

VILLAGE MANAGER'S REPORT

TO: Honorable Mayor Crawford and Village Council

DATE: July 8, 2025

RE: Village Manager's Report

ADMINISTRATION

The Annual Banquet for the Ruidoso Valley Chamber of Commerce was held on Friday, June 27, at the Inn of the Mountain Gods. The banquet included the awards for, Business of the Year, Beautification Awards, and introduction and swearing in of new board members.



2025 RVCC Beautification Award – Wingfield Heritage House Museum. Congratulations to Stephine Long, staff, and Board members.

Monday with the Mayor Radio Show - Mayor Crawford continues the Radio Show on 1490 AM & 99.1 FM KRUI (The Mountain) on Monday mornings at 8:00 a.m. Mayor Crawford invites Elected Officials, the Village Manager and other Department Directors/Managers or Supervisors, and Special Guests to participate with him as he informs the community of activities, events, projects, and any

other additional Village information. Mayor Crawford also reports on the outcome and decisions made in the Council meetings and has had citizens call in with questions or comments. This has been an excellent program promoting the teamwork and leadership of the Governing Body and staff.

New Mexico 2025 Legislative Session Capital Outlay Priorities/ Legislative Capital Outlay

Requests: As approved by the Council in the ICIP, the Village submitted a total of Six (6) 2025 Capital Outlay request forms for project funding consideration. The Village had one (1) Capital Outlay Project approved during the Legislative Session.

- Removal of Trees & Water Shed Improvements (\$750,000)

Healings America's Heroes – Fort Stanton Building Remodel/Renovation Project- The Village was awarded Capital Outlay funding during the 2024 Legislative Session in an amount \$450,000. Grant No. 24-I2993 scope of work will include plan, design, demolish, construct, furnish, equip and renovate a veterans' conference center, including residential facilities and accessibility improvements, near Fort Stanton in Lincoln County; Village staff will work closely with the Healing America's Heroes Organization on this project. Village Staff have also been working with the State of New Mexico General Services Department staff on finalizing a project scope that will work best with all entities involved with the Capital Outlay funding.

NMDOT Grant Award for Village Roadway Improvements Project – Cutler Repaving, Inc started project on scheduled date of June 23rd. The project will include 4.9 miles of pavement rehabilitation, roadway patching, roadway striping, utility cover adjustments, traffic control, construction observation & testing on White Mountain Dr., Porr Dr., Jack Little Dr., LL Davis Dr., Leon Farrar Dr. & Wingfield Dr., with a 1.5" mill, 1-1.5" remix of existing road, and with a 2" overlay though the use of a heater scarify process.

U.S. Department of Commerce Invests \$2.3 Million for Roadway Infrastructure Improvements to Support Economic Growth in Ruidoso, New Mexico - U.S. Secretary of Commerce Gina Raimondo announced the Department's Economic Development Administration (EDA) is awarding a \$2.3 million grant to the Village of Ruidoso, New Mexico, for roadway infrastructure improvements needed to support business and economic growth. The Villages were awarded a Department of Finance and Administration Matching Grant Award for the EDA Grant, in the amount of \$465,600.00.

U.S. Highway 70 and NM Highway 48 intersection & NM Highway 48 Corridor Design Project. - Task Orders were issued and approved by the Council to Bohannan Huston, for professional engineering services related to the grant project. This grant will design the restructure of the U.S. Highway 70 and NM Highway 48 intersection to improve access to the business district and support future economic growth. Design work is ongoing.

Upper Sudderth Street Revitalization Design Project - Task Orders were issued and approved by the Council to Stantec, for professional engineering services related to the grant project. The grant funds will be used to design a complete plan set and studies needed for construction bids to construct the plans. This grant design will include the following:

- Lighting
- Landscaping
- Redeveloped Roundabout
- Survey Work
- Drainage Study
- Signage
- Traffic Study to Support A Road Diet

- Proper Grading on the Pavement Will Be Needed to Correct Water Runoff Issues
- Curb & Gutters
- Driveway Aprons
- Sidewalks
- Drop Inlets
- Bump-Outs for Large Gateway Signage

603 Housing Development Project - This project consists of developing a community-oriented feel with a neighborhood design that includes 10 new homes on the property. The new homes will be both 2-bedroom and 3-bedroom homes. These homes are modular in nature and resemble stick-built homes. They include siding and porches on the exterior with a decorative front and all the comforts of home in the interior and 10x10 storage units.

603 Mechem-
Dirt work is ongoing at 603.

Homespot will be onsite Wednesday and Thursday preparing for their inspection that is scheduled for July 10th.

Mountain Electric got their rough-in inspection and will be preparing for final inspection.

Transformers are set and wire is pulled. They will come back with meters when the inspections are passed.

Landscaping to start in the next couple weeks and fencing will follow. Needing to get some dirt work finished before landscaping can start.

Perimeter fencing will be installed following landscaping of property.

Horton Complex Renovation Project – White Sands Construction completed Phase II. The Forestry, Municipal Court, Emergency Management, and Events and Strategic Partnerships Departments have relocated to the Horton Complex building. The switch-out from Village Hall to Horton on the IT mainframe (servers) are scheduled to be installed within the next several weeks.

General Note

Project Status

Temp Certificate of Occupancy (C of O) received 4/29/2025

Final Certificate of Occupancy received 5/13/2025

Work in progress

Horton-Cummins generator tech is here today July 1st for startup of generator.

EyeOnWater Software - The Village of Ruidoso has offered water customers access to software called EyeOnWater, which has an incredibly positive impact on our property owners. EyeOnWater is consumer-engaged software that goes beyond traditional billing statements to connect utility water usage and their customers. The software enables utility customers to access and view their usage profile through easy-to-understand consumption graphs and provides a simple method to establish alerts. This is a perfect tool for those that winter elsewhere. The software is straightforward to set up and use on a computer or smartphone device, placing consumer data in the utility customers' hands. To sign up, you must visit <http://eyeonwater.com/signup> to create your online account. You must

enter the service zip code and your billing account number. Instructions are available on the website (<http://Ruidoso-nm.gov>), or you can call the Village Hall at (575) 258-4343.

Fats, Oils, and Grease (FOG)- Fats, oils, and grease can cause blockages and overflows in the sewer collection system. Cooking grease is one of the primary causes of sewer line blockages that result in sewer overflows from manholes or backups. In addition to being costly to clean up, the overflows create potential for property damage and can lead to significant environmental, health and safety risks.

The Village of Ruidoso has a FOG inspection program for food service establishments. The FOG program consists of periodic inspections to determine compliance with the VOR sewer ordinance and to gather records of routine maintenance of grease traps.

VOR residents can help keep our sewer system flowing properly by properly disposing of cooking oil and grease. Here's how you can help.

- Do not dump cooking oil, fat, or grease into the kitchen sink or toilet.
- Do not use hot water and soap to wash grease down the drain because it will cool and harden in your pipes or in the sewer down the line.
- Do place cooked oil and meat fats in a sealed container and discard small quantities in your garbage.
- Do use paper towels to wipe residual grease or oil off of dishes, pots and pans prior to washing them.

With your continued assistance, we can prevent unnecessary service disruptions to residents and businesses.

PROJECT: Water Conservation – Public Awareness

Purpose:

- Combat the negative connotation of the Level 5 Water Restrictions
- Combat the negative connotation of the appearance of the water post-Little Bear Fire
- Encourage locals and visitors alike to engage in water conservation
- Increase awareness regarding the importance of water conservation in Ruidoso – especially post-Little Bear Fire
- Provide people with tips/helpful information on easy ways to conserve
- Ruidoso's water supply

Public Awareness:

- Weekly email blasts to keep businesses and residents aware of the water restrictions (beginning today and ending when all parties agree it is no longer necessary)
- Design a flyer to send home with RMSD students
- Send "village ambassadors" to all service club meetings within the next month to address the situation and have information to hand out
- Add a new page to the Village website that will have all of the water conservation tips available to site visitors
- Level 5 Water Restriction and what that means
- Bypassing Grindstone for the Village water supply
- Fix Your Flapper
- Adding a plastic bottle to the toilet tank
- Installing a shut-off valve

AIRPORT

June 2025 Operations & Fuel Summary:

NOTE: Manager's Report is up to end of business on Monday June 30, 2025.

