PLANNING COMMISSION
REGULAR MEETING AGENDA

Village Hall, 313 Cree Meadows Drive, Ruidoso, NM 88345

Tuesday, May 3, 2022 – 2:00 pm

Viewing: Members of the public that do not wish to attend in person will have the ability to view the meeting through Zoom and/or YouTube.

Zoom: https://us06web.zoom.us/j/92959910806?pwd=RE4vNDZodFVFT0tGS2RWb5OnUIJUT09
Meeting ID: 929 5991 0806
Passcode: 2584343
Telephone: +13126266799,,92959910806,,,2584343# US

YouTube at https://www.youtube.com/channel/UCiI01gVEgmVcl-vZLOxTN0w/featured. The YouTube channel can be streamed using this address from most smartphones, tablets, or computers.

Public Comment: The Commission will take general public comments and comments on the meeting’s specific agenda items in written form via email at: StephanieWarren@ruidoso-nm.gov or by mail: 313 Cree Meadows Drive, Ruidoso, NM 88345 before May 3rd at 10:00 am. These comments will be distributed to all Commissioners for review.

1. CALL TO ORDER, ROLL CALL, AND DECLARATIONS OF CONFLICT OF INTEREST

2. CERTIFICATION OF COMPLIANCE WITH RESOLUTION #2022-01

3. APPROVAL OF AGENDA

4. APPROVAL OF MINUTES
   a) Regular Meeting, April 3, 2022

5. PUBLIC INPUT (Limited to items not on Public Hearing Agenda and up to 3 minutes per speaker.) Written public input must be submitted by email to StephanieWarren@Ruidoso-NM.gov by mail to 313 Cree Meadows Drive, Ruidoso, NM 88345 before May 3rd at 10:00 AM. In addition, anyone wishing to speak during the meeting can do so by joining the meeting via Zoom or in Person.
6. QUASI-JUDICIAL PUBLIC HEARING (all parties with standing shall have an opportunity for cross-examination.)

a) Conditional Use Request Case #P2022-92- Pov Chin is requesting approval of Conditional Use to develop an automobile service station in the C-2 Community Commercial District. Located at 1201 Mechem Drive, Lot 1A-2A, Block 3, in the Airport West Subdivision.

b) Commercial Site Plan Request Case #P2022-100- Pov Chin is requesting approval of Commercial Site Plan to develop an automobile service station in the C-2 Community Commercial District. Located at 1201 Mechem Drive, Lot 1A-2A, Block 3, in the Airport West Subdivision.

8. COMMUNITY DEVELOPMENT REPORT

9. COMMISSIONERS COMMENTS

10. ADJOURNMENT
CALL TO ORDER AND ROLL CALL:

The regular meeting was called to order by Chairmen Alan Briley at 2:02 PM. Chairman Briley, Commissioners Byars, Baugh, Byars, Rigsby recorded present at Village Hall; Commissioner Michelen recorded present on Zoom; Commissioner Williams recorded present on speaker phone; Village staff present were Samantha J. Mendez, Community Development Director, and Chrysanti Alvarez STR Admin; Village staff recorded present on zoom Zach Cook and Stephanie Warren. There were 9 visitors present and on zoom.

CERTIFICATION OF COMPLIANCE WITH RESOLUTION 2022-01:

Samantha Mendez certified the notice of the meeting was properly posted in accordance with Resolution 2022-02 and section 54-40 of the Village Municipal Code.

APPROVAL OF AGENDA:

Commissioner Baugh moved to approve the agenda. Commissioner Byars seconded, and the motion carried with all ayes.

APPROVAL OF MINUTES:

Commissioner Byars moved to approve the minutes. Commissioner Baugh seconded. Motion carried with all ayes.

PUBLIC INPUT: (Limited to items not on Public Hearing Agenda and up to 3 minutes per speaker). None

QUASI-JUDICIAL PUBLIC HEARINGS:

A) **Revocation of Conditional Use Approval Case #CU 2020-0786**- Request revocation of Conditional Use Approval for failure to comply with listed conditions placed for Arturo Olivas to operate an automotive repair shop within a C-2 Community Commercial District located at 718 Carrizo Canyon Rd; Block 3, Lot 1 of the Hutson Subdivision 1st Addition, Ruidoso, New Mexico.

Commissioner Briley abstained from participating in this portion of the hearing due to being one the complainants.
Officer Simpson stated code information. Informed commissioners of complaints received. Informed commissioners applicant has also moved to location and now resided on site.

Mr. Olivas stated he has issue with getting vehicles scrapped.

Commissioner Rigsby requested clarification of site layout and allotted spaces for vehicle parking spaces.

Officer Simpson explained how many spaces were allotted on map along with where building structure is.

Commissioner Baugh asked if this is a recurring issue?

Officer Simpson stated yes.

Commissioner Baugh asked if the issue was at the same location?

Officer Simpson stated yes.

Commissioner Baugh asked if Mr. Olivas has been issued notices of violation.

Officer Simpson stated yes.

Commissioner Michelena asked if Mr. Olivas was currently compliant.

Officer Simpson stated no.

Mr. Olivas stated recent flood has made issues with him being able to remove vehicles.

Commissioner Michelena asked about violation $5 status.

Officer Simpson stated the garage has two vehicles at a time with multiple vehicles in yard being worked on.

Commissioner Richardson asked how many citation/violations has Mr. Olivas received?

Officer Simpson stated this time was the first time a notice of violation was issued.

The Public Hearing opened at 2:05 PM. No letters or emails were added to the record.

None provided

Chairman Briley closed the public hearing at 2:25 PM.

Commissioner Michelena stated his concern was how much work Mr. Olivas is doing outside.

Director Mendez stated her recommendation is to do a periodic review of every 90 days since Mr. Olivas is compliant as of this day to keep his business operational.

Commissioner Baugh asked Mr. Olivas if he understood conditional use.

Commissioner Michelena asked if it were possible for a shorter review period.

Commissioner Byars stated he would like to see something more like every 30 days for the next 90 days and if that’s good then every 90 days for the next year.
Commissioner Michelena stated he thinks that is a good idea.

Commissioner Byars moved based upon thr forgoing finds 54-68 & 54-100 extend the conditional use with the addition of inspection every 30 days for 90 days then every 90 days after for one year Case CU2020-0786.

Commissioner Baugh seconded motion

Motion carried with all ayes. Chairman Briley abstaining.

Mr. Olivas asked what he needs to do change the number of vehicles that can be parked in front of his show.

Commissioner Byars stated he was in compliance today.

Mr. Olivas stated he was worried about having to run off people because there is already someone parked on premises.

Chairman Briley asked code enforcement to explain the definition of parking.

Officer Simpson provided definition as well as an example and to utilize the 8 spaces he currently has.

