Employees should continue to practice good hygiene by adhering the following guidelines:

- Wash your hands with soap and water or use hand sanitizer, especially after touching frequently used items or surfaces.
- Avoid touching your face.
- Sneeze or cough into a tissue, or the inside of your elbow.
- Disinfect frequently used items and surfaces as much as possible.
- Employees are asked to inform themselves on the current Public Health Order.

*Word of the Day by G. David Myers:*

**ve·nal**

/ˈvēnl/

*adjective*

1. showing or motivated by susceptibility to bribery.
   "We found their generosity to be at least partly venal"
Remember When:

Scheduled for this Week:

**MONDAY – October 11**  
Karen Gutierrez – Out

8:00 AM – Monday Mornings w/ the Mayor (Tim & Ron will also join) – 1490 AM

11:00 AM - **Ruidoso Adventure Tour Expo – Wingfield Park**

11:00 AM – Keep Ruidoso Beautiful – Horton Complex

**TUESDAY – October 12**

12:00 PM – SAK Update – Virtual

1:00 PM – Council Meeting – Council Chambers

**WEDNESDAY – October 13**
9:30 AM – Floodplain Mapping Meeting – Virtual

10:00 AM – JUB Chair Review – Council Chambers

10:00 AM – Stress Management & Post Traumatic Stress Disorder Training – FD 1

1:00 PM – Consolidated Dispatch Meeting – Council Chambers

2:00 PM – Pre-Proposal RFP #2022-004P Professional Engineering Services for Master Planning and Rate Analysis – Virtual

2:30 PM – Fire Department Presentation – Boys & Girls Club

THURSDAY – October 14

7:00 AM – Capital Projects Update – Zoom

8:00 AM – Directors’ Meeting – Council Chambers

10:00 AM – Ruidoso Hazard Mitigation – Zoom

11:00 AM – Lift Stations Bi-Weekly Progress Meeting – Virtual

FRIDAY – October 15

10:00 AM – Stress Management & Post Traumatic Stress Disorder Training – FD 1

5:00 PM – Siren Testing – Ruidoso

SATURDAY – October 16

SUNDAY – October 17

New Employee and Promotions Highlights
Justin Voorbach started with the Village of Ruidoso in the Water Production Department on October 4, 2021. Justin was born and raised in Tularosa, NM and is Second Assistant Fire Chief for the Tularosa Volunteer Fire Department. His hobbies include fishing, hunting, and spending time with his family.

**Human Resources**

*Quarterly Evaluations are due in October! All Directors have been sent the template.*

If you haven’t yet been vaccinated register for your vaccine here: [cvvaccine.nmhealth.org](http://cvvaccine.nmhealth.org). If you need assistance HR can help!
Current Posted Positions

Police Department:
Patrol Officer Certified (until filled)
Telecommunications Officer (until filled)

Street:
Street Supervisor
Heavy Equipment Operator

Water Distribution:
Water/Wastewater Foreman
Water/ Wastewater Heavy Equipment Operator

Welcome!!!
Justin Voorbach- Water Production (Water Plant Operator III) Start Date: 10-4-2021

Hires Pending:
Nathan Fuchs- Firefighter
Price Bowen- Firefighter
Victor Perez- Firefighter
Johnathan Brashear- Detective

