfillment pieces, tradeshow handouts and at visitor centers throughout the state plus it's online; bigger ad this year to earn first half of publication placement where there's more editorial and less grouping of listings
- 2016/17 Ski NM True Magazine – also a state effort and provided at several places including other states where research shows the highest interest in NM

## Military

- Fort Bliss: the media that has been referenced and shown proven performance will continue to be used and they include the national newspaper Stars & Stripes distributed in and around the fort, the MWR website, an opportunity to place Ruidoso brochures in welcome kits and attending the annual Bienvenidos a Bliss Relocation Fair
- Holloman AFB: **the best vehicles for reaching the military both on and off base** (Alamogordo) is the weekly Holloman Hologram newspaper, the opportunity to place brochures in all newcomer kits and the MWR website
- Bataan Memorial March at White Sands – this is very well attended and deemed a great success in FY 16 as it provided an introduction not only to locals but also people from all over the country and abroad

## *Out of Home*

- Lubbock billboard – the digital board being employed this year is located at the very busy intersection of 82<sup>nd</sup> Street and the Marsha Sharp Freeway
- Albuquerque freeway bulletin – this digital board is in a very prominent location to intercept locals plus travelers from the airport as it is on I-25 at Indian School approaching the big “I”; it will be up for one month surrounding Balloon Fiesta to capture the immense visitor base for the event
- I-35 corridor in East Texas – this board is static, not digital, but is very prominently located between San Antonio and Austin capturing commuter traffic and anybody driving north from eastbound I-10 and westbound out of Houston
- El Paso & Albuquerque airports – the digital ads rotate throughout baggage claim in both airports on LCD screens and provide a very captured audience

## *Web/Mobile/Social*

- Trip Advisor – this year we will be using the site in a more proactive manner with banner ads only as Google Analytics showed much more activity on outgoing ads versus the ones housed on a Ruidoso page
- Go-NewMexico.com – this year features new tactics including a full-time ad on the Red River, Angel Fire and Silver City pages plus the opportunity to add several videos and press releases on the Ruidoso page to provide more entertaining and informative reasons to click through to DiscoverRuidoso.com
- WeatherBug.com – this year we will be using the very popular site and mobile app twice – once during hot summer months where temperatures in Texas are 95+ and in Phoenix where temperatures are 100+ using a filter of adults 35 to 64 and then again next Spring where there won’t be a filter but instead a more aggressive campaign to reach Texans and Phoenix
- iExplore/TravelMindset.com – this is a new player in FY17 that allows for reaching national audiences looking at New Mexico and a personalized campaign created by a travel influencer who will experience Ruidoso and write various blogs and posts stories all over the country; it also includes an outgoing campaign to Texans that are interested in endless adventures

- Crowfly Digital Marketing – this company utilizes various national databases of both website addresses and mobile social apps to target people interested in New Mexico including those looking at Red River, Angel Fire and Silver City plus select keywords will be used that tie to Ruidoso activities
- EverythingLubbock.com – this website is a direct tie to the television stations used in Lubbock and provides the additional synergy and reach to capture the entire market

### ***eNewsletters***

- New Mexico Magazine Enewsletters – the magazine sends out monthly electronic newsletters that are sponsored and we will have ads throughout August, September, January and April
- Texas Monthly Traveling Texan Trip Planner – this is an opt-in database that wants travel ideas and Ruidoso will be one of a handful featured in August and March where it portrays as an extended listing with photo, copy, headline and a direct link to DiscoverRuidoso.com

### ***eBlasts***

- These were hugely successful when targeting San Antonio, Austin and Houston and will be expanded to Dallas, Phoenix, Albuquerque and west Texas
- Many markets will receive a quarterly blast to tout what's coming up over the next three months; Phoenix will be tested in the summer and fall only to determine viability and the other two big markets, Houston and Dallas, will receive 3 blasts
- Individual URLs will be allocated to each market and blast to measure success and help determine if dollars should be reassigned or not

### ***Television***

When targeting our baby boomer market most programming is news-oriented as it is the most effective and efficient in providing reach and frequency. Additional high profile programs will be added to bolster reach and for the first campaign from August 29-September 26 will include:

- KOB/NBC in Albuquerque – NFL Football, specifically two games during that time period that have the most popular teams in New Mexico playing – the Denver Broncos and Dallas Cowboys; the Today Show
- KVIA/ABC in El Paso – Dancing with the Stars which does very well against our target market and is priced affordably to allow for the first two weeks of the show; Good Morning America
- KBLK/KAMC CBS/ABC in Lubbock – 3 NFL Football games on the CBS affiliate and Dancing with the Stars on the ABC affiliate

4:18 PM  
 07/08/16  
 Accrual Basis

Ruidoso Visitors Center  
**Profit & Loss Budget vs. Actual**  
 July 2015 through June 2016