Director Mendez invited Mr. Olivas to apply for an amendment to his current site plan.

B.) Variance Approval Request Case #PV 2022-23- Bryan Lewis is requesting approval to encroach 13 feet into the required 20-foot corner side-yard setbacks as designated by the M-1 Low-Density Mobile Home District to construct a 13’x25’ addition on the current home located at 339 Brady Canyon; Lot 13 Block 22 of the Ponderosa Heights Subdivision, Ruidoso, New Mexico.

Commissioner Williams dropped out of meeting at 2:34pm

Commissioner Briley swore in Mr. Lewis at 2:35pm

Mr. Lewis explained the layout of property and why they would like the variance due to the amount of excavating that would have to be done in order to add on to home.

Commissioner Briley asked Director Mendez to explain corner lot setbacks.

Director Mendez stated they are for traffic to be able to see. This particular property (during site visit) the right of way is extremely large and do not see an issue with blocking any vision for this intersection.

Chairman Briley asked what the hardship is for this property is.

Mr. Lewis stated time and Money
The public hearing opened at 2:39pm. No letters or emails were recorded.

Director Mendez the staff recommendation is based on the lot being very steep not based on time or money.

Chairman Briley stated he understood. Closed public hearing at 2:41pm

Commissioner Rigsby stated based upon the foregoing findings of fact per §54-97, § 54-66 and §54-140 of the Village Code, I move to Grant the requested variance PV2022-23 with the conditions stated in the case report.

Commissioner Byars seconded motion

Motion carried with all ayes.

**C & D have been removed from agenda**

**E) Variance Approval Request Case #PV 2022-52**- Terry Kroll is requesting approval to encroach 16.89 feet into the required 20-foot front yard setback as designated by the R-1 Single-Family Residential District to construct a 20’x20’ carport located at 110 Niblic Ct; Lot 8, Block 13 of the Golf Course Estates Subdivision, Ruidoso, New Mexico.

Chairman Briley swore in Mr. Kroll at 2:44pm

Mr. Kroll showed photos of what is currently there and explained what he would like to do.

Chairman Briley asked Mt. Kroll if he had a survey done when he purchased the property.

Mr. Kroll stated there was an existing survey and he thought where the driveway is and where the street is. He found out later that it was different. Then explained the carport would not stick out any further than the existing garages.

Chairman Briley asked for additional clarification of the photos

Mr. Kroll stated it would come out about a foot and a half more and there is still about 20 feet left.

The public hearing opened at 2:47pm. No letters or emails were recorded.

Closed public hearing at 2:47pm

Commissioner Baugh stated based upon the foregoing findings of fact per §54-92, §54-66 and 54-140 of Village Code moved to grant the variance of PV 2022-52 with the conditions stated.

Commissioner Michelena seconded the motion. Director Mendez called roll to record votes:
Commissioner Briley: Aye
Commissioner Byars: Aye
Commissioner Michelena: Aye
Commissioner Rigs: Aye
Commissioner Richardson: Aye
Commissioner Byars: Nay
Motion carried with 5 ayes 1 nay.

PUBLIC HEARING
A) Ordinance Amendments to Chapter 22, Article II.-Building Codes: Recommendation to amend and revise this section.

Director Mendez stated the code needs to be updated to stay in line with what the state is enforcing for plumbing and mechanical to go from the 2015 codes to the 2021 codes. Informed there is now 2 inspectors for plumbing and mechanical.

Commissioner Byars asked if the current permits would be held the change.

Director Mendez stated no they will not. Only the permits that are pulled when the code becomes in effect 30 days after the Village Council adopts in. Next Council meeting is in May so it will be early June for this to be in effect for new permits.

Public hearing opened at 2:52
Public hearing closed at 2:52

Commissioner Michelena motioned recommend Ordinance Amendments to Chapter 22, Article II.-Building Codes: Recommendation to amend and revise this section

Commissioner Rigsby seconded motion. Motion carried with all ayes.

B) Ordinance Amendments to Chapter 54, Section §54-327-Basis for establishing areas of special flood hazard: Recommendation to amend and revise this section.

Director Mendez stated we would like to add the LIDAR Data that’s provided by FEMA. Then explained what LIDAR Data is.

Commissioners all stated that this would be a savings to the public.

Commissioner Rigsby asked how often the data is updated.

Director Mendez stated it is not done very often due to the cost.
Public hearing opened at 2:56
Public hearing closed at 2:56

Commissioner Rigsby motioned to recommend Ordinance Amendments to Chapter 54, Section §54-327-Basis for establishing areas of special flood hazard: Recommendation to amend and revise this section.

Commissioner Byars & Michelena seconded motion. Motion carried with all ayes.

C) Ordinance Amendments to Chapter 54, Division 5-Signs: Recommendation to amend and revise this section.

Director Mendez stated during COVID the Mayor put an executive order out for code enforcement to not enforce any type of signage which turned into a free for all. Now that businesses are fully opened, we feel it is time to bring forth this updated sign ordinance for our community.

Chairman Briley asked about Section §54-126 C - placement in right or way stating the Village would be better served to change the wording to prohibited in right of way then reference the DOT as to not make it seem allowable through the Village but not DOT.

Director Mendez stated – prohibited in the Mechem and Sudderth right of way per NM DOT then state that section of the code.

Chairman Briley stated there is a lot of new definitions. Then asked if there was any emphasis to where we understand the larger changes or what’s going to happen?

Director Mendez stated no, we are just trying to provide clarification and clear direction to code enforcement so there isn’t gray area when trying to enforce it.

Chairman Briley asked about banner signs and tennis courts.

Director Mendez stated not for profit are not charged the fee but for profit are allowed (gave examples) and pay the fee.

Commissioner Rigsby proposed an amendment to the recommendation to section §54-190 & 191 section 61 (7) civic and quasi-public off tournament with some references to lodgers tax funds should be capitalized because it is a proper noun.

Director Mendez thanked him for catching that and stated she will have it changed throughout.

Commissioner Rigsby stated he noticed that the other recommendations had a date and this one does not. Will a date be included in the whereas statement?

Director Mendez stated it can be added in.
Chairman Briley asked if there has been complaints or is this mainly due to clear direction to code enforcement?

Director Mendez stated the revisions are for code enforcement.

Chairman Briley asked if the blade, curly-que, flags are allowed by permit?

Director Mendez stated they are temporary with permit.

Commissioner Rigsby stated he saw, somewhere in the verbiage, he wanted to add something to what the condition the sign would be.

Director Mendez asked if he meant the sign needed to be in a well-maintained condition?

Commissioner Rigsby stated yes.

Chairman Briley stated maybe it should be in the prohibited, those that are old, flappy and torn.

