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:

_tête-à-tête_/ˌtādəˈtāt,ˌtedəˈtet/

_noun_
1. a private conversation between two people.
2. an S-shaped sofa on which two people can sit face to face.

_adjective_
1. involving or happening between two people in private.

_adverb_
1. between two people in private.
“Lucchino never stays still, then a tête-à-tête with “Super Dave,” a contractor who’s converting stadium space into a food court. Congenial curses are exchanged.”

Remember When:

Scheduled for this Week:

**MONDAY – January 17th**

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

**TUESDAY – January 18th**
9:00 AM – Emergency Response Plan – Council Chambers
2:00 PM – Address Committee Meeting – Council Chambers

**WEDNESDAY – January 19th**

9:00 AM – Personnel Policy Meeting – Council Chambers
10:00 AM – JUB Meeting – Council Chambers
6:00 PM – Public Meeting Ruidoso Sewerline – Zoom

**THURSDAY – January 20th**

9:00 AM – HUB Monthly Employee Meeting – Library
10:00 AM – Ruidoso Hazard Mitigation – Zoom

**FRIDAY – January 21st**

9:00 AM – Personnel Policy Meeting – Council Chambers

**SATURDAY – January 22nd**

**SUNDAY – January 23rd**

**Human Resources**

If you haven’t yet been vaccinated register for your vaccine here: cvvaccine.nmhealth.org.
Please submit your vaccination cards to HR.
If you need assistance HR can help!
January Quarterly Evals are due!

Current Posted Positions

Police Department:
Patrol Officer Certified (until filled)
Patrol Officer Non-certified (until filled)
Telecommunications Officer (until filled)

Street:
Street Supervisor
Heavy Equipment Operator

Water Distribution:
Water/Wastewater Foreman
Water/Wastewater Maintenance Worker

Fire Department
Heavy Equipment Mechanic II
Firefighter

Parks and Recreation
Temporary Rec Leader (Ice Rink)

Human Resources
Safety Officer

New Employee and Promotion Highlights

John Herring

John has been in the fire service for 15 years. He enjoys Hunting, Fishing, riding motorcycles, spending time with family and making memories with friends. He loves being a firefighter and being able to help wherever and however he can.
Parks and Recreation

Upcoming January Events

a. Smart Start Basketball (6 Sundays starting Jan 23rd 2-3)
   i. We have had more interest than expected so there will be a second session.
      These will be the same days just at 3:30 pm-4:30 pm

b. Youth Basketball Registration Extended
   i. Registration extended to Jan 26th (Team tryout and draft January 29th, First
      Game Feb 12th)

c. Ice Rink will be extended to Feb 6th 11 am-8 pm weather permitting
   i. Wednesday Early out Ice Rink Days 1 pm-6 pm
   ii. We will be leaving most of the lights up at Wingfield until the ice rink is gone

I have also attached the images, please let me know if need any more information
Here is the link for the radio station request form!!
https://forms.office.com/r/8Ejt4ZSABu

Community Center
The Ruidoso Community Center’s RSVP Program is having a Martin Luther King Coat Drive until January 17, 2022. There are drop off bins located at Albertsons, Walgreens, Club Gas, Horton Gymnasium, and the Community Center. The drive will be accepting gently used, jackets, warm coats, gloves, scarves, and any other warm clothing. For more information you can call us at (575)257-4565.
Ruidoso Community Center Activities