	<u>Jul '15 - Jun 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
Donations	1,166.00	1,800.00	-634.00
Products Sold	1,507.50	2,100.00	-592.50
Village Contract	166,471.15	166,470.50	0.65
Total Income	<u>169,144.65</u>	<u>170,370.50</u>	<u>-1,225.85</u>
Gross Profit	169,144.65	170,370.50	-1,225.85
Expense			
Administration	13,200.00	13,200.00	0.00
Advertising & Promotion	1,026.32	2,299.98	-1,273.66
Audit Expense	1,549.43	1,200.00	349.43
Building Maintenance	6,123.58	13,499.88	-7,376.30
Dues & Subscriptions	255.00	0.00	255.00
Education	0.00	0.00	0.00
Equipment Lease & Maintenance	1,941.00	5,000.04	-3,059.04
Insurance	4,982.26	4,852.03	130.23
Office/Janitor Supplies	5,223.85	5,790.58	-566.73
Printing	5,826.75	3,999.96	1,826.79
Product	394.06	358.64	35.42
Salaries	85,656.90	89,799.84	-4,142.94
Telephone Service	4,215.29	4,200.00	15.29
Utilities	7,208.60	6,999.96	208.64
Total Expense	<u>137,603.04</u>	<u>151,200.91</u>	<u>-13,597.87</u>
Net Ordinary Income	31,541.61	19,169.59	12,372.02
Other Income/Expense			
Other Income			
Village Reimbursements	7,665.27	0.00	7,665.27
Total Other Income	<u>7,665.27</u>	<u>0.00</u>	<u>7,665.27</u>
Other Expense			
Postage	7,200.37	14,100.00	-6,899.63
Telephone 800 Numbers	899.76	960.00	-60.24
Total Other Expense	<u>8,100.13</u>	<u>15,060.00</u>	<u>-6,959.87</u>
Net Other Income	<u>-434.86</u>	<u>-15,060.00</u>	<u>14,625.14</u>
Net Income	<u>31,106.75</u>	<u>4,109.59</u>	<u>26,997.16</u>

4:18 PM  
07/08/16  
Accrual Basis

Ruidoso Visitors Center  
**Profit & Loss Budget vs. Actual**  
July 2015 through June 2016

	<u>% of Budget</u>
Ordinary Income/Expense	
Income	
Donations	64.8%
Products Sold	71.8%
Village Contract	100.0%
Total Income	<u>99.3%</u>
Gross Profit	99.3%
Expense	
Administration	100.0%
Advertising & Promotion	44.6%
Audit Expense	129.1%
Building Maintenance	45.4%
Dues & Subscriptions	100.0%
Education	0.0%
Equipment Lease & Maintenance	38.8%
Insurance	102.7%
Office/Janitor Supplies	90.2%
Printing	145.7%
Product	109.9%
Salaries	95.4%
Telephone Service	100.4%
Utilities	103.0%
Total Expense	<u>91.0%</u>
Net Ordinary Income	164.5%
Other Income/Expense	
Other Income	
Village Reimbursements	100.0%
Total Other Income	100.0%
Other Expense	
Postage	51.1%
Telephone 800 Numbers	93.7%
Total Other Expense	<u>53.8%</u>
Net Other Income	<u>2.9%</u>
Net Income	<u><u>756.9%</u></u>