2024 / 2025 Operations

435 / 386

2024 / 2025 Jet A Fuel

13,491 / 22,874 Up 69.6%

2024 / 2025 100LL Fuel

1764 / 1880 Up 6.6%

- There were 4 medical transports for the month of June.
- There were 14 Military Operations.
- 6/1 Airport Manager attended the Council Workshop Meeting.
- 6/6 Airport Manager & Airport Supervisor attended Airline RFP Pre-Proposal Meeting.
- 6/9 Airport Manager attended Weather Coordination Call.
- 6/10 Airport Manager attended Weather Coordination Call.
- 6/10 Airport Manager attended Council Meeting.
- 6/11 Airport Manager attended an ICIP Airport Meeting
- 6/12 Airport Manager attended Directors Meeting.
- 6/17 Airport Manager & Some Airport Staff attended the Employee Appreciation Picnic.
- 6/18 Airport Manager attended Quarter 3 EOC Readiness Meeting.
- 6/20 Airport Manager attended Weather Coordination Call.
- 6/22 Airport Manager attended Weather Coordination Call.
- 6/23 Airport Manager attended Weather Coordination Call.
- 6/24-25 Airport Manager and Airport Admin. attended an AAEE Airport Finance Class.
- 5/24 Airport Manager & Airport Staff attended Weather Coordination Call.
- 6/25 Airport Manager & Airport Staff attended Weather Coordination Call.
- 6/26 Airport Manager attended Capitol Projects Meeting.
- 6/26 Airport Manager attended Mayor's Agenda Review.
- 6/26 Airport manager attended the Intern Luncheon.
- 2/26 Airport Manager assisted with traffic control during flood event.

Daily Fuel Volume Sold						
Receipt Date: 01-Jun-25 to 30-Jun-25						
Merchant Number: 7836						
Receipt Date	Avgas 100	Jet A Fuel	Avg W/S	Max W/S	Operation	Day
1-Jun-25	97.3	1127	8.1	21	25	Su
2-Jun-25	0	0	11.4	26	6	Mo
3-Jun-25	134.9	1826	7.9	18	32	Tu
4-Jun-25	71.1	204	10.1	18	8	We
5-Jun-25	0	120	10.1	25	5	Th
6-Jun-25	0	1910	11.6	23	21	Fr
7-Jun-25	124.1	418	8	18	7	Sa
8-Jun-25	65.4	420	8.3	20	17	Su
9-Jun-25	0	1049	8.7	18	8	Mo
10-Jun-25	0	943	6.4	22	8	Tu
11-Jun-25	39.4	960	7.1	23	7	We
12-Jun-25	0	767	8.8	22	12	Th
13-Jun-25	59.2	270	7.5	16	8	Fr
14-Jun-25	149.4	405	9.9	24	20	Sa
15-Jun-25	84.7	200	9.9	29	12	Su
16-Jun-25	140.3	638	6.8	18	15	Mo
17-Jun-25	24.1	200	11.2	22	10	Tu
18-Jun-25	133.3	510	9.3	17	12	We
19-Jun-25	49.6	2907	11	22	19	Th
20-Jun-25	148.8	1660	9.2	22	11	Fr
21-Jun-25	85.6	0	12.9	24	18	Sa
22-Jun-25	85.3	751	13.2	26	23	Su
23-Jun-25	10	275	9.1	23	9	Mo
24-Jun-25	0	640	9.2	21	9	Tu
25-Jun-25	12.7	1646	5.3	15	7	We
26-Jun-25	78	150	7	21	2	Th
27-Jun-25	0	566	7	20	5	Fr
28-Jun-25	185	130	7.5	21	14	Sa
29-Jun-25	26	1213	7.3	24	18	Su
30-Jun-25	75.4	969	8.5	20	18	Mo
	1879.6	22874			386	

	2025 Fuel			
Month	Jet A		100LL	Cumulative
January	6866		1176	8042
Februray	8622		1338	9960
March	7010		1033	8043
April	10684		1314	11,998
May	13389		1858	15247
June	22,874		1880	24,754
July				
August				
September				
October				
November				
December				
Total	69445		8599	78044

CLERK

- Staff coordinated with various Village of Ruidoso Departments and processed sixteen (16) requests for public information during June 2025. The coordination of these requests involves processing and tracking from initiation to completion to ensure the Village follows the Inspection of Public Records Act (IPRA). This entails assisting the public with completing the required form with enough specificity for clarification of their request. Staff then coordinate with the departments that have the requested documentation and either schedule a meeting with the IPRA requestor to inspect the documents or provide the copies and receipt payment. If needed, staff prepare correspondence to extend the response period as agreed upon with the department(s).
- Clerk and Deputy Clerk traveled to Carrizozo to empty ballot boxes from the 2024 MOE.
- Clerk and Deputy Clerk attended the public ICIP meeting at the Ruidoso Convention Center.
- Deputy Clerk attended NMML annual conference planning meetings.
- Clerk and Deputy Clerk attended the annual Employee Appreciation picnic.
- Clerk and Deputy Clerk attended the Quarter 3 EOC Readiness meeting.
- Clerk and Deputy Clerk attended the Ruidoso Valley Chamber of Commerce banquet.

COMMUNITY DEVELOPMENT

Planning Commission:

A regular meeting was held on June 3, 2025. The following items were heard:

- Ordinance 2025-04, an ordinance amending the Village of Ruidoso Municipal Code of Ordinances Chapter 54 Land Use, Article II Zoning, Division 4. Development Standards, Section 54-149 Architectural Design Standards. Continued to the next meeting**

The next regular meeting is on July 1, 2025.

Workforce Housing Advisory Board

The next Regular scheduled meeting is July 24, 2025, at 2 pm.

Next regular meeting: Thursday, July 24, 2025.

Re-Addressing Update:

The re-addressing and renaming of roads are on hold for 18 months due to the South Fork, Salt Fire, and flood events. Stephanie will continue reviewing the data within the grids, and we will collaborate closely with the Streets, Water, and Solid Waste departments to identify any anomalies in the field that may not be reflected in the GIS data. Our focus will be on identifying duplicate road names. The identified roads are currently being reviewed to determine which names might be compatible with the areas requiring renaming efforts. The Address Committee will meet to evaluate a proposal of three names. Additionally, we will collaborate with the Public Information Officer (PIO) to develop an online survey to expedite the response process from property owners in the affected areas.

Short Term Rentals

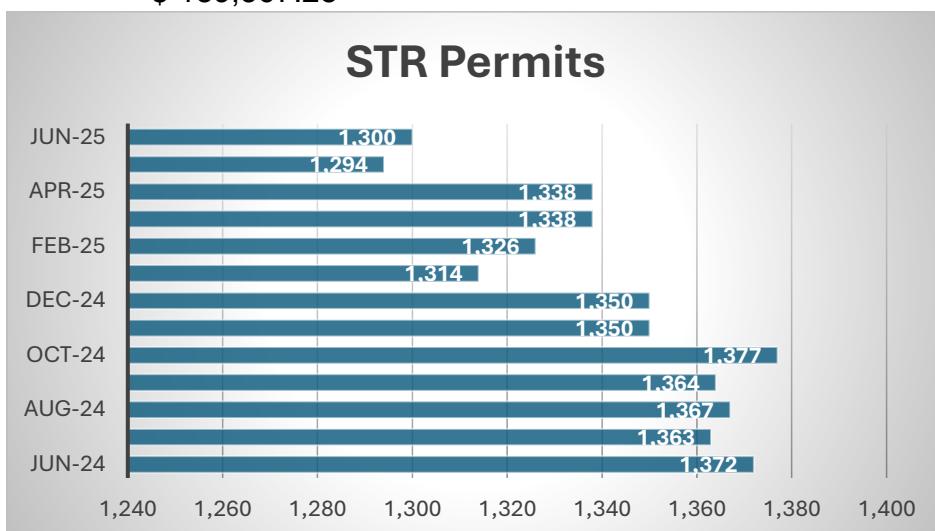
June 2025

Month Stats

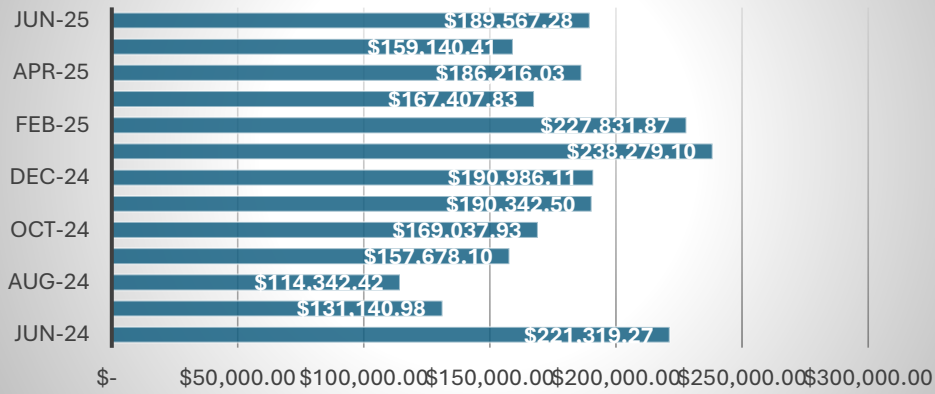
- 1,300 Active STR Properties
- 2,599 Internet listings found throughout the web (VRBO, Airbnb, Flipkey, etc.)
- STR Permit Fees \$ 12,700 – Total
- STR Permit Late Fees \$2,400 – Total
- Compliance Inspections \$160 – Total
- Compliance Reinspection Fees \$100 – Total
- STR Business Registration Fees \$ 195 – Total
- Neighbor Notifications Fees \$125 – Total