Ruidoso Convention Center Event Schedule
<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Group</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, October 04, 2021</td>
<td></td>
<td>PARKS &amp; RECREATION DEPARTMENT</td>
<td>P&amp;R-WHITE MOUNTAIN REC. MTG.             #3 CAMELOT</td>
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<tr>
<td>6:00 PM</td>
<td>8:00 PM</td>
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<tr>
<td>Thursday, October 07, 2021</td>
<td></td>
<td>FAITH CHRISTIAN FAMILY CHURCH</td>
<td>FAITH CHRISTIAN FAMILY #1 SIERRA BLANCA CHURCH</td>
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<td></td>
<td>FAITH CHRISTIAN FAMILY CHURCH</td>
<td>FAITH CHRISTIAN FAMILY EXHIBIT HALL CHURCH</td>
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<td>8:00 AM</td>
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<tr>
<td>Friday, October 08, 2021</td>
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<td>FAITH CHRISTIAN FAMILY CHURCH</td>
<td>FAITH CHRISTIAN FAMILY #1 SIERRA BLANCA CHURCH</td>
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<td>8:00 AM</td>
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<td></td>
<td>FAITH CHRISTIAN FAMILY CHURCH</td>
<td>FAITH CHRISTIAN FAMILY #4ABC CHURCH</td>
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<td>8:00 AM</td>
<td>10:00 PM</td>
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<td>FAITH CHRISTIAN FAMILY CHURCH</td>
<td>FAITH CHRISTIAN FAMILY EXHIBIT HALL CHURCH</td>
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<tr>
<td>8:00 AM</td>
<td>10:00 PM</td>
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</tr>
<tr>
<td>Saturday, October 09, 2021</td>
<td></td>
<td>FAITH CHRISTIAN FAMILY CHURCH</td>
<td>FAITH CHRISTIAN FAMILY #1 SIERRA BLANCA CHURCH</td>
<td></td>
</tr>
<tr>
<td>8:00 AM</td>
<td>2:00 PM</td>
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<td></td>
<td></td>
<td>FAITH CHRISTIAN FAMILY CHURCH</td>
<td>FAITH CHRISTIAN FAMILY EXHIBIT HALL CHURCH</td>
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<tr>
<td>8:00 AM</td>
<td>2:00 PM</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Monday, October 11, 2021</td>
<td></td>
<td>HOLIDAY</td>
<td>COLUMBUS DAY</td>
<td>ENTIRE FACILITY</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>5:00 PM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday, October 12, 2021</td>
<td></td>
<td>VILLAGE OF RUIDOSO</td>
<td>VOR-SERPTO SUBCOMMITTEE MTG              #1 SIERRA BLANCA</td>
<td></td>
</tr>
<tr>
<td>8:00 AM</td>
<td>12:00 PM</td>
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</tbody>
</table>
Come join the dance fun...

Join Clogging!

What’s Clogging? It’s a type of folk dance in which the dancer’s footwear is used percussively by striking the heel, the toe, or both, against the floor or each other to create audible rhythms—with the body keeping the rhythm.

Tuesdays & Thursdays 4:00pm
Beginners: Wednesdays @ 6:00pm
Ruidoso Community Center
501 Sudderth Drive, Ruidoso, New Mexico

CLOGGING is an ENERGETIC DANCE that requires ENTHUSIASM.

For more information, please call Shirley Donaldson at (850) 723-8527

www.ruidoso-nm.gov/community-center

Ruidoso Community Center
Activities
501 Sudderth Dr.
Ruidoso, NM 88345

Home of the Retired and Senior Volunteer Program
(575) 257-4565

Monday- Thursday 8:00am-4:00pm
Fridays 7:00am-9:00pm

Yarn Club
Mondays 1:00pm - 4:00pm

Constitution Class
Mondays 1:30pm & Wednesdays @ 5:30pm

Body Treatment Therapies
Mondays @ 1:30pm & Wednesdays @ 2:00pm

Dance Fusion
Mondays @ 4:30pm for Children 5:30pm for adults

People Works Counselling
Tuesdays & Thursdays 9:00am-12:00pm

Gentle Fitness Class
Tuesdays & Thursdays 9:00am-1:00pm

Duplicate Bridge Games
Mondays, Tuesdays, Thursdays, and Saturdays 1:00pm

Quilters & Stitchers
1st & 3rd Wednesday of Each Month 1:00pm-4:00pm

Enhanced Fitness
Mondays, Wednesdays, & Thursdays 1:00pm

Naosse Crafting Group
Tuesdays 11:00am - 12:00pm. For more info call 575-987-6248