### 2015/2016 Revenue Report

Month	2013/2014 Revenue	2013/2014 Waived Revenue	2014/2015 Revenue	2014/2015 Waived Revenue	2015/2016 Revenue	2015/2016 Waived Revenue
July	\$ 21,925.73	\$ 9,451.95	\$ 20,201.66	\$ 7,560.26	\$ 19,688.50	\$ 7,986.02
August	\$ 16,429.93	\$ 23,400.45	\$ 16,568.03	\$ 31,518.50	\$ 21,760.90	\$ 23,533.25
September	\$ 10,704.94	\$ 13,164.71	\$ 14,142.52	\$ 9,029.53	\$ 19,174.02	\$ 12,990.02
Q1 Totals	\$ 49,060.60	\$ 46,017.11	\$ 50,912.21	\$ 48,108.29	\$ 60,623.42	\$ 44,509.29
October	\$ 14,123.34	\$ 10,014.31	\$ 19,242.42	\$ 8,403.52	\$ 20,328.48	\$ 6,136.50
November	\$ 12,046.02	\$ 3,670.64	\$ 9,016.50	\$ 7,842.50	\$ 7,971.00	\$ 5,243.50
December	\$ 3,827.21	\$ 1,190.96	\$ 4,797.01	\$ 1,351.00	\$ 1,164.50	\$ 1,344.50
Q2 Totals	\$ 29,996.57	\$ 14,875.91	\$ 33,055.93	\$ 17,597.02	\$ 29,463.98	\$ 12,724.50
January	\$ 7,907.52	\$ 9,722.00	\$ 5,330.00	\$ 8,308.50	\$ 8,967.50	\$ 338.00
February	\$ 6,547.10	\$ 846.00	\$ 9,517.42	\$ 417.50	\$ 7,463.50	\$ 8,603.00
March	\$ 15,552.12	\$ 2,823.01	\$ 14,564.51	\$ 3,067.00	\$ 13,136.00	\$ 3,250.50
Q3 Totals	\$ 30,006.74	\$ 13,391.01	\$ 29,411.93	\$ 11,793.00	\$ 29,567.00	\$ 12,191.50
April	\$ 15,319.91	\$ 17,024.30	\$ 19,739.90	\$ 19,605.50	\$ 20,992.59	\$ 17,180.87
May	\$ 18,121.45	\$ 7,064.03	\$ 13,905.81	\$ 14,951.50	\$ 17,378.91	\$ 13,798.91
June	\$ 13,399.73	\$ 2,485.00	\$ 21,508.50	\$ 5,566.75	\$ 16,939.00	\$ 906.50
Q4 Totals	\$ 46,841.09	\$ 26,573.33	\$ 55,154.21	\$ 40,123.75	\$ 55,310.50	\$ 31,886.28
Totals	\$ 155,905.00	\$ 100,857.36	\$ 168,534.28	\$ 117,622.06	\$ 174,964.90	\$ 101,311.57





**Ruidoso Convention Center  
Events Report  
June 2016**

<b>Date</b>	<b>Event</b>	<b>Room Revenue</b>	<b>Waived Revenue</b>	<b>A/V Linens</b>	<b>Attend</b>	<b>Event Hours</b>
6/1/16	VOR - Fire Chief Wrapup		126.75			9
6/2-3/16	Dairy Producers of NM	2,532.00			350	28
06/04/16	Ramos Wedding Reception	1,119.00			500	14
<b>6/4-5/16</b>	<b>NM Rural Letter Carriers</b>	<b>334.00</b>			<b>35</b>	<b>14</b>
06/06/16	Axiom CPA's	126.75		35.00	25	3
6/6-8/16	Los Lunas Schools	887.25		1,027.00	54	22
06/07/16	Primary Election		273.00			14
06/08/16	VOR - Safety Training		126.75			9
06/11/16	Guardian Security Solutions	464.00			60	13
6/12-14/16	NM Cattle Growers	4,580.00		830.00	275	33
06/16/16	NM TEACH	2,210.00		1,039.00	100	11
06/17/16	Keel Dinner Rehearsal	338.00		214.00	50	7
06/18/16	Whispering Bluff Owners Association	169.00		10.00		3
6/24-26/16	Juice Plus	1,066.00			55	15
06/25/16	Montes Wedding Reception	1,308.00			240	16
6/27-29/16	NM Higher Education Assessment	1,125.00			35	23
6/27-28/16	Norvo Nordisk	525.00			35	14.5
06/29/16	MCM Elegante Grand Opening		380.00			5
06/30/16	Evening Lions Gun Show	150.00				12
		16,934.00	906.50	3,155.00	1814	265.5



**Director of Tourism  
Director's Report  
July 14, 2016**

**Administrative:** Mid-June through end of the fiscal year was spent wrapping up FY16 and preparing purchase requisitions for FY17 for our contractors, vendors etc.

**Roswell Trip:** Lisa Boeke (Carlsbad) & I had very productive meetings with American Airlines, Phoenix Airport staff and travel planners on better ways that the route can be marketed. As you can see by the attached Week 17 report issued by Roswell Economic Development, the route was beginning to pick up but then dropped off again. The feedback that we heard in our meetings is that the 'Fly Roswell is New Mexico True' message is not inspiring summer travel to SE NM. The group is pushing 'Fly Roswell' in the summer when the audience that they are targeting knows that Roswell is not a desirable summer destination for Phoenicians. We discussed alternatives; they recommended going with a message that focuses on calling out the assets of individual destinations & downplaying the Roswell & NM True focus. I've attached the "before & after" summer ads that HK Advertising developed. We sent the "after" ad to American & our PHX travel partners; they loved it this ad is running on Phoenix Magazine's website; we looked into indoor display ads at the airport but cost is \$5,000-\$8,000/month.

