

TOWN OF RED RIVER
ECONOMIC DEVELOPMENT COMMITTEE

The Economic Development Committee meeting was held on March 12, 2010 at the Red River Conference Center.

1. Meeting was called to order by Mayor Linda Calhoun.
2. Members present were Monda Hafley, Ben Butler, Lisa Mackey, Juanita Walker, and Lauren House. Also present were Rebecca Latham, Jeff Brown, Carla Forner, and Rebecca Sanchez. Member absent was Paulette Kiker.
3. Director's Report was given by EDD, Rebecca Latham. Report is attached.
4. A review of conference center bookings was done. Report is attached.
5. Advertising Update was given by EDD, Rebecca Latham. Report is attached.
6. Consideration of Special Events Funding: Prior to starting the process Rebecca Latham reported that Paulette had suggested that any unused funding be used for a search engine optimization campaign to market all events. The following recommendations were made to Mayor Calhoun:

	<u>Hard Costs</u>	<u>Advertising</u>
A. Christmas Luminaria Tour	\$0	\$950
B. Red River Family Encampment	\$0	\$2000
C. Century Tour	\$0	\$3500
D. Mountain Bike Race	\$500	\$1000
E. Aspencade	\$1000	\$3000
F. Days of 1895	\$2000	\$2500
G. Oktoberfest	\$2000	\$3000
H. Halloween in the Mountains	\$0	\$0
I. New Year's Eve Party	\$350	\$0

7. Committee Member Reports: There were no committee member reports.
8. Other: Ben Butler commended the Town on our advertising efforts but would like to see more money for advertising and events next year.
9. Meeting adjourned.

Economic Development Committee
March 12, 2010
Director's Report

The legislative session ended with the following changes to the tourism department's budget:

	<u>2009</u>	<u>2010</u>
Marketing & Promotion	\$3.8 M	\$3.0875 M
Co-op ADV Program	\$980,000	\$750,000

NMTD launching a new in-state campaign to encourage travel called "Day of Enchantment." It will have a new web component & photo contest, deals through retail, TV ads, and billboards around the state.

Our annual May tourism mixer is being moved to June 10, 2010 at Buffalo Thunder. This year's theme is "Enchantment Begins with You."

I have submitted the New Mexico State Green Chile Championship for a TIARA award in the category of "Outstanding New Event."

The Enchanted Circle Marketing Co-op is continuing to work on developing new itineraries around the area and marketing those on appropriate websites.

The NCNMEDD is working with REDI (Regional Economic Development Initiative) to support the initiative for broadband access throughout the NC region. Kit Carson is re-applying for stimulus funding for Taos Co., and NCNMEDD is working with the other rural electric co-ops in Santa Fe, Los Alamos, and Rio Arriba counties to secure stimulus funding to provide broadband to those communities and connect Kit Carson to the rest of the infrastructure.

Holly and I are beginning a new process for bookings at the conference center. Holly will now be a full-service coordinator, working as a liaison between the clients and businesses in Red River. I will be resuming a more aggressive approach to marketing the conference center to groups, beginning with the NMMPI/NMSAE hospitality trade show in mid-April.

Gov Conf – TANM is working on having the President of Virgin Galactic as a speaker. The Tourism Dept. has a tentative commitment to give away a flight into space during the centennial. The conference will be at Buffalo Thunder, April 18th - 20th.

Respectfully submitted,

Rebecca Latham
Economic Development Director

Red River Conference Center Bookings

2010

March 2	Elections - Conf Room
April 22	Chevron Meeting - Conf Room**
May 7 & 8	Hunting & Fishing Conservation Expo - Exhibit Hall
May 22	QHS Graduation Party - Exhibit Hall**
June 1	Taos County Elections - Conf Room
June 12	Zalewski Wedding Reception - 1/3 Exhibit Hall**
June 18	Chavez Family Reunion - Exhibit Hall**
June 25-30	Family Encampment - Entire Facility**
July 10	Alley Wedding - Exhibit Hall & Kitchen**
July 23 & 24	Wallace/Tillman Reunion - 1/3 Exhibit Hall & Kitchen**
Aug 7	Martin Wedding Reception - Exhibit Hall & Kitchen**
Aug 11-13	Women's Writing Retreat - Conf Room**
August 19-21	Hot Chili Days, Cool Mountain Nights
Sept 9-11	Grace Fellowship Men's Retreat - Exhibit Hall**
Sept 14	Mountain High Dance - 2/3 Exhibit Hall**
Sept 17-19	Aspencade
Sept 25 & 26	Enchanted Circle EMS Conference - Exhibit Hall
Oct 1-3	Days of 1895
Oct 31	Halloween in the Mountains - 2/3 Exhibit Hall
Nov 25	Switch on the Holidays

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Advertising Update

Our winter advertising is running in Albuquerque through next week. I'll start negotiating our summer schedules this spring.

We have purchased two banners that will be displayed in Santa Fe through the rest of the year. This is a program being done through their 400th Anniversary celebration.

I'm working with the Chamber on the marketing campaigns for the "River & Brews" Blues Fest and Fine Art & Wine Festival.

- 23,542 unique visitors (19,551 in 2009)
- 4,512 vacation guide downloads
- 1,028,559 webcam views
- weather, lodging, winter, events, facts/maps, and summer follow web cam in popularity
- 314 referred from Facebook

Respectfully submitted,

Rebecca Latham
Tourism & Economic Development Director