Lodgers Tax

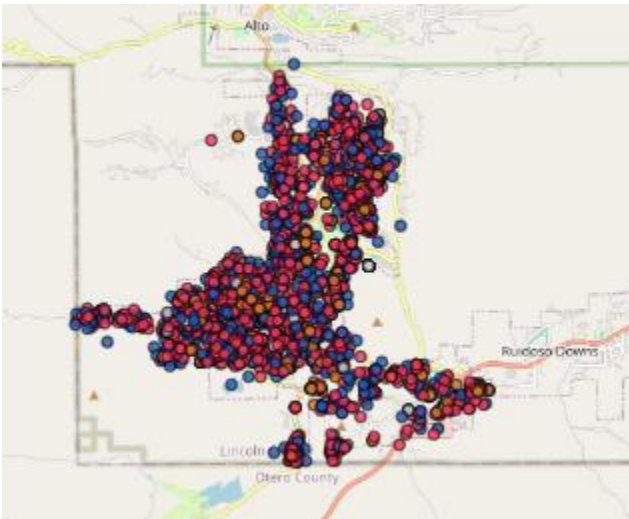
- \$ 189,567.28



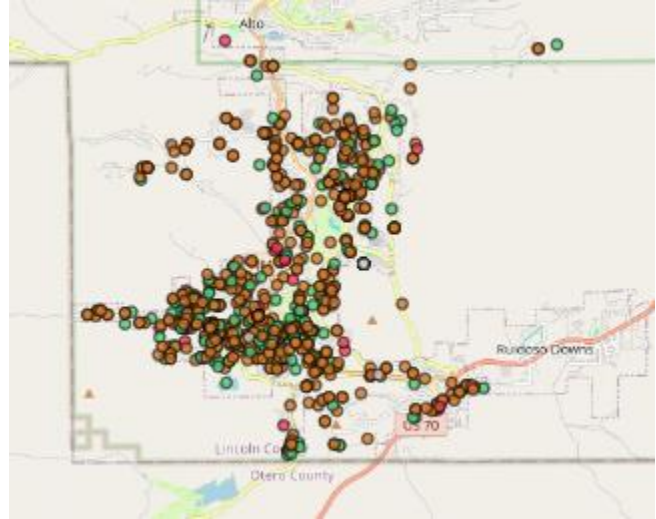
Lodgers Tax Remittance



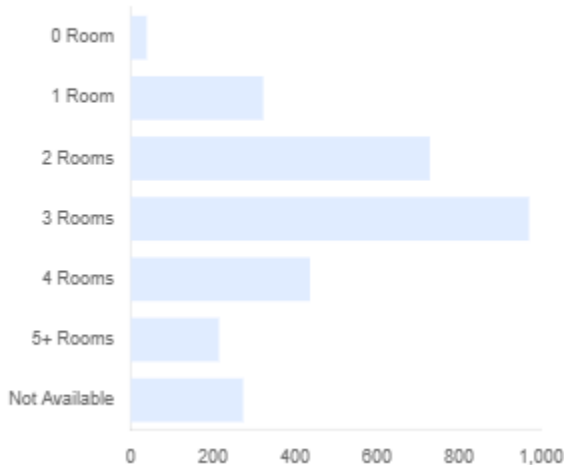
Compliant Properties



Uncertain Compliance Status



Advertised Rental Size



ADR (Avg. Daily Rate)

\$490.08

▲ 0% in last 30 days

Advertised Property Type



Building Inspections and Permit Tallies

PERMIT #	C	R	ADDRESS	E	B	P	M	Bus	■	STR	PASS	FAIL	COMMENTS
20250075	1		2527 SUDDERTH DR						1				DAMAGE ASSESSMENT
20250236		1	121 DUFO	1							1		E/UPGRADE
20250334		1	222 CHELSEA	1							1		GENERATOR SERVICE
20250326		1	102 WORCESTER	1							1		SERVICE REINSPECTION
20250357		1	1220 LITTLE BIG HORN	1							1		SERVICE
20240741p		1	115 COTTAGE GROVE LN			1					1		P/ROUGH
20240741m		1	115 COTTAGE GROVE LN				1				1		M/ROUGH
20250335		1	205 CAMBRIDGE	1							1		SERVICE
20250333		1	110 BLUE SPRUCE	1							1		SERVICE
20250154		1	131 FLUTE PLAYER	1							1		GENERATOR SERVICE
20250339		1	202 FAWN	1							1		TEMP POWER
20250248		1	107 KIT FOX	1							1		GENERATOR SERVICE
20250358	1		2906 SUDDERTH DR #4	1							1		SERVICE
20250250		1	107 ALTO MESA	1								1	GENERATOR SERVICE
20240852		1	103 CINCH		1				1		1		PIERS & CONSULT
20250773		1	110 BEN HOGAN			2					2		P/ROUGH & TOP OUT
202440475	1		1141 STATE HWY 48		1						1		FRAME
20240149		1	107 ALTO MESA		1						1		FRAME
		1	126 FLUTE PLAYER			1					1		P/ROUGH
20250371		1	105 SAN MIGUEL	1								1	PHOTO VOLTAIC
20250006		1	219 JUNIPER	1							1		SERVICE
20240641E		1	172 DEER CREEK	1							1		SERVICE
20250326		1	102 WORCESTER	1							1		TEMP POWER REINSPECTION
20250187		1	311 GRANITE	1							1		E/ROUGH
20240798E		1	100 GREEN BRIER	1							1		E/ROUGH
20240798		1	100 GREEN BRIER		1						1		FRAME
20250312	1		2319 SUDDERTH DR			1						1	GREASE TRAP
20250199		1	319 VALLEY VIEW		1						1		CMU
20250390		1	319 VALLEY VIEW	1							1		TEMP POWER
20250385		1	148 GAVILAN HILLS	1							1		TEMP POWER
20250384		1	117 CROWN RIDGE	1							1		TEMP POWER
20250287		1	939 MAIN RD	1							1		SERVICE CHANGE
20250273		1	117 DEBORD	1							1		AMP SERVICE IN COUNTY
20240681		1	108 CHIRACAHUA	1							1		ROUGH IN
20250187P		1	311 GRANITE	1							1		ROUGH IN
20250383		1	489 DRY EAGLE LAKES RD	1							1	1	SERVICE