Clogging Lessons
Tuesdays & Thursdays 4:00pm-8:00pm

Table Tennis
Wednesdays & Fridays 10:30am-12:30pm

$1 Lunchon
Wednesdays 11:00am

Humana Bingo & Seminar
8th Wednesday of Each Month 1:00pm *Prizes for Winners*

Party Bridge Games
Wednesdays & Fridays @ 1:00pm

Haar on Earth Hearing Care
Last Wednesday of each month 10:30 am – 1 pm

Book Club
4th Wednesday of the Month @ 1:00pm

Clogging for Beginners
Wednesdays @ 6:00pm

Coffee & Snacks
Thursdays 8:30am - 10:30am

Dance Lessons
Beginners @ 6:30pm & Intermediate @ 7:00pm

Mehjong
Fridays @ 1:00 pm

- Free Fitness Equipment Usage
- Pool and Ping-Pong Tables
- Blood Pressure Checks
- Coffee Available Everyday

Join Us For
$2 Friday Breakfast
8:00am-9:30am

For more information, please contact Anthony or Amber at:
Anthony: Anthony@ruidoso-nm.gov
Amber: Amber.Wood@ruidoso-nm.gov

Transportation Services are Available: Call Z-Trans @ (575) 439-4971
LIBRARY

Children’s story time will be cancelled through the end of October. We will be reevaluating how to bring story time programming to the community. Staff will still be handing out take and make crafts each week. Supply is limited so pick one up inside the library or at curbside service early in the week. Curbside service is on Wednesday’s and Friday’s between 2 pm and 4:30 pm, just ring the doorbell on the book drop and a staff member will come out and help you. The library has purchased Niche Academy, an online training platform for staff and patron training and will be purchasing Envisionware, a printing software that will allow patrons to print from their phones or personal laptops as well as manage public computer usage.

Parks and Recreation

Grindstone Lake – The Dam House Rental hours for the remainder of September and October will be Fridays, Saturdays, and Sundays 10 am to 5:00 pm.
October 18th – Monday Mornings w/the Mayor (Tim & Ron will also join) 8:00 AM – 1490 AM

October 20th – JUB Meeting @10:00 AM – Horton Complex

October 21st – HUB Monthly Meeting @9:00 AM – Convention Center

October 21st – DR 1783 Village of Ruidoso Bi-Weekly Call @1:00 PM – Conference Call

October 25th – Monday Mornings w/the Mayor (Tim & Ron will also join) @8:00 AM – 1490 AM

October 25th – Mayors’ Council @11:00 AM – WebEx

October 25th – Parks and Recreation Commission @5:00 PM – Convention Center

October 27th – Ruidoso Valley Chamber of Commerce Meeting @2:00 PM – Chamber

October 28th – Mayors’ Agenda Review @8:00 AM – Horton Complex

October 28th – Ruidoso Hazard Mitigation @10:00 AM – Zoom

October 28th – Workforce Housing Advisory Board Meeting @2:00 PM – Horton Complex