Director Mendez stated that language can be added.

Commissioner Rigsby asked about the permitting process for temporary signs dictating how long the sign would be displayed.

Director Mendez stated yes, they are allowed 2 weeks (from the start date), admin notifies code enforcement of permitted signs.

Commissioner Rigsby asked if there is a difference in fees for permanent versus temporary signs?

Director Mendez stated yes.

Chairman Briley stated there should be something in the code for dilapidated signs.

Commissioner Byars stated the other side of that would be signs for business that no longer exist but the signs are painted but has been there for the past 50 yrs.

Director Mendez stated typically businesses that are no longer in business take their signage down.

Chairman Briley stated in Chapter §54-195 there is violation fee for second and third. Is the fine amount at the discretion of the judge?

Director Mendez stated the fees are significantly less and could be stricken from this.

Chairman Briley stated it was just a suggestion.
Commissioner Rigsby asked if there was going to a limit on the number of signs in the midtown commercial district?

Director Mendez stated the steering committee recommended 2 maximum for anyone outside C3

Chairman Briley asked about midtown.

Director Mendez stated they do not want them at all in C3 and they are only allowed temporarily not permanently.

Public hearing opened at 3:15pm

Public hearing closed at 3:15pm

Commissioner Michelena asked about Chapter §54-192. Can some sort of wattage (light usage) and dark sky be added?

Director Mendez states there is one with the dark-sky and Officer Simpson has worked hard to enforce it.

Chairman Briley asked if the illumination can be on 24hrs?

Director Mendez stated yes, depends on brightness.

Commissioner Michelena motioned recommend Ordinance Amendments to Chapter 54, Division 5-Signs: Recommendation to amend and revise this section.

Commissioner Rigsby seconded motion.

Chairman Briley asked for a motion for comments made during this meeting be put into written form for Council.

Commissioner Michelena motioned.

Commissioner Rigsby seconded.

Motion carried with all ayes.

D) Resolution for Amendments to Chapter 22, Section 22-34-Permit Fees; expiration of permit: Recommendation to amend and revise this section.

Chairman Briley explained why he is vocal about fees due to prices on everything going up and asked if the raise in prices were across the board?

Director Mendez stated yes, we go up annually with the state on our building evaluation charts, this year they went up 15%. We are at 95% but not at the full 100% the state charges. Then asked
if the board would like to recommend that we do not increase the full 15%, we can do that as well. This is something we do each year.

Chairman Briley asked if there have been complaints.

Director Mendez stated there have not been any, the costs get passed on to the homeowner or whoever they are building for. With the cost of gas going up there has been a hit to the department budget and there is an increase in material price as well. This is a staff recommendation, if the board would like to wait on this, we can, due to inflation on other areas.

Chairman Briley asked if someone doesn’t go through with the building they were permitted for, are the fees refundable?

Director Mendez stated no.

Commissioner Byars asked who came up with the pricing?

Director Mendez stated the state.

Chairman Briley asked if there was any public input or questions.

No-one responded

Commissioner Rigsby asked why the fees are only going up 95%

Director Mendez stated this has been the way it’s been done.

Commissioner Michelena asked if this is only relating to the building fees section of this?

Director Mendez stated yes.

Commissioner Rigsby motioned to delete the “whereas” statement.

Director Mendez stated yes it will be deleted

Commissioner Baugh motioned to adopt Resolution for Amendments to Chapter 22, Section 22-34-Permit Fees; expiration of permit: Recommendation to amend and revise this section.

Commissioner Rigsby seconded the motion.

Motion passed with all ayes.

8. COMMUNITY DEVELOPMENT REPORT

Director Mendez discussed the report along with all of the commissioners’ comments and questions.

Director Mendez stated the packet has an additional that Commissioner Tondino requested be provided, update on the department as a whole (packet included manager’s report, CDGB update for the town & country project). Workforce house was denied the nine percent tax credit application for apartments. We are now going a different route and looking at expanding the number of dwellings on 603 Michelina or Michael J’s by pivoting and still provide housing quickly to the community. Re-addressing off US HWY 70 with sequential addresses, next will be

Commissioner Rigsby asked if there was a reason we were denied on the tax break?

Director Mendez stated only 2 applicants were funded.

Commissioner Rigsby asked how he could get occupancy numbers? From the lodgers tax?

Director Mendez explained the process to Commissioner Rigsby.

Chairman Briley welcomed the new board member and asked them to tell al little about themselves.

Commissioner Byars adjourned the meeting at 3:55pm

MINUTES ARE DRAFT UNTIL APPROVED AT THE NEXT REGULAR MEETING

Passed and approved this _____ day of __________________, 2022.

APPROVED: ____________________________________________

Alan Briley, Chairman

ATTEST: ____________________________________________

Samantha J. Mendez, Community Development Director
Subject Property: 1201 Mechem Drive
Zoning: C-2 Community Commercial District
Subdivision: Airport West

Legal Description: Lot 1A-2A, Block 3
Applicant: Pov Chin
Hearing Date: May 3, 2022

I. REQUEST: Pov Chin is requesting approval of Conditional Use to develop an automobile service station in the C-2 Community Commercial District.

II. NOTIFICATION AREA MAP
III. SITE PLAN
IV. AREA ZONING MAP

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<td>Retail/Service Businesses/Church</td>
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<tr>
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<td>C-2</td>
<td>Restaurant</td>
</tr>
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VI. ANALYSIS

Sec. 54-100. - C-2 community commercial district.

(a) Purpose. The purpose of the C-2 community commercial district is to provide for low-intensity retail or service outlets which deal directly with the consumer for whom the goods or services are intended. The uses allowed in this district are to provide goods and services on a community market scale and should be located in areas which are served by arterial street facilities.

(c) Conditional uses. Conditional uses in the C-2 district are:

(2) Automobile service stations.

   a. Automobile service station site improvements such as buildings or structures (permanent or temporary) shall be separated from any residential district by at least 50 feet. Parking areas shall be separated from any residential district by at least 15 feet.

   b. The total site area shall not be less than 12,000 square feet.

   c. Pump islands shall be set back not less than 25 feet from any street right-of-way line, not less than 40 feet from any non-street line, and not less than 75 feet from any residential district boundary.

   d. Hydraulic hoists, pits and all lubrication, greasing, washing, repair, and diagnostic equipment shall be used and enclosed within a building.
e. Interior curbs of not less than six inches in height shall be constructed to separate driving surfaces from sidewalks, landscaped areas and street rights-of-way.

f. No automobile service station on a site contiguous to any residential district shall be operated between the hours of 10:00 p.m. and 7:00 a.m. of the following day

(a) Generally. Certain uses, (as defined in section 54-91(c)), may, under certain circumstances, be acceptable. When such circumstances exist, a conditional use permit may be granted. The permit may be issued for a specified period of time, with automatic cancellation at the end of that time unless it is renewed, or conditions may be applied to the issuance of the permit and periodic review may be required. The permit shall be granted for a particular use and not for a particular person.