20250402		1	323 High Mesa	1						1		SERVICE
20240773E		1	100 Ben Hogan	1						1		ROUGH IN
20240773		1	100 Ben Hogan		1					1		FRAME
20250237e		1	111 Copper	1						1		SERVICE
20250332		1	202 Morningside	1						1		SERVICE
20250331		1	101 Grant	1						1		SERVICE
20250332		1	202 Morningside	1						1		SERVICE
20230856e		1	1242 Little Big Horn	1						1		E-FINAL
20250314		1	319 LL David	1						1		REINSPECTION - SERVICE
20220850		1	116 FLUTE PLAYER	1				1		1		COO
20250345		1	BUTCH BAIRD		1					1		DECK
20240595	1		125 US HWY 70	1						1		W/CORRECTION NEED PANEL
20250316		1	214 EXCALIBUR	1						1		SERVICE
20240853		1	166 MUSKETBALL	1							1	FTG 6 SLAB/ENGINE
20250315		1	110 COTTAGE GROVE	1						1		GENERATOR
20250145		1	137 CROWN RIDGE	1						1		P/ROUGH
2025299P		1	202 FAWN			1						P/ROUGH
20230851		1	1242 LITTLE BIG HORN			1						P/FINAL GAS
20250245		1	109 CHANCE LP	1						1		SERVICE
20240741		1	115 COTTAGE GROVE LN	1						1		R/ELECT - PASS W.CORR
20250111		1	126 FLUTE PLAYER		1					1		LATH
20250111P		1	126 FLUTE PLAYER			1				1		P/ROUGH
20250111P		1	126 FLUTE PLAYER			1				1		P/TOPOUT
20250111M		1	126 FLUTE PLAYER				1			1		M/ROUGH
20250370		1	111 COPPER CANYON CT	1						1		TEMP POWER
20250393		1	768 WILD ROSE	1							1	NEED SURGE
20240853		1	166 MUSKETBALL		1						1	SLAB/FT6
20250332		1	202 MORNINGSIDE	1						1		SERVICE
20250331		1	101 GRANT	1						1		SERVICE
20250366		1	116 TANGLEWOOD	1							1	NOT READY
20230856		1	1242 LITTLE BIG HORN	1						1		E-FINAL
20250032E		1	620 DEL NORTE	1							1	NEED SURGE
20250314		1	319 LL DAVIS	1							1	NOT READY
20250371		1	105 SAN MIGUEL									CHANGED FOLLOWING DAY - SOL.
20250307P		1	303 PEARL			1				1		P/ROUGH
20250307E		1	303 PEARL	1						1		E/ROUGH

202540307		1	303 PEARL		1						1	FRAME
20250059P		1	425 BRADY CANYON			1					1	P/TOPOUT
20250059E		1	425 BRADY CANYON	1							1	TEMP TO POWER
20240336E	1	1	232 SPENCER	1							1	TEMP TO POWER
20250064	1	1	714 MECHEM	1							1	NOT READY
20250144P		1	1395 HIGH MESA	1							1	P/ROUGH
20250424		1	105 COGGINS	1							1	ELECTRIC TRENCH
20240852		1	103 CINCH		1						1	GARAGE SLAB
20240540		1	268 SANTIAGO	1							1	E/FINAL
20240853		1	166 MUSKETBALL		1						1	SLAB
20250268	1		2801 SUDDERTH DR.		1						1	RE-SLAB
20240067		1	519 MTN. HIGH CIRCLE		1						1	INS. WALLS PPC
20250317		1	41 GRENOBLE		1						1	FRM
20250311		1	41 GRENOBLE		1						1	RE-ROOF
20240834		1	110 VIA AGUILA		1						1	BWP
20240834		1	209 ALPINE MEADOWS TRL		1						1	RE-FRM
20240402		1	112 WATER SPIRIT		1						1	WS
20240404		1	114 WATER SPIRIT		1						1	INS
20240439		1	140 BUTCH BAIRD		1						1	RTN WALL
202410388		1	110 SAN FELIPE CT		1						1	RE-FRM
20250075	1		2527 SUDDERTH DR		1							DAMAGE
20250318		1	648 SUDDERTH		1						1	LATHE?
20230756		1	200 WEST RIVERSIDE		1							FINAL PP TEM C/O 120 DAYS
20250156		1	107 CARDINAL DR.		1						1	FINAL STUCCO
20240873		1	101 PLUMAS PL.		1						1	FRM
20250112		1	171 DEER CREEK		1						1	RE-BLOCK
20240336		1	232 SPENCER		1						1	RET WALL
20220929		1	314 SANTIAGO CIR.		1						1	INS
20250355		1	934 MAIN		1						1	DECK FRM
20240814		1	112 DAVIES		1							RFW
20240149		1	107 ALTO MESA		1						1	FRM CORR INS
20250355		1	648 SUDDERTH		1						1	RE-STUCCO BOARD UP WINDOW
20250248	1		1070 MECHEM		1						1	SLAB
20240809		1	112 TOPSIDE		1						1	INS WALL P FLROOF PASS
20250041		1	101 SPARROW HAWK		1						1	W
20250041		1	101 SPARROW HAWK		1						1	F

20240693		1	149 CROWN RIDGE		1						1	FRM
20240894		1	144 SUN MOUNTAIN LOOP		1						1	FRM
20250129		1	102 CUMINGS		1						1	SLAB
20250238		1	1104 MAIN		1						1	FTG
20250276		1	270 COUNTRY CLUB		1						1	FINAL
20250054		1	112 EMBOY		1						1	VP - PART SUBFLOOR FRM
20250374	1		1111 MECHEM		1						1	SLAB
20240149		1	107 ALTO MESA		1						1	INS
20250158		1	141 CROWN RIDGE		1						1	BLOCK BOND BEAM
20250343		1	122 LOWER TERRACE		1						1	LATHE
20250158		1	141 CROWN RIDGE		1						1	REBLOCK
20240152		1	194 CROWN RIDGE		1						1	PP 1/2
20250234		1	114 AUGUSTA		1						1	DECK FRM
20250238		1	1104 MAIN		1						1	FTG
20230708		1	128 RANDLE		1						1	FINAL C/O
20240693		1	149 CROWN RIDGE		1						1	REFRM
		1	224 YELLOW PINE									RED TAG RET WALL CE2025-031
20240218	1		451 SUDDERTH		1						1	RR
20240218	1		451 SUDDERTH		1						1	ST
20250403		1	125 PARADISE		1						1	IN WALL FL
20240601		1	142 FLUTE PLAYER		1						1	S PAN
20240500		1	135 WALTER HAGAN		1						1	W,R,F
20250208		1	233 SONTERA		1						1	REBAR
		1	104 DAN SWEARINGTON									CONSULT
20250355		1	934 MAIN		1						1	FRM
20240550		1	115 TOPSIDE		1						1	BWP
202407465		1	111 SANDIA		1						1	FTG
20250045		1	101 BEN HOGAN		1						1	INS R, W, F
20231000		1	101 NORTH FORK		1						1	NOT READY
20250301		1	112 UMBRELLA/102 MARBLE		1						1	INS/FRM
20250353		1	120 WHITE PINE		1						1	FTG
20250142		1	336 LAKESHORE		1						1	RTN WALL
20240693		1	149 CROWN RIDGE		1						1	W, R, SL, LATHE/INS
20240407		1	101 DREAM CATCHER		1						1	INS
20250054		1	112 EMBOY		1						1	FRM, SH
20250255		1	101 TOMAHAWK		1						1	FTG

20250413		1	1135 MAIN		1					PP		FTG
20250054		1	112 EMBOY		1					PP		FRM , PL, E
20250426		1	302 GUAJALOTE		1					1		FTB (10)
20240364		1	115 WILLIE HORTON		1					1		FRM
20240665		1	252 LINCOLN HILLS		1					1		FRM, RE, PP
20230053		1	129 BOX CANYON TRL		1					1		INS, W, SL
20240814		1	112 DAVIES		1					1		SPAN (2)
20240869		1	147 BLUE SPRUCE		1					1		FRM NO ELECTRIC - NOT READY
20240272		1	147 MERLYN		1						1	NOT READY
20250413		1	1135 MAIN		1						1	NOT READY
20230756		1	200 W RIVERSIDE		1					1		FINAL, FOR, DW
20250307		1	303 PEARL		1					1		FRM, RE INSP
20240681		1	108 CHIRACAHUA		1					1		RE FRM
20250380		1	117 CROWN RIDGE		1					1		FTG
20240462		1	104 MOON DANCE		1					1		S PAN 2/3 PP
20240248		1	135 MOON DANCE		1					1		S PAN 3/3
20240814		1	112 DAVIS		1						1	SPAN (2)
202231000		1	101 NORTH FORK		1						1	NOT READY
20250301		1	112 UMBRELLA/102 MAPLE		1					1		FRM
20250353		1	120 WHITE PINE		1					1		FTG 3 INT, FFERS
20250142		1	336 LAKESHORE		1					1		RTN WALL
20240693		1	149 CROWN RIDGE		1					1		LATHE/INS
20240407		1	101 DREAMCATCHER		1					1		INS, W, R, SL
20250054		1	112 EMBDY		1					1		FRM
20250059		1	425 BRADY CANYON		1					1		FRM, FRM, SH
20240718		1	406 MECHEM		1					1		FRM
20250308		1	106/106 WINDSOR		1					1		FTG
202050355		1	934 MAIN		1						1	FRAME, HANGERS
20240681		1	108 CHIRACAHUA		1						1	HANGERS, UPLIFT
20250142		1	336 LAKESHORE		1					1		RET WALL
20250294		1	127 GOLDENROD		1					1		FRM
20240741		1	115 COTTAGE GROVE LN		1					1		FRM
20250257		1	250 PUEBLO LOOP		1							CONSULT/FTG
20250355		1	934 MAIN		1					1		FTG
20250377		1	76 GENEVA		1					1		REROOF F
718		1	406 MECHEM		1						1	FRM