**Ski NM Board Meeting:**

- NMTD Winter Ad Campaign: Reallocated funding from other programs into Fly Markets in order to beef up winter advertising in Dallas, Austin and Houston; continue On The Snow & WeatherBug Digital (4" of snow in any ski area will kick in Ski digital ads). Ads will go live end of Sept.
- Ski NM Advertising: last year there was a fundamental change that was very effective; increase in banner ads both mobile & desktop retargeting. Ads targeted people with interest in ski in NM and those who had already visited Ski NM website.
- Targeted eBlasts in TX & NM – 2 in TX & 1 in NM: target affinity for ski, travel; 25-55, high income. Click through rates were high, high # page views, time on site high. Proposed to increase 1 more in TX & 1 more in-state. This was approved.
- SkiNM would like to work with ski areas to get access to their analytics to see if the referrals from SkiNM.com are converting.
- SkiNM Magazine: Monica asked that ski areas/destinations send ski area openings & competitions and events Jan-April ASAP. (I have sent winter events to her)
- Discussion on UNM Ski Day during "welcome back week" for ski areas to sell passes & recruit help for winter season.

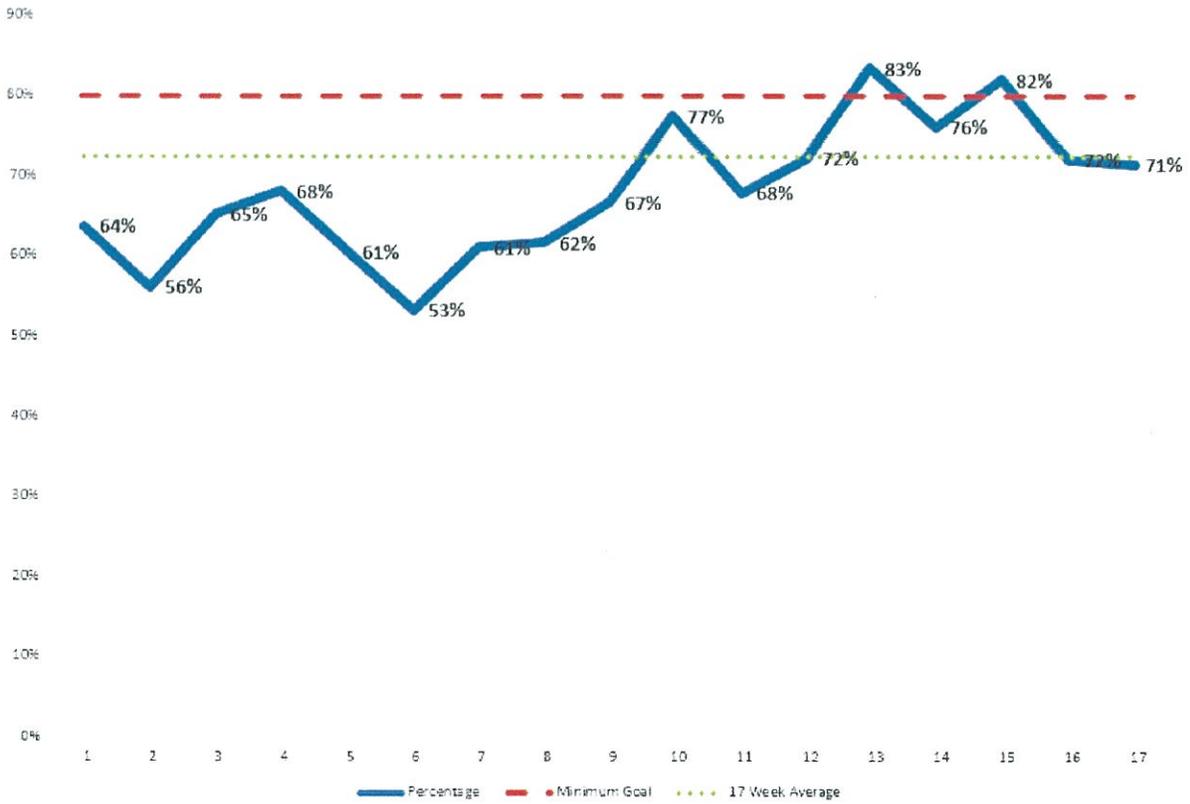
**NMTD:** Met with Jordan Guenther re Ruidoso promotion for August NMTD eNewsletter – featuring full ticket package for Cowboy Symposium, lodging etc.

**Village Council Presentation:** Prepared Team Tourism Report for Village Council Presentation on July 12 where we presented the FY17 plan & rebranding effort.