(b) Application. The person applying for a conditional use permit shall fill out and submit to the planning administrator the appropriate form, together with the required fee. The request for a conditional use permit shall follow the procedures and applicable requirements of section 54-67 which pertain to site plan review.

(c) Notice of hearing. Notice of any public meeting at which the conditional use will be reviewed shall be accomplished as set forth in section 54-40.

(d) Review and decision by the planning commission.

(1) No conditional use permit shall be given for a use which is not listed in this article as a conditional use in the particular district in which it is proposed to be located. The planning commission shall consider the effect of the proposed use upon the health, safety and general welfare of occupants of surrounding lands, existing and anticipated traffic conditions, including parking facilities, on adjacent streets and land, the impact upon the natural environment, and the effect of the proposed use upon the comprehensive plan. The planning commission may grant the application by motion, imposing such conditions and safeguards as it deems necessary, or it may deny the application. In reviewing conditional uses in residential areas, the planning commission shall consider particularly the response of adjoining property owners.

(2) Approval of conditional use permits shall require a two-thirds vote of the members of the planning commission present. If approved, the commission shall be required to make findings supporting its decision. If an application is denied, the denial shall constitute a finding that the applicant has not shown that the conditions required for approval exist. No application for a conditional use permit which has been denied wholly or in part shall be resubmitted for a period of six months from the date of the order of denial, except on grounds of new evidence or proof of change of conditions found to be valid by the planning commission.

The Planning Commission has the following options:

1. **Approval** of Conditional Use Request, with reasons stated in the motion, granting the requested conditional use.
2. **Require modifications** to Conditional Use Request, and have it returned for Planning Commission review at the next meeting.
3. **Deny** the request of Conditional Use Request with reasons and conditions.

The reasons for either approval or rejection must be stated in the findings of fact and motion.
V. STAFF RECOMMENDATION
The determination of appropriateness for granting or denying the Conditional Use request application rests only with the consistency with applicable statutes, codes, and policies and with the Commission’s analysis of the impacts on the surrounding properties and the community at large.

Upon review of the application and existing conditions, the staff finds that the proposed request for a commercial site plan appears to be consistent with the Village Code and conditions exist within the adjacent property and hereby recommends the following conditions.

1. The applicant shall submit a Site Plan for approval to the Planning Commission prior to obtaining building permits.
2. The Applicant must obtain a Village Business Registration prior to operation.
3. The Applicant is required to meet all local, state, and federal requirements pertaining to the containment and disposal of wastewater and hazardous materials.
4. The Applicant shall not have any excessive accumulation of any outdoor storage of materials or vehicles on the property.
5. Screen the operations from the residential area adjacent to the site.
6. Operations shall not take place from the hours of 10:00 PM- 7:00 AM.
7. By accepting approval of this Conditional Use, the Applicant agrees to comply in a timely manner with the standards and conditions set. Failure to comply may lead to Court enforcement.

Suggested Motion:
“Based upon the foregoing findings of fact per §54-68 and § 54-100 of the Village Code, I move to GRANT the requested conditional use approval for Case #CU-2022-92 with the conditions stated in the case report.”

Prepared & Submitted by:

Community Development Director

By signing below, the Owner/Applicant agrees to comply with all the conditions adopted by the Planning and Zoning Commission ("the Commission") at its hearing on this application. The Owner/Applicant further agrees that it will make no changes to the plans as presented to the Commission without prior approval from village staff or the Commission. Failure to comply with the application as approved by the Commission may result in Court action or revocation of approval.

_______________________________________________________
Owner/ Applicant                Date
Case Report – Commercial Site Plan #SP-2022-100

Subject Property: 1201 Mechem Drive
Zoning: C-2 Community Commercial District
Subdivision: Airport West

Legal Description: Lot 1A-2A, Block 3
Applicant: Pov Chin
Hearing Date: May 3, 2022

Applicable Sections of Village Code:

- Sec. 54-100. - C-2 Community Commercial District.
- Se. 54-67. Site Plan and Concept Approval

I. REQUEST: Pov Chin is requesting approval of a Commercial Site Plan to develop an automobile service station in the C-2 Community Commercial District.

II. NOTIFICATION AREA MAP
III. SITE PLAN

SEE APPENDIX A
IV. AREA ZONING MAP

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V. Current Structure Street View

Aerial View from Google Maps

Case Report – #CU-2022-100
VI. ANALYSIS

Sec. 54-67. Site plan and concept approval.

(a) Generally. For purposes of this article, the site plan requirements in this section shall pertain to all development. The planning commission has the right to review and require revisions in all proposed site plans. The purpose of this review is to relieve demonstrable adverse impacts of the development upon public investment in roads, drainage facilities, sewage facilities, etc.; to conserve the value of buildings; and to ensure that the regulations of this article are upheld.

(b) Processing of applications.

(1) Generally. Application for site plan approval shall be on a form provided by the planning administrator. The application shall be accompanied by development plans showing sufficient information as required by the planning administrator, for the planning commission or village staff to determine whether the proposed development will meet the requirements of this article. Site plan applications shall be submitted by the date required by the planning administrator prior to the next planning commission meeting.

(2) Single-family and duplex development. Site plans for single-family and duplex development shall be reviewed and acted on by the planning administrator in accord with subsection (e) of this section. Notification under subsection (d) of this section shall not be required in R-1 and R-2 districts.
(c) **Contents of application.** In all cases, the application shall contain the following:

(1) General information:
   
   a. Name of project or development.
   b. Location of project or development by street address and legal description.
   c. Location map.
   d. Name and mailing address of the developer and owner.
   e. Name and mailing address of the engineer, architect, land surveyor and/or builder.
   f. Date of plan preparation.
   g. North point indicator.
   h. Scale of not less than one inch to 100 feet.

(2) Site plan (over the seal and signature of the preparing engineer, land surveyor or architect):
   
   a. General location map showing the subject property and vicinity, at a scale of one inch equals 1,000 feet or one inch equals 2,000 feet.
   
   b. Boundary line of the property or development site, with dimensions.
   
   c. Location, identification and dimension of existing and proposed:
      
      1. Topography contours at a minimum interval of five feet, to a distance of 100 feet outside the property line.
      
      2. Adjacent streets and street rights-of-way.
      
      3. On-site streets and street rights-of-way and edges of roads and pavement.
      
      4. Utilities and utility rights-of-way and easements:
         
         i. Electric.
         
         ii. Natural gas.
         
         iii. Telephone.
         
         iv. Television.
         
         v. Water.
         
         vi. Sewers (sanitary and storm sewers).
      