20250267		1	1201 MECHEM		1					1		SIDING FINAL
20230346		1	113 PAT THOMPSON		1						1	BWP
20250285		1	107 RAINIER		1							CMU
20250349		1	120 EL RUN RD		1					1		FTG PERIM
20240693		1	149 CROWN RIDGE		1	1				1		RE-FRM PP W CORR POSTS
20230851		1	1242 LITTLE BIG HORN		1							N/A COMPLETED W/O INSP
20250302		1	123 CHANCE LOOP		1					1		B, DL, SLAB
20250301		1	102 MAPLE (112 UMBRELLA)		1						1	FRM - NO ACCESS
20240873		1	101 PLUMAS PL.		1					1		INS W, F, R
20240681		1	1087 CHIRACAHA		1						1	FINAL FRM TRUSS CAL
20250235		1	159 WILLIE HORTON		1					1		RE-ROOF FIN
20250349		1	120 ELK RUN RD		1						1	VERT
20240693		1	CROWN RIDGE		1						1	RE-FRM
20240524		1	300 VISTA RIO BONITO		1					1		FINAL
20250318		1	348 SUDDERTH DR.	1						1		FINAL
20250308		1	106 WINDSOR		1						1	FTG
20250187		1	311 GRANITE		1					1		FRM, FLFS
20250293		1	114 PIKES PEAK		1					1		COVERED W/O INSPECTION
20250233		1	123 HUMMINGBIRD		1					1		FINAL, FRM
20250406		1	104 GEORGE MCCARTY		1							NOT READY
20230851		1	1242 LITTLE BIG HORN		1					1		FINAL C/O
20250140		1	138 CLIFFSIDE		1					1		BWP
20250142		1	336 LAKESHORE		1					1		RTN WALL, FINAL, CC
20240741		1	115 COTTAGE GROVE LN		1					1		INS, FL, WALL
20250437		1	160 HILL COUNTRY		1					1		FTG
20250378		1	144 BRADY CANYON		1					1		FDTN/FTG
20250144		1	1395 HIGH MESA		1					1		SLAB, MAIN
20250299		1	202 FAWN		1					1		FTG/SLAB,FTG
20240867		1	144 WINTER HAWK HTS		1					1		MTL BUILDING
20250137		1	124 PLACITAS		1					1		FRM FINAL C/O
20240869		1	147 BLUE SPRUCE		1					1	1	FRM/HOUSE WRAP
20240814		1	112 DAVIES		1					1		HW
20240869		1	147 BLUE SPRUCE		1					1		FRM PP
20231000e		1	101 N FORK		1					1		F/E/ECT
20240534		1	122 DAVIS		1					1		PASS W/CORRECTIONS
20240538		1	124 DAVIS		1					1		ELECT SERVICE

20240853		1	166 MUSKETBALL		1						1	SLAB FTG - QUITE A FEW ITEMS
20240804		1	224 SADDLEBACK		1					1		ELECT TEMP POWER
20240595E		1	125 HWY 220	1							1	E/ROUGH RE-INSP
20240595		1	125 HWY 220	1							1	FRAME
20250376		1	2812 SUDDERTH DR	1							1	NO ACCESS - OUT OF TOWN
20240869		1	147 BLUE SPRUCE		1						1	R/ELECT
20250434		1	502 WHITE MOUNTAIN		1						1	ELECT SERVICE
20240834		1	110 VIA AGUILLA		1						1	R/PLUM, R/MECH, R/ELECT
20250427		1	121 LA JUNTA		1						1	NOT READY
20250392		1	104 ELDERBERRY		1						1	SERVE, NO ACCESS COULD NO TFIND TRIED CALLING
20240364E		1	115 WILLIE HORTON		1						1	R/ELECT
20250424		1	105 COGGIN CT.		1						1	SERVICE
20240595		1	125 HWY 220		1						1	ELEC RE-INSP, RE-INSP FRAME
20250399		1	115 APACHE HILLS		1						1	CANCELED W/OUT NOTICE
20250975		1	714 MECHEM	1							1	SERVICE
20250431		1	1100 HULL		1						1	R/ELECT
20250405		1	180 MUSKETBALL		1						1	TEMP POWER
20250295		1	127 GOLDENROD		1						1	TEMP POWER
		1	605 MAIN							1		STR - NO SHOW
		1	200 FIR DR.							1	1	STR
		1	110 INNSBROOK DR. 15C							1	1	STR
		1	125 REESE DR							1	1	STR
		1	1056 MECHEM DR.				1				1	
		1	1096 MECHEM DR. G4 & G5				1				1	
		1	2816 SUDDERTH DR.				1				1	
		1	605 MAIN							1	1	STR
		1	220 LOOKOUT A5							1	1	STR
		1	125 HWY 220	1							1	PLUMB TOP OUT
		1	110 BEN HOGAN		1						1	ROUGH MECH
		1	149 CROWN RIDGE		1						1	PLUMB, MECH, TOPOUT
		1	108 CHIRACAHUA		1						1	PLUMB, MECH, TOPOUT
		1	1064 MECHEM DR.		1						1	FENCE
		1	105 ECHO DR.		1						1	
		1	300 GUADALUPE		1					1	1	STR
		1	403 FLUME CANYHONE DR.							1	1	STR

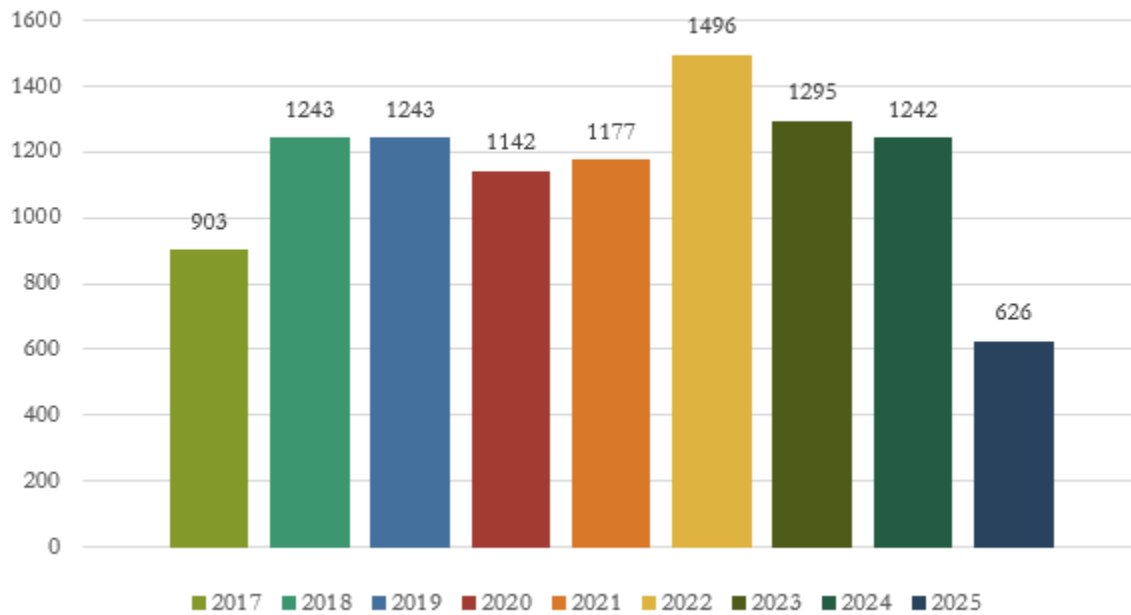
		1	2319 SUDDERTH DR.	1						1	PLUMB TOPOUT
HYD		1	147 BLUE SPRUCE		1					1	PLUMB HYDRONIC
		1	124 APACHE HILLS DR.						1	1	STR
		1	174 MEANDER						1	1	STR
		1	105 CARTERS LN						1	1	STR
		1	111 RESERVOIR RD.						1	1	STR
		1	113 LONESOME TRL						1	1	STR
		1	316 LA LUZ						1	1	STR
		1	116 E REDWOOD DR.						1	1	STR
		1	102 LEACH						1	1	STR
		1	214 FIR						1	1	STR
		1	HWY 70 #605						1	1	STR
20250312		1	2319 SUDDERTH DR.	1						1	PLUMBING TOPOUT/FINAL
		1	103 DEL MAR						1		CONSULT
		1	110 OTERO DR.						1	1	STR
		1	407 OTERO DR.						1	1	STR
		1	117 MAC						1	1	STR
		1	128 MAC						1	1	STR
		1	129 MAC								GUESTS
		1	105 JOE ST.								GUESTS
		1	130 BRADY CANYON						1	1	STR
		1	2319 SUDDERTH DR.	1				1			
		1	1212 MECHEM DR.	1				1			
		1	271 PARADISE CANYON						1	1	STR
		1	6014 WHITE MOUNTAIN #607								NO SHOW
		1	1242 LITTLE BIG HORN		1					1	PLUMBING FINAL
		1	607 EXCALIBUR		1						1 MAIN SEWER
		1	INNSBROOK 3 - UNITS						1	1	STR
		1	214 FIR						1	1	STR
		1	727 MECHEM DR.		1			1			
		1	106 SANTA ANITA						1	1	STR
		1	2818 SUDDERTH DR.					1			
		1	113 PAT THOMPSON		1						1 PLUMBING TOPOUT
		1	216 LEE TREVINO		1					1	PLUMBING TOPOUT
		1	110 UMBRELLA								SITE VISIT
		1	229 HWY 220	1						1	PLUMBING FINAL