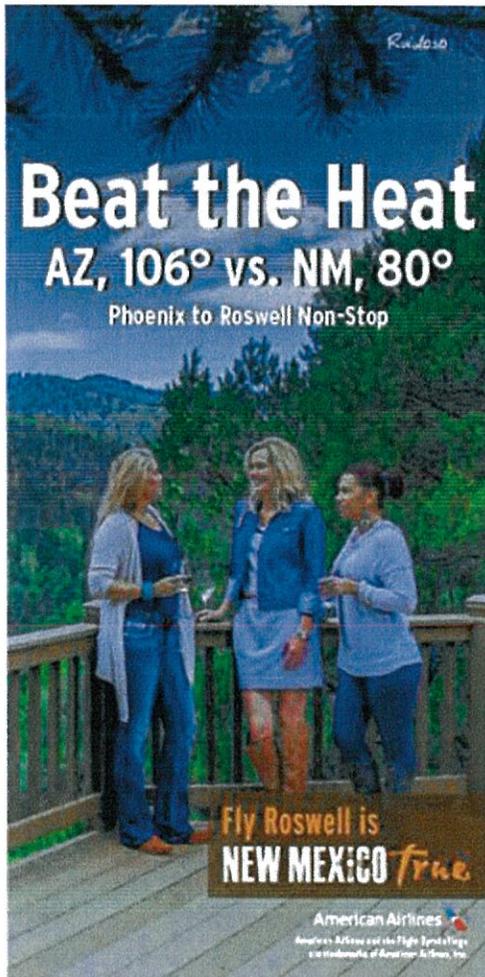
**NM Municipal League City Managers Conference:** I have been asked to participate in a panel discussion on the short term lodging issue at this year's City Managers Conference when it is in Ruidoso at the end of July. Randy Randall from Santa Fe and Karina Armijo from Taos will also be on the panel.

**Short Term Lodging Issue:** made progress with identifying properties but still have about 50 listings to determine addresses for.

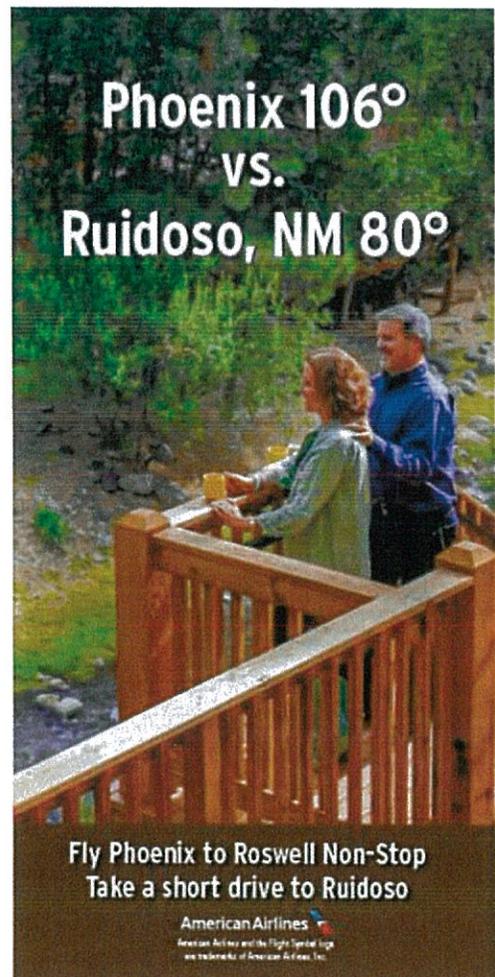
17 Weeks of Non-Stop Air Service between Phoenix and Roswell



Original Version of Summer Digital Ad



Final Version of Summer Digital Ad



**COMMUNITY SERVICES REPORT**  
**for Lodger's Tax Committee**  
**July 14, 2016**

1. **Midtown Parking**  
Active work on the 69-space parking lot continues. Concrete work is complete. Base course has been installed. Asphalt work, landscape and striping anticipated in next two weeks. Our intent is to have the lot opened by the end of July.  
A pedestrian stairway/ramp is being designed for installation between parking lot and Sudderth. Signage, street work and perimeter fencing will be completed, as well.
2. **Stronger Economies Together (SET)**  
Work continues on the regional economic development plan. Tourism is a key component of the plan. Becky Brooks and Greg Cory are assisting in preparation of the plan, particularly as it relates to tourism. Included in the discussions is development of a regional "brand" with collaborative work with Cloudcroft, Carrizozo, Alamogordo and White Sands. The plan should be completed in 90 days.
3. **Broadband**  
The delivery of efficient broadband services remains an issue, including with lodger's and their clients. Work is underway to improve the services of existing providers and to secure a potential new provider. The Village has hosted five community meetings related to this topic. Efforts are ongoing.
4. **Sister City**  
The Village is continuing work with Puerto Penasco (Rocky Point) regarding our new sister city relationship. Our goal is to schedule a trip to Puerto Penasco this fall. Tourism is the principal industry for both municipalities. We hope to learn additional information from Puerto Penasco, including: Police/safety issues; development of ongoing special events for tourists; transportation issues and promotion of cultural events.
5. **Ruidoso Tram Tours**  
The Tram Tours have adjusted their route, with additional stops in parking areas. The owners, Mike and Robin Kephart, are now waiving fees in an effort to boost ridership. We appreciate their diligence and the support of the Midtown merchants.
6. **Special Events**  
Minor revisions to the Special Events Ordinance have been drafted. These changes are primarily related to the administration of sanctioned events. A public hearing will be held with the Council at their 8/9/16 meeting.
7. **MainStreet**  
Efforts continue for recognition of Midtown as a New Mexico MainStreet. A site visit, by the MainStreet organization, is tentatively scheduled in the month of August. We believe that this effort, if successful, will enable us the opportunity to improve the Midtown district, expand special events and promote public art – all of which will be aimed at our tourist market.