      5. Buildings and structures, including exterior building and roofing materials and indication of type of construction and occupancy group.
      
      6. Parking facilities.
      
      7. Water bodies.
      
      8. Surface water holding ponds and drainage ditches.
      
      9. Sidewalks, walkways, driveways, access points, loading areas and docks, and bikeways.
10. Fences.

11. Exterior signs.

12. Exterior refuse collection areas.


14. Landscaping (detailed plan showing plantings, materials, equipment, etc.):
   i. Botanical and common names of vegetation to be used.
   ii. Size of plantings at time of planting and at maturity.
   iii. Area to be irrigated.

15. Traffic flow on-site.


17. Surface water drainage arrows.

18. Information, as applicable, required by sections 54-132 and 54-133, relating to hillside and forest protection.

d. Number, configuration and dimension of employee and non-employee parking spaces existing and proposed and total square footage of each, including handicapped spaces.

e. Site statistics including site square footage, percent of site coverage, dwelling unit density, and percent park or open space.

(3) Building information:

a. Height above mean sea level of the lowest floor, when the structure is proposed to be located in a special flood hazard area.

b. Gross square footage and leasable space square footage of existing and proposed structures.

c. Elevations, including exterior materials. The planning commission may require a rendering for architectural review.

(4) A listing of all required federal, state and village permits, and status of applications.

(5) If the site is located in a special flood hazard area or floodway area as shown on the FIRM map, described in section 54-327, the following information shall also be submitted:

a. Elevation in relation to mean sea level of the lowest floor (including basement) of all structures;

b. Elevation in relation to mean sea level to which the structure has been, or will be, floodproofed;

c. Certification by a registered professional engineer or architect, licensed in the state, that the flood hazard reduction methods for any structure meet the criteria in section 54-324; and
d. Description of the extent to which any watercourse will be altered or relocated as a result of the proposed development.

(d) Notice of site plan review. Notice of any public meeting at which the site plan will be reviewed shall be accomplished as set forth in section 54-40.

(e) Review criteria.

(1) In considering applications for site plan review under this article, the reviewer(s) shall consider the following:
   a. Relationship of the site plan elements to conditions both on and off the property.
   b. Conformance to this article.
   c. The impact of the plan on the existing and anticipated traffic and parking conditions.
   d. The adequacy of the plan with respect to land use.
   e. Pedestrian and vehicular ingress and egress.
   f. Building location and height.
   g. Landscaping.
   h. Provisions for utilities.
   i. Site drainage.
   j. Open space.
   k. Loading and unloading areas.
   l. Grading.
   m. Signage.
   n. Screening.
   o. Setbacks.
   p. Compatibility with the surrounding environment.
   q. Any other related matters.

(2) The planning commission shall consider oral or written statements from the applicant, the public, village staff members or its own members. It may question the applicant and approve, deny or postpone the development proposal. The application may not be postponed for more than two regular meetings of the planning commission.

(3) If the planning commission determines by motion that the proposed site plan will not be detrimental to the health, safety or welfare of the community or cause traffic congestion or seriously depreciate surrounding property values, and at the same time is in harmony with the purposes and intent of this article, the plan for the area and the comprehensive plan, the planning commission may grant such site plan approval and impose such conditions and safeguards as it deems necessary.
(4) Site plan review applications may be denied by motion of the planning commission when such motion or consent shall constitute a finding and determination by the planning commission or staff that the other nonconforming use, expansion of nonconforming uses, or property setbacks or variance to other district regulations as found in division 3 of this chapter.

The Planning Commission has the following options:

1. **Approval** of Commercial Site Plan Request, with reasons stated in the motion, granting the requested conditional use.
2. **Require modifications** to Commercial Site Plan Request, and have it returned for Planning Commission review at the next meeting.
3. **Deny** the request of Commercial Site Plan Request with reasons and conditions.

The reasons for either approval or rejection must be stated in the findings of fact and motion.

V. STAFF RECOMMENDATION

The determination of appropriateness for granting or denying the commercial site plan request application rests only with the consistency with applicable statutes, codes, and policies and with the Commission’s analysis of the impacts on the surrounding properties and the community at large.

Upon review of the application and existing conditions, the staff finds that the proposed request for a commercial site plan appears to be consistent with the Village Code and hereby recommends the following conditions.

1. Obtain building permits within 6 months.
2. The Applicant must obtain a Village Business Registration prior to operation.
3. The Applicant is required to meet all local, state, and federal requirements pertaining to the containment and disposal of wastewater and hazardous materials.
4. The Applicant shall not have any excessive accumulation of any outdoor storage of materials or vehicles on the property.
5. Screen the operations from the residential area adjacent to the site.
6. Operations shall not take place from the hours of 10:00 PM- 7:00 AM.
7. By accepting approval of this Conditional Use, the applicant agrees to comply in a timely manner with the standards and conditions set. Failure to comply may lead to Court enforcement.

**Suggested Motion:**

“Based upon the foregoing findings of fact per §54-67 and § 54-100 of the Village Code, I move to **GRANT** the requested conditional use approval for Case #CU-2022-100 with the conditions stated in the case report.”

Prepared & Submitted by:

[Signature]

Community Development Director
By signing below, the Owner/Applicant agrees to comply with all the conditions adopted by the Planning and Zoning Commission ("the Commission") at its hearing on this application. The Owner/Applicant further agrees that it will make no changes to the plans as presented to the Commission without prior approval from village staff or the Commission. Failure to comply with the application as approved by the Commission may result in Court action or revocation of approval.

_______________________________________________________
Owner/Applicant                                               Date
ALLSUP'S CONVENIENCE STORE # 373
1201 MECHEM DR.
RUIDOSO, LINCOLN COUNTY, NEW MEXICO

SITE PLAN

DEVELOPMENT TEAM

DEVELOPER
BW GAS & CONVENIENCE RETAIL, LLC
139 CONWAY STREET
ROSEVILLE, CA  95678
PHONE: (916) 785-2323
CONTACT: JAMIE HATCH

CIVIL ENGINEER
ATTWELL, LLC
1300 EAST 54TH ROAD, SUITE 300
NAPLES, FL  34104
PHONE: (239) 398-2333
FAX: (239) 398-0700
CONTACT: JUSTIN CRABLE

ARCHITECT
CBE
3627 HOGvasion ROAD, SUITE 300
WILLIAMSBURG, VA  23185
PHONE: (757) 464-1570
CONTACT: PAUL BOHABOY

SURVEYOR
PETTIS & ASSOCIATES P.A.
103 E. NAVADO CRMS, SUITE 100
ROSEVILLE, CA  95678
PHONE: (916) 738-1800
CONTACT: DUANE NICK

GOVERNMENT AGENCIES & UTILITY CONTACTS

COMMUNITY DEVELOPMENT
VILLAGE OF RUIDOSO
313 CREE MEADOWS DR.
RUIDOSO, NM 88345
PHONE: (575) 629-9629
CONTACT: SAMANTHA MENDEZ

CIVIL ENGINEER
NMDOT
313 CREE MEADOWS DR.
RUIDOSO, NM 88345
PHONE: (575) 624-6606
CONTACT: JAMES SKONHOVD, P.E.