20250376		1	2812 SUDDERTH DR.	1							1		R/ELECT PARTIAL
20240853		1	106 MUSKETBALL		1							1	FTG
20250042		1	186 MUSKETBALL		1						1		SERVICE
20250427		1	121 LA JUNTA		1						1		R/ELECT PARTIAL
20250392		1	104 ELDERBERRY		1						1		SERVICE
918420		1	342 COUNTRY CLUB DR.							1	1		STR
198005		1	521 FIFTH ST							1	1		STR
918862		1	308 MORNINGSIDE							1	1		STR
920550		1	609 WINGFIELD ST. #1							1	1		STR
920550		1	117 E REDWOOD DR.							1	1		STR
920550		1	111 PERK CANYON DR.									1	
217498		1	CARRIZO CANYON RD									1	
915884		1	306 SWALLOW							1	1		STR
238073		1	107 S MOUNTAIN BREEZE DR.							1	1		STR
228072		1	439 MAIN RD							1	1		STR
920502		1	437 FLUME CANYON							1	1		STR
905024		1	109 WOODLAND							1	1		STR
217829		1	404 GRINDSTONE CANYON									1	
198348		1	609 WINGFIELD St. #22							1	1		STR
218081		1	151 FERN TRL. B							1	1		STR
912332		1	407 VIOLET AVE							1	1		STR
198031		1	109 W REDWPPD DR.							1	1		STR
198037		1	219 JACK LITTLE DR							1	1		STR
198095		1	202 COCONINO LN							1	1		STR
920540		1	209 COCONINO LN							1	1		STR
915912		1	307 COCONINO LN							1	1		STR
208261		1	100 BEULAH LN							1	1		STR
218052		1	105 HEATH DR							1	1		STR
913612		1	217 BARCUS RD							1	1		STR
217312		1	100 BLUEBIRD LN							1	1		STR
198036		1	306 SNOWCAP DR							1	1		STR
913800		1	219 NOGAL PL							1	1		STR
217829		1	404 GRINDSTONE CANYONER RD									1	2X
2147297		1	93 SWALLOW DR							1	1		STR
198254		1	104 LAKEVIEW CT							1	1		STR
915880		1	306 SPRING RD							1	1		STR
218073		1	303 E REDWOOD DR.							1	1		STR
198324		1	232 YELLOW PINE RD							1	1		STR
9811458		1	201 MUSTANG DR							1	1		STR
217536		1	102 CREST CT							1	1		STR
	13	316		68	173	12	2	3	6	59	253	53	

LEGEND:

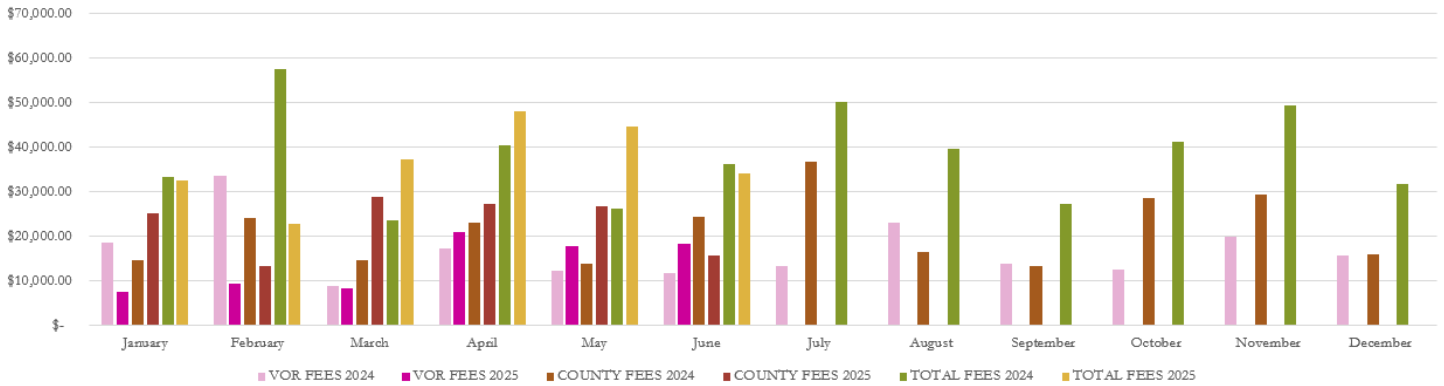
FTG = FOOTINGS
S/PAN = SHOWER PANS
CMU = CONCRETE MASONRY UNIT
C/O = CERTIFICATE OF OCCUPANCY
BWP = BRACE WALL PANEL
MHD PLACEMENT = MANUFACTURED HOUSING DEPARTMENT PLACEMENT
STR = SHORT-TERM RENTAL

Building Permit Issued Comparison 2018 to Present



Number of Permits Issued 2024 vs 2025		
MONTH	2024	2025
January	80	89
February	112	74
March	98	116
April	109	113
May	100	124
June	76	110
July	117	
August	93	
September	183	
October	103	
November	99	
December	72	
TOTAL	1242	626

2025/2024 VOR vs COUNTY FEES



VILLAGE OF RUIDOSO BUILDING PERMITS COMPARATIVE - 2024 AND 2025								
MONTH	VOR FEES 2024	VOR FEES 2025	COUNTY FEES 2024	COUNTY FEES 2025	TOTAL FEES 2024	TOTAL FEES 2025	TOTAL VALUATIONS 2024	TOTAL VALUATIONS 2025
January	\$ 18,699.69	\$ 7,491.69	\$ 14,735.60	\$ 25,077.30	\$ 33,435.29	\$ 32,568.99	\$ 3,967,568.34	\$ 2,760,406.92
February	\$ 33,567.64	\$ 9,371.54	\$ 24,063.75	\$ 13,458.90	\$ 57,631.39	\$ 22,830.44	\$ 5,264,579.36	\$ 2,061,923.19
March	\$ 8,833.76	\$ 8,453.56	\$ 14,770.01	\$ 28,827.13	\$ 23,603.77	\$ 37,280.69	\$ 1,943,372.36	\$ 3,638,577.61
April	\$ 17,218.40	\$ 20,865.44	\$ 23,181.87	\$ 27,193.12	\$ 40,400.27	\$ 48,058.56	\$ 3,130,889.53	\$ 6,067,235.97
May	\$ 12,253.36	\$ 17,887.34	\$ 13,934.31	\$ 26,710.60	\$ 26,187.67	\$ 44,597.94	\$ 2,318,754.25	\$ 5,317,743.76
June	\$ 11,681.80	\$ 18,275.47	\$ 24,431.62	\$ 15,755.67	\$ 36,113.42	\$ 34,031.14	\$ 11,576,633.96	\$ 3,802,157.58
July	\$ 13,283.81		\$ 36,853.94		\$ 50,137.75	\$ -	\$ 12,950,037.62	
August	\$ 23,104.57		\$ 16,532.40		\$ 39,636.97	\$ -	\$ 2,691,420.19	
September	\$ 13,925.33		\$ 13,313.77		\$ 27,239.10	\$ -	\$ 2,487,435.20	
October	\$ 12,610.47		\$ 28,663.47		\$ 41,273.94	\$ -	\$ 5,499,231.51	
November	\$ 19,904.30		\$ 29,517.77		\$ 49,422.07	\$ -	\$ 5,590,469.28	
December	\$ 15,781.03		\$ 16,063.46		\$ 31,844.49	\$ -	\$ 3,806,774.39	
TOTAL PERMITS	\$ 200,864.16	\$ 82,345.04	\$ 256,061.97	\$ 137,022.72	\$ 456,926.13	\$ 219,367.76	\$ 61,227,165.98	\$ 23,648,045.03