8. **Community Services Functions**

A number of key departments now comprise "Community Services": Parks and Recreation, Planning/Zoning, Forestry, Community Center, Community Development, Airport, Convention Center and the Library. These functions are working together to provide quality services, including tourism.

Planning/Zoning is working on updating the Comprehensive Plan, revising the sign and nightly rental ordinances and ongoing work with code enforcement.

**The Airport is working on improving car rental service at both the Airport and within the Village.**

Forestry has been working with area lodgers on a task force studying the forestry ordinances.

The Library continues to host a number of special events. We are working to improve attendance from our visitors at these events.

The Convention Center is commencing interviews for the Convention Center Supervisor (following Manny Cordova's retirement).

An RFP for the marketing of the convention center is being drafted. Currently, convention center marketing is being handled by the MCM Elegante. MCM Elegante has worked to be more inclusive of all local lodgers.

**VILLAGE OF RUIDOSO**  
***DRAFT* ORDINANCE 2016-##**

**AN ORDINANCE AMENDING THE VILLAGE OF RUIDOSO MUNICIPAL CODE OF ORDINANCES, SECTION 54-106 "SHORT-TERM RESIDENTIAL RENTAL OVERLAY ZONE", TO REVISE THE PROCEDURE FOR REGISTRATIONS AND ADMINISTRATION.**

WHEREAS, the Village of Ruidoso Governing Body considered the benefits of a well-regulated registration process for short-term residential rental units and adopted Ordinance 2009-06 establishing such a process and regulations; and

WHEREAS, the Village has witnessed the positive nature in which regulated short-term residential rental opportunities provide viable income-earning potential for property owners, offer unique options for visitors to the community and enhance local tax revenues while minimizing adverse impact to neighborhoods; and

WHEREAS, the Governing Body of the Village of Ruidoso has determined that certain amendments were required to establish a more equitable and streamlined process, while building upon the foundation of the original ordinance; and

WHEREAS, the Village of Ruidoso Lodgers' Tax Committee was consulted on this matter \_\_\_\_\_ and the Village Planning Commission conducted a duly advertised public hearing regarding this ordinance on \_\_\_\_\_, 2016, during which it found that the amendments were in the best interest of the public by promoting objective criteria and a predictable framework and recommended that the Council favorably consider adopting this ordinance; and

WHEREAS, the Council conducted a duly advertised public hearing to consider this ordinance on \_\_\_\_\_, 2016.

**NOW THEREFORE, BE IT ORDAINED By The Governing Body of The Village of Ruidoso, that Village Municipal Code Chapter 54 is hereby amended as follows:**

<p><b>Single Underline</b> is text that is proposed for adoption. <del>Strike-out</del> is language deleted.</p>
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**Section one.** Section 54-106 is amended to read:

**Sec. 54-106. - Short-term residential rental overlay zone.**

- (a) **Purpose of zone.** The Village of Ruidoso Council finds and declares as follows:
- (1) Short-term residential rentals provide a community benefit by expanding the **number and type of lodging facilities available to seasonal visitors.**
  - (2) Short-term residential rentals are not commercial, but are strictly a residential use of the property under the Village of Ruidoso Municipal Code.
  - (3) The provisions of this section are necessary to prevent a burden on village services and impacts on residential neighborhoods posed by short-term residential rentals.
- (b) **Applicability of requirements.** This overlay zone applies to all non-commercial residential property within the village regardless of the zoning district. These requirements of section 54-106 shall apply to dwelling units that are rented at some time during the year for a short duration that are not part of a commercial business enterprise such as a hotel, motel or commercial cabin rental located on a single lot or a group of contiguous lots within a commercial zoning district. These requirements do apply to individual dwelling units on non-contiguous property owned and operated by a hotel, motel or commercial cabin rental owner.
- (c) **Definitions.** For purposes of this section, the following words and phrases shall have the meaning respectively ascribed to them by this subsection:
- (1) Local contact person means an owner, representative of the owner or local property manager who lives in the Village of Ruidoso or within proximity of the village limits such that he/she is available to respond within an hour or less to tenant and neighborhood questions or concerns and is authorized to respond to any violation of this section and take remedial action.
  - (2) Managing agency or agent means a person, firm or agency licensed with the New Mexico Real Estate Commission representing the owner of the residential rental, or a person, firm or agency owning the residential unit.
  - (3) Operator means the person who is proprietor of a residential rental, whether in the capacity of owner, lessee, sub-lessee, or mortgagee in possession.
  - (4) Owner means as defined in section 1-2 of this Code.
  - (5) Remuneration means compensation, money, rent, or other consideration given in return for occupancy, possession or use of real property.
  - (6) Rent means the consideration charged, whether or not received, for the occupancy of space in a residential rental, valued in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash,

credits, property and services of any kind or nature, without any deductions therefrom whatsoever.