VILLAGE OF RUIDOSO - PUBLIC WORKS
313 CREE MEADOWS DR.
RUIDOSO, NM 88345
PHONE: (575) 623-7665
CONTACT: ADAM SANCHEZ

WATER
VILLAGE OF RUIDOSO - PUBLIC WORKS
313 CREE MEADOWS DR.
RUIDOSO, NM 88345
PHONE: (575) 629-5000
CONTACT: ADAM SANCHEZ

ELECTRIC
PNM RESOURCES
1100 MECHEM DR.
RUIDOSO, NM 88345
PHONE: (575) 973-5511
CONTACT: RALPH SANCHEZ

GAS
ZIA
100 SHORT DR.
RUIDOSO DOWNS, NM 88346
PHONE: (575) 378-4277
CONTACT: JAMIE HATCH

ALLSUP'S CONVENIENCE STORE # 373
1201 MECHEM DR.
RUIDOSO, LINCOLN COUNTY, NEW MEXICO

SITE PLAN

LEGAL DESCRIPTION
LOT 12, BLOCK 10, AIRPORT WEST, RUIDOSO, LINCOLN COUNTY, NEW MEXICO AS SHOWN BY THE REPAIRS OF LOTS 2, 3, 4, BLOCK 10, AIRPORT WEST, FILED IN THE OFFICE OF THE COUNTY CLERK AND COUNTY RECORDER OF LINCOLN COUNTY, NEW MEXICO, ON AUGUST 8, 1989, IN CABINET E, SLIDE 150.

BASIS OF BEARING

THE BASIS OF BEARING FOR THIS SURVEY IS GRID NORTH BASED ON THE NEW MEXICO STATE PLANE COORDINATE SYSTEM, EAST ZONE, AS DETERMINED BY GPS/GNSS OBSERVATIONS. GROUND COORDINATES WERE OBTAINED FROM THE STATE PLANE COORDINATE SYSTEM BY SCALING ABOUT A SET 5/8" REBAR BEING USED AS A CONTROL POINT LOCATED AT N33D22'01.7041", W 105D39'59.2207" BY A GRID TO GROUND SCALE FACTOR OF 1.00039506683835. TRUE NORTH CAN BE OBTAINED BY APPLYING A CONVERGENCE ANGLE OF 0D19'15.5" AT SAID CONTROL POINT.

APPENDIX A

APPENDIX A
Storm Drain 24" Pipe Invert Elev: 6969.98'

Storm Drain 24" Pipe Invert Elev: 3973.49'

Storm Drain 24" Pipe Invert Elev: 3974.03'

Some Debris/Build-up

N.M STATE ROAD 48
(W. MECHEM DRIVE)
150' RIGHT-OF-WAY
(per TPA-0048(10) Dec 19, 1995)

BONANZA DRIVE
50' RIGHT-OF-WAY
(per AIRPORT WEST Cab C, Slide 181-1)

WHITE MOUNTAIN DRIVE
50' RIGHT-OF-WAY
(per AIRPORT WEST Cab C, Slide 181-1)

Edge of New Mexico State Road 48 ROW

LOT 2A
ALLSUP'S CONVENIENCE STORES, INC.
A New Mexico Corporation
Book 2017, Page 5798

LOT 1A
ALLSUP'S LLC,
A Delaware Limited Liability Company
Book 2019, Page 5951

LOT 4
Legacy Enterprises, LTD, A Limited Liability Company
Book 18, 1022

Know what's below. Call before you dig.
Storm Drain 24" Pipe Invert Elev: 6969.98'

Some Debris/Build-up

Know what's below. Call before you dig.
N.M STATE ROAD 48 (W. MECHEM DRIVE)
150' RIGHT-OF-WAY
(per TPA-0048(10) Dec 19, 1995)

BONANZA DRIVE
50' RIGHT-OF-WAY
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WHITE MOUNTAIN DRIVE
50' RIGHT-OF-WAY
(per AIRPORT WEST Cab C, Slide 181-1)

Know what's below.
Call before you dig.

APPENDIX A
March 2022 Manager’s Report

COMMUNITY DEVELOPMENT

CDBG Implementation Update
General Hydronics Utilities, LLC is requesting another time extension of 110 additional days to complete all paving. Loose material on the road is being maintained by General Hydronics as needed.

Water and sewer lines are active. Fire hydrants are in place and active. New sewer customers will have the opportunity to connect once the projects is finalized and accepted.

Once the paving is complete the project will be finalized.

Planning Commission
A) Variance Approval Request Case #PV 2022-7-Robert Salais is requesting a Variance Approval to encroach 7 feet into the required 20-foot front-yard setback as designated by the M-1 Low-Density Mobile Home District construct a 22’x20’ carport located at 210 Guajolote; Lot 5, Block 8, of the Del Norte Addition, Ruidoso, New Mexico 88345.

APPROVED

Workforce Housing Advisory Board
The regular January meeting was postponed until May 26, 2022, at 2 PM.

The next meeting will be geared towards the creation of the steering committee related to helping the community learn more and how to provide resources to those wanting to become homeowners.

Re-Addressing Update:
The Addressing Committee held the Town Hall meeting March 16, 2022 to discuss the changes to addresses affecting US Highway 70. There were 7 in attendance. The committee had their monthly meeting on March 23rd where we reviewed proposed changes of Sudderth Drive. The discussion was also held on the verification process of the addresses for US Highway 70 properties. The Community Development Department will assess the properties by May 1st, any properties in non-compliance will be given to Code Enforcement. The next Address Committee is scheduled for April 19, 2022 at 2pm.
Short Term Rentals
End of Month Report
March 2022

Month Stats
❖ 1,040 Active STR Properties
❖ 2,498 Internet listings found throughout the web (VRBO, Airbnb, Flipkey, etc.)
❖ 3,098 Removed Advertisements on the web (VRBO, Airbnb, Flipkey, etc.)
❖ STR Permit Renewal Fees $1,550 - Complete $50 – Pending $1,600 – Total
❖ STR Permit Fees $1,200 - Complete $150 – Pending $1,350 – Total
❖ Compliance Inspections $1,760 - Complete $240 – Pending $2,000 – Total
❖ STR Business Registration Fees $1,785 - Complete $35 – Pending $1,820 – Total
❖ Neighbor Notifications Fees $2,325 - Complete $125 – Pending $2,450 – Total