October 28th – Village of Ruidoso RJU Shop Building @2:00 PM – Microsoft Team

Employee October Birthdays
Employee October Anniversaries

<table>
<thead>
<tr>
<th>Employee Name</th>
<th>Department</th>
<th>Employee Status</th>
<th>Birth Date</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOONE, JAN</td>
<td>502-210 - WATER PRODUCTION DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/12</td>
<td>F - Full Time</td>
</tr>
<tr>
<td>CARABALAJ, ASHLE</td>
<td>502-212 - RUJ ADMINISTRATION DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/20</td>
<td>F - Full Time</td>
</tr>
<tr>
<td>CHAVEZ, VICTORIA</td>
<td>502-209 - WATER BILLING DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/19</td>
<td>F - Full Time</td>
</tr>
<tr>
<td>GREER, EZEKIAL</td>
<td>101-132 - CAPITAL PROJECTS - PURCHASING DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/27</td>
<td>F - Full Time</td>
</tr>
<tr>
<td>HALL, TYLER</td>
<td>101-050 - FIRE DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/08</td>
<td>F - Full Time</td>
</tr>
<tr>
<td>LIVELY, JENNIFER</td>
<td>101-150 - SWIMMING POOL DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/29</td>
<td>S - Seasonal</td>
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<tr>
<td>MC CARTY, TOMMY</td>
<td>510-410 - RWKTF DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/01</td>
<td>F - Full Time</td>
</tr>
<tr>
<td>PARKS, ROBIN</td>
<td>101-030 - FINANCE DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/19</td>
<td>F - Full Time</td>
</tr>
<tr>
<td>PARSONS, LONNY</td>
<td>215-080 - STREET DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/06</td>
<td>F - Full Time</td>
</tr>
<tr>
<td>PATTERTON, QUINN</td>
<td>101-047 - CONSOLIDATED DISPATCH DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/08</td>
<td>F - Full Time</td>
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<tr>
<td>POSTENRIEDER, RYAN</td>
<td>101-040 - POLICE DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/08</td>
<td>F - Full Time</td>
</tr>
<tr>
<td>RANDOLPH, BILLY</td>
<td>101-155 - PARKS AND RECREATION DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/08</td>
<td>F - Full Time</td>
</tr>
<tr>
<td>WILSON, JARED</td>
<td>101-050 - FIRE DEPARTMENT</td>
<td>ACTIVE - ACTIVE</td>
<td>10/06</td>
<td>F - Full Time</td>
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Build Your Local Government Website into a Digital Nucleus

To ensure that your website is engaging your community and those beyond it, here is your guide.
In her August *PM* magazine article, “Refreshing Your Community Brand to Drive Economic Recovery,” Jacqueline Basulto, founder/CEO of SeedX, Inc., a digital growth and business development firm, covered the basics of branding and digital performance marketing. She dug deeper into these capabilities and how they can solve problems and lead to new opportunities in your community at her 2021 ICMA Annual Conference trailblazer session, "Master Digital: Taking Your City Online in 2021."

What stood out the most in Basulto’s presentation was this statement:

“Your website should be a 24/7 representative that can sell your community and educate anyone on its offerings all day, every day.”

Think about it. Anytime someone Googles your community or surfs Facebook and finds you, the click always leads back to your website, and if it doesn't, it should. To ensure that your website is engaging your community and those beyond it, here is your guide to building a digital nucleus.

**Communicate your community’s strengths.**

What makes your community unique? What’s the value of being a resident? Illustrate these qualities in your branding, messaging, and the pictures you select for your site—and be consistent!

**Guide your website visitors with calls-to-action.**

Cater to the needs of your residents and businesses (or potential residents and businesses) by considering the following calls-to-action on your website homepage or navigation menu:

1. *Why [YOUR COMMUNITY’S NAME HERE]*. This type of call-to-action (or page on your website) can cover such topics as: Why should people consider your community? What are the perks of living there?

2. *Business services*. Your economic development team would appreciate this page. Explain here why this is the best community to establish, locate, and expand a business. Include data, if possible.

3. *A quick reference section for popular services*. Look at the Google Analytics data on your website, identify where people engage the most, pull the pages where visitors engage the most, and develop an access point at the top of your page so people don’t have to search for pages of interest. This can include links to such pages as adopting a pet, government job openings, permitting and inspection portal, paying online, or registering for a COVID-19 vaccine.

4. *Upcoming events*. Residents are always looking for something to do. Make your website the spot for how to find out what’s happening in your community.

5. *How to connect with your government*. There’s nothing residents love to do more than offer feedback. Provide them with those types of opportunities in a section dedicated to connecting, including sharing ideas online, subscribing to a newsletter, providing ways to participate in the community, getting information on council meetings, and providing community contact information.

6. *Give people tools to plan a trip to your community*. This is the perfect opportunity to connect with your CVB to navigate restaurants, music events, and lodging.

**Collect your web visitor’s contact information.**
“Your website visitors will never come back unless you follow up with them,” Basulto stated. “It’s crucial to ask for their email address or phone number to continue to engage and educate them about your community.”

“Tough times never last but tough people do.”
— Robert H. Schiuller