- (7) Short-term residential rental means one or more dwelling units, including either a single-family detached or multiple-family attached unit, rented for the purpose of overnight lodging for a period of not less than one night nor more than 29 consecutive days to the same person or persons. **For the purposes of this article, a rented dwelling unit shall consist of any combination of a sleeping area and at least two additional rooms not primarily designated for sleeping.**
- (d) **Short-term residential rental permit required.** No owner of a residential dwelling unit shall rent the unit for a short term without having a current valid short-term residential rental permit issued by the Village of Ruidoso. Short-term residential rental permits are issued to the owner **for a period of three years** and are not transferable **nor refundable.**
- (e) **Application for short-term residential rental permit.** The dwelling unit owner or managing agency or agent shall apply to the village for a short-term residential rental permit and supply, as a minimum, the following information:
- (1) The maximum number of occupants and vehicles that the dwelling unit can accommodate. **This calculation is to be based upon the maximum-rated occupancy load for the dwelling unit and a minimum of 1 (one) off-street parking space provided per sleeping area.**
  - ~~{(2) The length of time that the applicant requests that the permit be issued for, not to exceed three years.}~~
  - ~~(2)~~ (3) The name, address, email address and contact telephone numbers (including 24-hour emergency contact number) of the owner of the residential rental for which the permit is to be issued.
  - ~~(3)~~ (4) The name, address, email address and contact telephone numbers (including 24-hour emergency contact number) of the agent, representative or local contact person for the owner of the residential rental.
  - ~~(4)~~ (5) An application fee.
  - ~~(5)~~ (6) **Safety requirements and checklist; certification.** ~~[Fire department inspections]. [The Ruidoso Fire Department will be responsible for conducting basic fire inspections of all less than 30 day rental properties. The department will note all National Fire Protection Association Life and Safety Code issues and will]~~ **The property owner or their managing agent/agency shall specifically [inspect for] provide** the following:
    - a. An ABC type fire extinguisher(s) to be mounted at all points of egress at a height not to exceed 48 inches. Extinguishers must be inspected and

maintained according to state requirements and must properly display the inspection history of the device.

- b. Approved single-station smoke alarms installed at the highest point in every sleeping room.
  - c. Every sleeping room and living area with access to a primary means of escape and located to provide a clear, unobstructed path of travel to the outside.
  - d. A floor diagram reflecting the actual floor arrangement, exit locations and room identification must be posted with emergency contact numbers at, or immediately adjacent to the primary entrance to the building.
  - e. ~~[Fees. The Ruidoso Fire Department will assess a fee of \$25.00 per inspection for the initial inspections and \$15.00 per return inspection when needed.]~~
  - f. ~~Scheduling. Short term rentals will be scheduled for fire inspection once every three years. Scheduling will occur through the village fire marshal's office.]~~
- ~~(6) (7)~~ Owner/agent authorization.
  - ~~(7) (8)~~ Gross receipts tax number certification.
  - ~~(8) (9)~~ Certification of notice to all contiguous property owners that the subject property is to be used for short-term rental.
  - ~~(9) (10)~~ Exterior signage on short-term rental units which indicate availability, phone numbers or other type of information is prohibited.
  - ~~(10)~~ The owner or managing agent/agency shall attest that they have met these requirements in each property registered as part of the initial rental registration and each successive renewal registration. The form utilized to attest to these requirements shall be part of the registration form provided by the Village and be authenticated by a Notary Public.
- (f) **Application renewal or update.** Prior to the expiration of the permit or when there is a change to the information contained in the permit regarding ownership, changes in the structure or parking area, or contact person, a new permit application shall be submitted.
  - (g) **Fees.** Fees are set forth in appendix A to this Code or adopted by the Governing Body from time to time by resolution. The initial application fee sufficient to cover the cost of processing the application, reviewing the information submitted, and issuing a revised permit.
  - (h) **Review of application and issuance of permit.**