Home of the Retired and Senior Volunteer Program

501 Sudderth Dr., Ruidoso, NM 88345

Monday - Thursday 8:00am-4:00pm
Fridays 7:00am-3:00pm

Enhanced Fitness  Mondays, Wednesdays, and Fridays @ 9:00am
Yarn Club Mondays 1:00pm – 4:00pm
Clogging for Beginners Mondays & Wednesdays @ 6:00pm *Starts Jan 5th*
Constitution Class Wednesdays @ 5:30pm
Coffee & Snacks Tuesday Mornings 8:30am – 10:30am
People Works Counseling Tuesdays & Thursdays 9:00am-12:00pm
Gentle Fitness Class Tuesdays & Thursdays 9:00am-10:00am
Duplicate Bridge Games Tuesdays & Thursdays 1:00pm
Quilters & Stitchers 1st & 3rd Tuesday of Each Month 1:00pm-4:00pm
Art Lessons Tuesdays @ 1:00pm
Needle Crafting Group Tuesdays 9:30 – 11:30 am. For more info call 575-937-5248
Clogging Lessons Tuesdays & Thursdays 4:00pm-5:30pm
Table Tennis Wednesdays & Fridays 10:30am-12:30am
$1 Luncheon Wednesdays 11:45am
Humana Bingo & Seminar 3rd Wednesday of Each Month 1:30pm *Prizes for Winners*
Party Bridge Games Wednesdays & Fridays @ 1:00pm
Hear on Earth Hearing Care Last Wednesday of each month 10:00 am – 1 pm
Book Club 4th Wednesday of the Month @ 1:30pm
$2 Breakfast Thursdays & Fridays 8:00am to 9:30am
Dance Lessons Thursdays: Beginners @ 6:30 pm & Intermediate @ 7:00 pm
Mahjong Fridays @ 1:00 pm
DWI School Sundays 10:00am-2:00pm

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

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

Transportation Services are Available: Call Z-Trans @ (575) 439-4971
Wednesday 19th SEOC COVID-19 Coordination Call @1100hrs

Have you ever said or wondered – “I don’t know what to take if I had to evacuate.” Here’s a quick guide that may help. The first step is to prepare as much as you can well before there is a fire.

- Create a digital list of the contact information of important records such as liens and insurance policies.
- Back up all valuable data to something easily portable such as an external hard drive.
- Create a photo inventory of all high value items in your home including serial numbers. This can be saved to your phone, external drive, or to an app such as Dropbox.
- Have all deeds, titles, social security cards, birth certificates and other important documents all in one place so they are quick to gather up before evacuation.
- Create a list of the most valuable things and keep it in an empty tote. When the time comes, reference this list, and begin gathering those items. This list should include:
  - Important documents
  - Medications
  - Heirlooms and jewelry
  - Laptops, chargers, and external hard drives
  - And items such as eyeglasses, dentures, and hearing aids

If time allows leave ladders, garden hoses, and sprinklers out in plain sight. Firefighters often use these items if they can find them nearby.
All this preparation will make the evacuation process easier. When the time comes to evacuate, consult your lists, and load your totes. But if time does not allow, do not waste valuable time to get yourself and family out of harm's way. More helpful information can be found at ruidoso-nm.gov in the Emergency Preparedness section.

LIBRARY

The library is pleased to announce the reappointment of Tim Lewis and Leroy Smith to our Library Advisory Board! Our 2020 Go Bond Agreement with the State Library was approved at the Village Council Meeting last Tuesday. We had an inducer motor on our heating and cooling system replaced. Our new printing software is up and running well. Please see our website www.ruidosolibrary.org or come by the library for more information. Youth Services has a good showing for the Hibernation Station story time this week and we ask that you join us Wednesday, January 19, 2022, at 10:30 am for Appreciate a Dragon Day!

January 24th – Monday Mornings w/ the Mayor (Tim & Ron will also join) @8:00 AM – 1490 AM

January 24th – Team Tourism Meeting @10:00 AM – Executive Conference Room

January 24th – Parks and Recreation Commission @5:00 PM – Council Chambers

January 24th – State of the Village @6:00 PM – Council Chambers

January 25th – Strategic Planning @9:00 AM – Council Chambers
January 26th – Strategic Planning @9:00 AM – Council Chambers

January 27th – Mayor’s Agenda Review @8:00 AM – Council Chambers

January 27th – Strategic Planning @9:00 AM – Council Chambers

January 27th – Ruidoso Hazard Mitigation @10:00 AM – Zoom

January 27th – DR 1783 Village of Ruidoso @1:00 PM – Conference Call

January 27th – RJU Shop Building @2:00 PM – Microsoft Teams

January 31st – Monday Mornings w/ the Mayor (Tim & Ron will also join) @8:00 AM – 1490 AM