Lodgers Tax
❖ $171,778.15
Uncertain Compliance Status

Compliant
### Building Inspection and Permit Tallies

**MARCH 2022**

**PERCENTAGE OF MONTHLY TALLY**

<table>
<thead>
<tr>
<th>DATE: 03/01-3/31/22</th>
<th>bldg prmt</th>
<th>BLDG ISSUED</th>
<th>BIZ LIC</th>
<th>P/Z LIC</th>
<th>STR LIC</th>
<th>TOTAL INSPECTIONS</th>
<th>TOTAL REINSPECTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% PERMITS</td>
<td>PERMITS</td>
<td>LIC</td>
<td>LIC</td>
<td>% INSPECTIONS</td>
<td></td>
<td></td>
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<tr>
<td>G. DAVID MYERS</td>
<td>58%</td>
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<td>0</td>
<td>30.8%</td>
<td>83</td>
<td>0</td>
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<tr>
<td>WILLIAM POWERS</td>
<td>36%</td>
<td>51</td>
<td>0</td>
<td>0</td>
<td>42%</td>
<td>113</td>
<td>15</td>
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<td>CHRISTI ALVAREZ</td>
<td>0%</td>
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<td>0</td>
<td>23</td>
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<td>0</td>
<td>0</td>
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<tr>
<td>VICTORIA BARRIOS</td>
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<td>26</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>ROBERTO LOPEZ</td>
<td>6%</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>27.2%</td>
<td>73</td>
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<tr>
<td>STEPHANIE WARREN</td>
<td>0%</td>
<td>9</td>
<td>3</td>
<td>9</td>
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<td>0</td>
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<td><strong>35</strong></td>
<td><strong>23</strong></td>
<td><strong>269</strong></td>
<td><strong>15</strong></td>
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<td><strong>Total</strong></td>
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<td><strong>263</strong></td>
<td></td>
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</table>
Building Permit Issued Comparison 2018 to Present

Number of Permits Issued 2022 vs 2021

<table>
<thead>
<tr>
<th>MONTH</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>68</td>
<td>61</td>
</tr>
<tr>
<td>February</td>
<td>77</td>
<td>70</td>
</tr>
<tr>
<td>March</td>
<td>130</td>
<td>105</td>
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<tr>
<td>April</td>
<td>102</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>103</td>
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<tr>
<td>July</td>
<td>90</td>
<td></td>
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<tr>
<td>August</td>
<td>103</td>
<td></td>
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<tr>
<td>September</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>125</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>117</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>275</td>
<td>1177</td>
</tr>
</tbody>
</table>
New Business Registration March 2022

<table>
<thead>
<tr>
<th>Case Number</th>
<th>Type</th>
<th>Name</th>
<th>Location</th>
<th>Tag</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>BR2022-217</td>
<td>BUSREG</td>
<td>Densply IG, Inc.</td>
<td>Out of Town Business</td>
<td>Sale of Medical Equipment</td>
<td>Active</td>
</tr>
<tr>
<td>br2022-221</td>
<td>BUSREG</td>
<td>Papi Chuloz,llc</td>
<td>Out of Town Business</td>
<td>Food service and catering</td>
<td>Active</td>
</tr>
<tr>
<td>BR2022-235</td>
<td>BUSREG</td>
<td>Riverview Rv Park</td>
<td>Home occupation</td>
<td>Rv Park</td>
<td>Active</td>
</tr>
<tr>
<td>BR2022-237</td>
<td>BUSREG</td>
<td>Elevated Tiles, LLC</td>
<td>Home occupation</td>
<td>Tille Instalation</td>
<td>Active</td>
</tr>
<tr>
<td>Br2022-286</td>
<td>BUSREG</td>
<td>Festive Event</td>
<td>Out of Town Business</td>
<td>Mirco-event rental Planner</td>
<td>Active</td>
</tr>
<tr>
<td>BR2022-280</td>
<td>BUSREG</td>
<td>Clean Finess Cabins</td>
<td>Home occupation</td>
<td>Home Cleaning &amp; Maint</td>
<td>Active</td>
</tr>
<tr>
<td>BR2022-286</td>
<td>BUSREG</td>
<td>Superme Roofing, LLC.</td>
<td>Out of Town Business</td>
<td>Construction</td>
<td>Active</td>
</tr>
<tr>
<td>BR2022-288</td>
<td>BUSREG</td>
<td>Over Constuction, LLC.</td>
<td>Home occupation</td>
<td>Construction</td>
<td>Active</td>
</tr>
<tr>
<td>BR2022-291</td>
<td>BUSREG</td>
<td>BNX Electric</td>
<td>Out of Town Business</td>
<td>Electric Contractor</td>
<td>Active</td>
</tr>
<tr>
<td>BR2022-299</td>
<td>BUSREG</td>
<td>Dentler Trucker, LLC&lt;</td>
<td>Home occupation</td>
<td>Trucking Transportation</td>
<td>Active</td>
</tr>
<tr>
<td>BR2022-300</td>
<td>BUSREG</td>
<td>Albuquerque Plumbing Heating &amp; Cooling</td>
<td>Out of Town Business</td>
<td>HVAC- Plumbing</td>
<td>Active</td>
</tr>
<tr>
<td>Br2022-310</td>
<td>BUSREG</td>
<td>Three J Hospitality, LLC.</td>
<td>In the Village</td>
<td>Motel Rental</td>
<td>Active</td>
</tr>
</tbody>
</table>
March TOURISM REPORT

Performance Summary

View your key profile performance metrics from the reporting period.

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Engagements</th>
<th>Post Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,215,975</td>
<td>57,531</td>
<td>6,631</td>
</tr>
<tr>
<td>↓38.8%</td>
<td>↑57%</td>
<td>↑36.6%</td>
</tr>
</tbody>
</table>

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

⚠️ Data Unavailable: We are unable to provide data for this date range.

<table>
<thead>
<tr>
<th>Audience Metrics</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Audience</td>
<td>116,933</td>
<td>↑1.6%</td>
</tr>
<tr>
<td>Total Net Audience Growth</td>
<td>1,594</td>
<td>↓43.5%</td>
</tr>
<tr>
<td>Twitter Net Follower Growth</td>
<td>10</td>
<td>↓76.7%</td>
</tr>
<tr>
<td>Facebook Net Page Likes</td>
<td>1,400</td>
<td>↓41.9%</td>
</tr>
<tr>
<td>Instagram Net Follower Growth</td>
<td>179</td>
<td>↓50.6%</td>
</tr>
<tr>
<td>Pinterest Net Follower Growth</td>
<td>1</td>
<td>↑—</td>
</tr>
<tr>
<td>YouTube Net Subscriber Growth</td>
<td>4</td>
<td>↓33.3%</td>
</tr>
</tbody>
</table>
## Message Volume
Review the volume of sent and received messages across networks during the selected time period.