- (1) The village shall complete review of the initial permit application within ~~[five]~~ ten business days. Renewals of all permits shall occur prior to the third anniversary by the first (1<sup>st</sup>) day of April. Such permits that are active at the time of this ordinance adoption shall not need to be prorated if extending their expiration to coincide with the new renewal date.
- (2) Once the application review is complete, the village shall notify the applicant of the decision of whether or not to issue the permit based on compliance with this section. If approval is granted, the village will issue a short-term residential rental permit specifying the maximum number of cars and the maximum number of occupants allowed. Failure to renew the permit within 20 days of the expiration of the previous permit shall subject the owner to payment of a late permit renewal penalty fee.
- (3) If all applicable fees and taxes have not been paid, a renewal permit will not be issued. Property owners shall comply with Chapter 78, Article II "Lodgers' Tax" of the Village Code, including Sections 78-38 and 78-41 or its successors regarding the requirement to remit lodgers' tax to the Village and State in the appropriate amount. Failure to comply with any provision of Chapter 78 may result in a revocation of the permit for a 12-month time period.
- (4) If the dwelling unit owner plans to discontinue short-term residential rental of the property, a statement to that effect shall be filed with the village and the permit will be revoked.
- (5) If ~~[three]~~ two or more citations issued by the village for a specific short-term dwelling unit have been adjudicated thru the Village of Ruidoso Municipal Court system within a 12-month time period, or a total of three citations adjudicated during any point of the three-year permit period, the village manager or designated representative ~~[may]~~ revoke the permit for a period of ~~[no more than]~~ 12 months. After that time, the property owner may reapply for a new short-term rental license after paying all applicable fees and ~~[passing]~~ providing self-certification of compliance with the ~~[a]~~ fire safety ~~[inspection]~~ requirements as detailed in Subsection (e)(5) herein. A warning letter shall be sent out to the property owner after the ~~[second]~~ first adjudicated citation.
- (i) **Tenant notification requirements.** Each short-term residential rental unit shall have a clearly visible and legible notice posted by the owner or managing agency or agent within the unit on or adjacent to the interior of the front door containing the following information:
  - (1) A copy of the short-term residential rental permit.
  - (2) The name of the managing agency, agent, property manager, local contact person or owner of the unit, and a telephone number at which that party can be reached on a 24-hour, seven days a week basis.

- (3) The maximum number of occupants three years of age and older permitted to stay in the unit.
  - (4) The maximum number of vehicles allowed to be parked on the property.
  - (5) The number of on-site parking spaces and the parking rules for seasonal snow removal (if applicable).
  - (6) **The specific procedures regarding the disposal of trash and refuse.**
  - (7) A notification that an occupant may be cited and fined for creating a disturbance and/or for violating other provisions of the Village of Ruidoso Municipal Code.
  - (8) Notice that noise provisions contained in the Village of Ruidoso Municipal Code section 38-31 will be enforced and that quiet hours are to be observed between the hours of 11:00 p.m. and 8:00 a.m.
  - (9) Notification that the Village of Ruidoso Municipal Code prohibits ground fires, camp fires, fire rings and fire pits other than by permit.
  - (10) The 911 address for the property.
  - (11) Notice that animal leash laws contained in section 14-8 (prohibited acts; animal nuisances; vicious or dangerous animals) will be enforced.
  - (12) Notification that the Village of Ruidoso Municipal Code section 42-40 makes it "unlawful for any person to discard a lit cigarette, cigar, match or other type of incendiary material."
- (j) **Penalties for violation of requirements of this section.** In addition to any other penalties or fines authorized by the Village of Ruidoso Municipal Code, the owner of a short-term residential rental unit shall be required to pay a penalty as set forth in appendix A to this Code in order to obtain, retain or renew a short-term residential rental permit.
- (1) After 24 months from the adoption of this section, each day that an owner rents a unit for a short term without first obtaining a short-term residential rental permit is considered a separate violation of the Village of Ruidoso Municipal Code as provided for in section 1-6.
  - (2) The village code enforcement officer or other designated village employee or representative shall take action to correct the violation as provided for in this Code or state statute.
  - (3) **The first suspected or observed violation of this section by the Village may result in an initial warning notice requesting registration of the unregistered short-term residential rental unit in accordance with the provisions of this code without subject to penalty. Should the property owner fail to comply after receiving such initial notice from the Village, penalties may be assessed**

as provide elsewhere in this Code, including the assessment of a registration fee twice the listed amount.

**Section two.** All other provisions of the aforementioned codes not specifically amended by this ordinance, shall remain unchanged and in full force and effect as written.

**Section three.** *Effective date.* The provisions of this Ordinance shall become effective five (5) days upon the publishing of its adoption.

**PASSED, APPROVED, and ADOPTED by the GOVERNING BODY of the VILLAGE of RUIDOSO** this \_\_\_\_ day of \_\_\_\_\_, 2016.

**VILLAGE OF RUIDOSO**

/s/

By: \_\_\_\_\_  
Tom Battin, Mayor

(SEAL)

ATTEST:

/s/

\_\_\_\_\_  
Irma Devine, Village Clerk