January 31st – Mayors’ Council @11:00 AM – WebEx

**Employee January Birthdays**

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>HERRERA-PICAZO, FRANCISCO</td>
<td>101-155 - PARKS AND RECREATION DEPARTMENT</td>
<td>01/03</td>
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<tr>
<td>BULLION, KELLY</td>
<td>101-047 - CONSOLIDATED DISPATCH DEPARTMENT</td>
<td>01/04</td>
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<td>SHIELDS, NICHOLAS</td>
<td>503-170 - AIRPORT DEPARTMENT</td>
<td>01/04</td>
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<td>BELTRAN, SALVADOR</td>
<td>101-040 - POLICE DEPARTMENT</td>
<td>01/07</td>
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<td>HALL, CADE</td>
<td>101-050 - FIRE DEPARTMENT</td>
<td>01/11</td>
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<td>LOPEZ, JESUS</td>
<td>510-410 - RWWTP DEPARTMENT</td>
<td>01/11</td>
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<td>FRANKS, ANTHONY</td>
<td>101-050 - FIRE DEPARTMENT</td>
<td>01/16</td>
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<tr>
<td>CHAVEZ, JOHNNY</td>
<td>101-155 - PARKS AND RECREATION DEPARTMENT</td>
<td>01/17</td>
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<td>CHAVEZ, AARON</td>
<td>101-155 - PARKS AND RECREATION DEPARTMENT</td>
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<td>URBAN, JAMES</td>
<td>101-040 - POLICE DEPARTMENT</td>
<td>01/20</td>
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<tr>
<td>WIDENER, GREGORY</td>
<td>537-510 - RADIO STATION DEPARTMENT</td>
<td>01/21</td>
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<tr>
<td>CORLISS, JERRY</td>
<td>101-050 - FIRE DEPARTMENT</td>
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<td>PHELPS, SARAH</td>
<td>101-020 - MUNICIPAL COURT DEPARTMENT</td>
<td>01/25</td>
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<tr>
<td>PHELPS, SARAH</td>
<td>101-020 - MUNICIPAL COURT DEPARTMENT</td>
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<td>OLVERA, MARISA</td>
<td>101-100 - LIBRARY DEPARTMENT</td>
<td>01/27</td>
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<td>OWEN, THOMAS</td>
<td>502-210 - WATER PRODUCTION DEPARTMENT</td>
<td>01/30</td>
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<tr>
<td>ZAMORA, TRINA</td>
<td>502-209 - WATER BILLING DEPARTMENT</td>
<td>01/30</td>
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<tr>
<td>TETREAU, DAVID</td>
<td>101-155 - PARKS AND RECREATION DEPARTMENT</td>
<td>01/31</td>
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**Employee January Anniversaries**

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<tr>
<th>Name</th>
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<th>Date</th>
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<tbody>
<tr>
<td>CORLISS, JERRY</td>
<td>101-050 - FIRE DEPARTMENT</td>
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<td>DE LOS SANTOS, BERTHA</td>
<td>101-012 - VILLAGE CLERK DEPARTMENT</td>
<td>01/29/2002</td>
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<td>NEAL, DEBRA</td>
<td>101-047 - CONSOLIDATED DISPATCH DEPARTMENT</td>
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<td>HARAGAN, TRACY</td>
<td>502-220 - WATER DISTRIBUTION/SEWER DEPARTMENT</td>
<td>01/22/2013</td>
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<td>HILDMAN, DANIEL</td>
<td>101-040 - POLICE DEPARTMENT</td>
<td>01/20/2015</td>
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<td>BOYDA, ERIC</td>
<td>502-212 - RJU ADMINISTRATION DEPARTMENT</td>
<td>01/04/2016</td>
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<tr>
<td>LEWIS, LINDA</td>
<td>101-045 - POLICE ADMINISTRATION DEPARTMENT</td>
<td>01/18/2021</td>
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<tr>
<td>MILLER, JACOB</td>
<td>101-040 - POLICE DEPARTMENT</td>
<td>01/18/2021</td>
</tr>
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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.”

Additional Tools and Metrics for Success

Depending on your community's goals, many problems can be solved with a solid, easy to navigate website. But there are other tools communities can take advantage of, such as online advertising, email marketing, text (SMS) messaging, social media, and more.

“At any given moment you have the power to say: this is not how the story is going to end.” — Christine Mason Miller