### Messages per Day

<table>
<thead>
<tr>
<th>Day</th>
<th>Sent Messages</th>
<th>Received Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10</td>
<td>50</td>
</tr>
<tr>
<td>2</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>200</td>
<td>250</td>
</tr>
<tr>
<td>4</td>
<td>150</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>6</td>
<td>10</td>
<td>50</td>
</tr>
</tbody>
</table>

### Sent Messages Metrics

<table>
<thead>
<tr>
<th>Sent Messages</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Sent Messages</strong></td>
<td>240</td>
<td>0%</td>
</tr>
<tr>
<td>Twitter Sent Messages</td>
<td>23</td>
<td>0%</td>
</tr>
<tr>
<td>Facebook Sent Messages</td>
<td>169</td>
<td>0.6%</td>
</tr>
<tr>
<td>Instagram Sent Messages</td>
<td>48</td>
<td>0%</td>
</tr>
<tr>
<td>Pinterest Sent Messages</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>YouTube Sent Messages</td>
<td>0</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Message Volume
Review the volume of sent and received messages across networks during the selected time period.

### Received Messages Metrics

<table>
<thead>
<tr>
<th>Received Messages</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Received Messages</strong></td>
<td>1,190</td>
<td>59%</td>
</tr>
<tr>
<td>Twitter Received Messages</td>
<td>46</td>
<td>51.6%</td>
</tr>
<tr>
<td>Facebook Received Messages</td>
<td>742</td>
<td>67.5%</td>
</tr>
<tr>
<td>Instagram Received Messages</td>
<td>402</td>
<td>22.7%</td>
</tr>
</tbody>
</table>
Impressions
Review how your content was seen across networks during the reporting period.

Impressions, by Day

![Graph showing impressions by day for Twitter, Facebook, and Instagram]

<table>
<thead>
<tr>
<th>Impression Metrics</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Impressions</strong></td>
<td>2,215,975</td>
<td>38.8%</td>
</tr>
<tr>
<td>Twitter Impressions</td>
<td>9,609</td>
<td>39.8%</td>
</tr>
<tr>
<td>Facebook Impressions</td>
<td>1,969,806</td>
<td>40%</td>
</tr>
<tr>
<td>Instagram Impressions</td>
<td>236,560</td>
<td>26%</td>
</tr>
</tbody>
</table>
Engagement
See how people are engaging with your posts during the reporting period.

Engagements, by Day

![Graph showing engagement by day with a peak on March 11th](image)

**Engagement Metrics**

<table>
<thead>
<tr>
<th>Engagement Type</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Engagements</strong></td>
<td>57,531</td>
<td>57%</td>
</tr>
<tr>
<td>Twitter Engagements</td>
<td>301</td>
<td>56.5%</td>
</tr>
<tr>
<td>Facebook Engagements</td>
<td>52,704</td>
<td>57.7%</td>
</tr>
<tr>
<td>Instagram Engagements</td>
<td>4,463</td>
<td>46.2%</td>
</tr>
<tr>
<td>YouTube Engagements</td>
<td>63</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Engagement Rate (per Impression)</strong></td>
<td>2.6%</td>
<td>29.7%</td>
</tr>
</tbody>
</table>
Video Views
Review how your videos were viewed across networks during the reporting period.

Video Views, by Day

<table>
<thead>
<tr>
<th>Video Views Metrics</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Video Views</strong></td>
<td>71,069</td>
<td>65.1%</td>
</tr>
<tr>
<td>Twitter Video Views</td>
<td>545</td>
<td>60.1%</td>
</tr>
<tr>
<td>Facebook Video Views</td>
<td>68,040</td>
<td>66%</td>
</tr>
<tr>
<td>Instagram Post Video Views</td>
<td>1,056</td>
<td>92.7%</td>
</tr>
<tr>
<td>YouTube Video Views</td>
<td>1,428</td>
<td>17.6%</td>
</tr>
</tbody>
</table>
Profiles

Review your aggregate profile and page metrics from the reporting period.

<table>
<thead>
<tr>
<th>Profile</th>
<th>Audience</th>
<th>Net Audience Growth</th>
<th>Published Posts</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement Rate (per Impression)</th>
<th>Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reporting Period</strong></td>
<td>116,933</td>
<td>1,594</td>
<td>165</td>
<td>2,215,975</td>
<td>57,531</td>
<td>2.6%</td>
<td>71,069</td>
</tr>
<tr>
<td>Mar 1, 2022 - Mar 30, 2022</td>
<td>115,063</td>
<td>2,822</td>
<td>161</td>
<td>3,619,542</td>
<td>133,678</td>
<td>3.7%</td>
<td>203,706</td>
</tr>
</tbody>
</table>

| Compare to               | 115,063  | 2,822               | 161             | 3,619,542     | 133,678     | 3.7%                             | 203,706     |
| Jan 30, 2022 - Feb 28, 2022 | 115,063  | 2,822               | 161             | 3,619,542     | 133,678     | 3.7%                             | 203,706     |

| @DiscoverRuidoso        | 1,198    | 8                   | 22              | 9,556         | 301         | 3.1%                             | 545         |
| @VillageRuidoso         | 117      | 2                   | 1               | 53            | 0          | 0%                               | 0           |
| discoverruidoso         | 23,110   | 179                 | 28              | 236,560       | 4,463       | 1.9%                             | 1,056       |
| Ruidoso, New Mexico     | 77,600   | 1,357               | 51              | 1,781,767     | 44,288      | 2.5%                             | 65,858      |
| Ruidoso, New Mexico     | 403      | 4                   | —               | N/A           | 63          | N/A                              | 1,428       |
| RuidosoNewMexico        | 50       | 1                   | 0               | N/A           | N/A         | N/A                              | N/A         |
| Village of Ruidoso      | 14,455   | 43                  | 63              | 188,039       | 8,416       | 4.5%                             | 2,182       |
Come discover a season of amazing events and take in all that Ruidoso has to offer!

- **AspenCash Motorcycle Rally**
  May 19-22

- **Brewdoso**
  June 18-19

- **Ruidoso Marathon & Half Marathon**
  June 24-25

- **Lincoln County Art Loop**
  July 1-3

- **Ruidoso Art & Wine Festival**
  July 22-24

- **Old Lincoln Days**
  August 5-7

More Events at DiscoverRuidoso.com

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