Business Registrations Issued:

NEW BUSINESS REGISTRATION JUNE 2025			
BUSINESS #	NAME	LOCATION	BUSINESS TYPE
BR2025-186	HEART & HOME MOUNTAIN CLEANING	HOME OCCUPATION	CLEANING SERVICES
BR2025-187	JUNIPER CONSTRUCTION, LLC	OUT OF TOWN	GENERAL CONTRACTOR
BR2025-189	VALENCIA PLUMBING & HVAC, LLC	OUT OF TOWN	PLUMBING & HVAC CONTRACTOR
BR2025-195	BORN OF NATURE	HOME OCCUPATION	CLEANING SERVICES
BR2025-196	HIBACHI JACKS	1056 MECHEM	FOOD TRUCK
BR2025-197	CONSIGN & DESIGN GALLERY	2816 SUDDERTH DR.	CONSIGNMENT & GALLERY (RELOCATED)
BR2025-198	ENGINEERED STRUCTURES INC. dba ESI CONSTRUCTION	OUT OF TOWN	COMMERCIAL CONTRACTOR
BR2025-202	PERMIAN SOLUTIONS, LLC	OUT OF TOWN	GENERAL CONTRACTOR
BR2025-203	MIDTOWN PIZZA FOOD TRUCK LLC dba MI FAMILIA PIZZERIA	522 SUDDERTH DR. #8	PIZZA RESTAURANT
BR2025-205	MUDBUGS	HOME OCCUPATION	CLEANING SERVICES
BR2025-206	DoZo GALLERY & SPA	2906 SUDDERTH DR.	ART GALLERY
BR2025-207	MA-HO-LI	2319 SUDDERTH DR.	BOUTIQUE/COFFEE SHOP
BR2025-209	CENTURY 21 ASPEN REAL ESTATE	727 MECHEM DR.	REAL ESTATE OFFICE
BR2025-210	SNAPPY TRAVEL & COURIER, LLC	HOME OCCUPATION	PUBLIC TRANSPORTATION/COURIER
BR2025-211	ANIMAL CLINIC OF RUIDOSO	1222 SUDDERTH DR.	VETERINARY OFFICE
BR2025-212	FEATHER & STONE	2545 SUDDERTH DR.	GIFT SHOP
BR2025-213	FOQUS DEVELOPMENT, LLC	2801 SUDDERTH DR.	RESIDENTIAL
BR2025-215	BRANDING OUTLET	2818 SUDDERTH DR.	EMBROIDERY/CUSTOM SERVICES
BR2025-216	HOMEE, LLC	OUT OF TOWN	PROPERTY MANAGEMENT
BR2025-219	WESTERN BUILDERS, LLC	OUT OF TOWN	GENERAL CONTRACTOR
BR2025-220	DANNYELECTRIC, LLC	OUT OF TOWN	ELECTRICAL CONTRACTOR
BR2025-221	MICHAEL CLEMENTS MD	HOME OCCUPATION	HEALTHCARE
BR2025-222	E&R TRANSPORTS, LLC	OUT OF TOWN	MOBILE HOME TRANSPORTATION
BR2025-223	HART DESIGN & CONSTRUCTION, INC.	OUT OF TOWN	GENERAL CONTRACTOR
BR2025-224	505 G'S SPOT, LLC	OUT OF TOWN	SPECIAL EVENTS/CATERING FOOD TRUCK
BR2025-225	SHINE WINDOW CLEANING	OUT OF TOWN	WINDOW CLEANING/MAINTENANCE
BR2025-228	DAN WILSON HOMES, LLC	508 MECHEM DR. STE D	GENERAL CONTRACTOR

CONVENTION CENTER

EVENTS

DATE	EVENT	APPROX. # ATTENDEES
June 1-3, 2025	NM Cattle Growers	325
June 6, 2025	Olivas Graduation Party	100
June 6-8, 2025	Domeier Wedding Reception	100
June 8-10, 2025	Raney Family Dinner	45
June 9, 2025	VOR-ICIP	0
June 9-11, 2025	NM Higher Education	45
June 12-15, 2025	Ruidoso Tattoo Expo	2115
June 16-18, 2025	Dairy Producers of NM	225
June 19-21, 2025	Fraternal Order of Police	200
June 21, 2025	Juice Plus	50
June 21, 2025	Jensen Party	75
June 24-25, 2025	West TX & Plains Pastors Retreat	100
June 27-29, 2025	Ruidoso Evening Lions Gun Show	550

1. Archaeology & Astronomy Event July 7-9
2. Fellowship of Christian Athletes July 10-13
3. Ruidoso Wildfire Awareness July 15
4. Calvary Chapel New Harvest July 16-19
5. Elk Meadows Luncheon July 18
6. Plains Cotton Coop July 20-22
7. Ruidoso Art & Wine Festival July 23-28
8. Region 9 Member All District Meeting July 29-30

EVENTS & STRATEGIC PARTNERESHIPS

- Ruidoso Docuseries Interview Filming
- NM Film Annual Conference Attendance
XTERRA Gold Event Triathlon planning with the XTERRA team
IRONMAN 70.3 Triathlon planning with the IRONMAN team

FINANCE

Finance Department:

- Council monthly reports for June (Period 12 FY 2025) will be available by mid-July.

May 2025 Benchmarks:

GRT Revenue down 1.49% from PY (\$284,748 decrease).

Gasoline Tax Revenue down 11.41% from PY (\$12,862 decrease)
Lodgers' Tax Revenue down 31.90% from PY (\$892,911 decrease)

Monthly Council reports are available on the Village website.

- There were three (3) project worksheets (PW) approved for the McBride Fire for a total of \$423,169.54 in funding. Received \$376,350.90 in Federal Funds and total outstanding \$46,818.64 (State). Waiting on instructions on how to move forward to receive other funding.
- The Village is currently working with NM DHSEM to reconcile expenditures associated with the FEMA PW155 Sewer Line Project. We have reconciled all expenditures through 12/31/24. Total project expenditures equal \$31,031,154.66 (Fed \$23,373,366, State \$5,585,607.84, and VOR \$2,172,180.82). Outstanding funds due from the State \$2,572,214.32. The balance on PW 155 totals \$2,428,773.35 can be used on other projects associated with the sewer line. Village staff is meeting with NMDHSEM to identify potential qualifying projects.
- The Village is also working with NM DHSEM to reconcile expenditures incurred with the design of the six (6) FEMA bridges. Once reconciled, hopefully the state and federal portions of expenditures incurred will be released from the State as a part of the pay as you go process. Total expenditures incurred through 12/31/24 equal \$2,049,199.54.
- The interim budget for FY 2026 was approved by DFA on 06/17/25. Ending cash balances are due 07/31/25 before DFA can approve the final budget.
- Close out of FY 2025 has begun and FY 2026 is open. Departments have begun entering new purchase orders and determining which FY 2025 purchase orders may have to be rolled.
- Internal control testing was started for the FY 2025 audit. The auditors made a visit to Ruidoso the week of June 16th. Next step in the audit is to test ending balances. Audit is due to the State Auditor by December 15th.
- Village staff closed out two (2) legislative appropriations, the McBride (\$2.5M) and the EDA Grant Match (\$465,500) before the deadline of 06/30/25. In addition, the reversion to the Links Trail was also paid. Reversion due to a credit from Mesa Verde.
- Outstanding legislative appropriations and grants:
 - Recreation (23-H3061) \$378,362.50
 - McBride Fire (23-ZH5051-2) \$2,500,000.00 Balance \$2.13
 - Links Trail (NMDOT RT20030) \$1,139,236.00 Balance \$102,089.47
 - Veteran's Conference Center (24-I2993) \$450,000.00
 - Watershed Thinning (24-I2997) \$500,000.00
 - Flood Damaged Roads, Bridges, Infrastructure (A23H2521) \$1,800,000.00
 - Lift Station Infrastructure (24-I2489-3) \$2,078,004.32
 - Sewer Line at Racetrack (24-I2489-2) \$1,466,412.79
- Waiting on reimbursement on the following:

FAA Taxiway A (3-35-0052-032-2024) \$42,418.07
Recreation (23-H3061) \$15,221.53
McBride (23-ZH5051-2) \$5,263.79
McBride (23-ZH5051-2) \$463,983.96
McBride (23-ZH5051-2) \$721,011.47

- Waiting to payback the State on the following:
Links Trail (NMDOT RT20030) \$26,331.39

Utility Billing

- The Utility Supervisor is coordinating with the Village Clerk to organize utility liens. They are also making sure that the lien ordinance is being followed.
- Working with the meter readers to locate endpoints damaged from the fires and floods, 95 endpoints not communicating.
- Working on billing calendar for 2025
- Training backups on Utility Billing.
- Department Statistics:
APRIL 2025
Lien Letters Sent Out: 0
Lien Request Sent to Village Clerk: 0
Payment Arrangements Process: 6
Leaks: 197
Work Orders: 249
Shut-Offs: 114
Bill Adjustments: 40
Leak Credits: 9

IT

- **Fiber to Homes (No update since last month)**

Windstream has switched to all Kinetic Construction In-House Teams. All aerial work will be completed in January. Placement of 302,000 feet of fiber. Seven (7) new crews on buried work will start as of January 6th, 2025. Approximately 2844 households have been brought in so far with the new service between 2024 & 2025

- **Projects In Progress:**

White Mountain 130, Mid-town 149, Hansen Dr work started in Nov 2024
252 households turned up in this area

Nob Hill, 1st Street, White Mountain 134, Mid-town 134 work started in Jan / Feb 2025
876 households turned up in this area

Country Club, 701 Mechem, 100 Hull, 1230 Mechem, 1111 Sudderth work started in March 2025

1086 households turned up in this area.

- **Server Move to Horton** Systems MD has tentatively scheduled the move to take place over the weekend of June 13th – 15th. Andrew will help coordinate logistics for anything needed from the village side to move the main servers from Village Hall to the Horton Complex.
- **Expiration of support of Windows 10** IT has a list of all computers that can be upgraded from Windows 10 software to Windows 11. Several departments have placed orders to upgrade computers if possible -still ongoing.
- **Phone System** - Windstream - has begun the process of upgrading the phone system and installing new phones throughout the village. Departments have confirmed the # of phones for their locations and other setup issues. Working on setting an installation schedule for each department. Project should be completed by the end of June.
- **Phone Redundancy** Identify and verify alternative pathways for communications in the event of phone / cell phone outages. Adding some department cell phones to alternate carriers in the event of emergencies or service loss. Identifying these phones on a case-by-case basis.
- **Long Term Capital Replacement Calendar** Identify all major IT equipment and replacement schedule with funding. No change or progress currently.

Public Wi-Fi Access	Avg User / Day	Total Users / Month	Avg Gb/ Day	Total GB / Month
Convention Ctr	4.85	97	338.50	6770
Library	2.60	52	24.85	496.95
Village Hall	1.85	37	28.01	560.18

Capital Projects

Projects in Construction

Project	Contractor	Substantial – Final Completion
Horton Complex Phase 2	White Sands Construction	Emergency Generator in progress.
603 Mechem Housing	Homespot	Utilities installation & Driveway improvements are ongoing.
Starlite Rd Emergency Repair	Rymarc Construction	Culverts installation complete. Fill, compaction, & re-opening road next.

High Loop Water System Improvements	J&H Services	Patching completed for Coronado & Lilac. Lupine & Wildwood are next.
Upper Canyon Surface Diversion	Spartan	Work is ongoing. The site has been affected by recent rain/debris.
Broadband Expansion	Windstream Communications	Installation ongoing.

Project Progress Highlight: Starlite Road

Contractor: Rymarc

Engineer: Bohannan Huston

Project Budget: \$1,439,017.01

Project Cost to Date: \$1,535,502.70

Funding: \$1,439,017.01

(Legislative Appropriation 23-ZH5051-2 \$1,372,027.53 and General Fund \$66,989.48).

Estimated Completion Date: Mid June



Procurement Activities:

Purchase Order Summary Report

June: 63 Count

June Value:

\$415,054.12

FY25 Issued YTD: 4,158 Count

Total Value:

\$62,110,960.70

RFP #2025-012P Comprehensive Master Planning and Economic Analysis Services

Advertisements for RFP #2025-012P will start on 5/1/25. Pre-Proposal will be held on 5/15/25 @ 10:00 am. Proposals will be due on 6/26/25. Award and contract are anticipated to be on the 8/12/2025 Council Agenda.

RFP #2025-013P Air Service Operator for Sierra Blanca Regional Airport

Advertisements for RFP #2025-013P will start on 5/29/2025. Pre-Proposal will be held on 6/6/25 @ 10:00 am. Proposals will be due on 6/17/25. Award and contract are anticipated to be on the 7/8/25 Council Agenda.

ITB #2026-001B RWWTP UV Replacement Project

Advertisements for ITB #2026-001B will start on 7/3/2025. Pre-Bid will be held on 7/15/25 @ 11:00 am at RWWTP. Bid opening will be held on 8/5/25 @ 2:00 at Village Hall Council Chambers. Award and Contract are anticipated to be on the 9/9/25 Council Agenda.

FIRE

We remain in Level II Fire Restrictions

Ruidoso Fire Department is always monitoring the Energy Release Components and looking at the trends. Ruidoso area is 78.



PUBLIC ANNOUNCEMENT VILLAGE OF RUIDOSO

EFFECTIVE: March 10, 2025, 12:00 Noon

FIRE RESTRICTIONS FOR THE VILLAGE OF RUIDOSO

LEVEL II RESTRICTIONS

1. Charcoal briquets and outdoor burning stoves are prohibited on all public and private property.
2. ULfm-approved gas and pellet cooking devices are permitted but must be attended at all times.
3. Smoking outdoors is prohibited on public and private property, except inside an enclosed vehicle or building, unless in areas specifically approved by the fire marshal.
4. Fireworks are strictly prohibited by state law.
5. Campfires are prohibited on all public and private property.
6. Operating a chainsaw or other equipment powered by an internal combustion engine is permitted only if equipped with a properly installed, maintained, and functional spark arrestor. Local fire stations are available for inspections if needed.
7. Welding or using acetylene or other open-flame torches as part of a profession (e.g., hot tar roofing, driveway sealing) is allowed with a valid permit issued by the fire marshal. **ALL PERMITS ARE SUSPENDED ON HIGH WIND, FIRE WATCH, OR RED FLAG DAYS.**
8. All issued fire pit permits are temporarily suspended until extreme drought conditions subside. Permit holders will be notified via email when restrictions are lifted, and fire conditions return to level I. Permits will remain valid until their original expiration dates.

**CITATIONS WILL BE ISSUED - NO EXCEPTIONS - NO WARNINGS
WE WILL NOTIFY THE PUBLIC IMMEDIATELY UPON ANY CHANGES
THANK YOU FOR YOUR COOPERATION**

**IF YOU HEAR THE OUTDOOR WARNING SIRENS:
TUNE INTO 1490AM OR VISIT WWW.RUIDOSO-NM.GOV/EMERGENCY-INFORMATION
IMMEDIATELY FOR FURTHER INSTRUCTIONS**


Cade Hall, Fire Chief
Ruidoso Fire Department

- There were 142 calls ran from May 1, 2025 - May 31, 2025. This includes fire and medical calls. This is a final count per state once all reports have been approved and submitted through

NMEMSTARS (the state reporting system we use). From this point on we will only report final numbers once we have them confirmed by the State.

- June 2nd Outdoor warning system Grant overview.
- June 3rd Council Workshop. Attended ICIP meeting for OEM, Promotional Committee meeting at station 1.
- June 5th Attended ICIP meeting for Fire Department.
- June 6th Take Department UTV's for annual service's @ Zia Sports.
- June 7th Fire Department attended and WON the 7th annual Great High Mountain Bed Race.
- June 8th RFD firefighters, Public Works, & Smokey Bear firefighters trained on putting together a Helli-Well.
- June 9th had a weather coordination call for severe conditions.
- June 10th New hires had to attend Diana @ council chambers, Tuesday morning weather coordination call, Attended council meeting.
- June 11th Firefighters assisted with Summer Reading Program @ the public library.
- June 12th Attended Capitol Projects Meeting, Attended Directors Meeting, Development Review Committee.
- June 13th-15th Ruidoso Tattoo and Expo Car Show was going on at the convention center requiring constant patrolling from RFD for clear exits and egress. Youth fishing Day @ grindstone lake on the 14th.
- June 17th Employee Picnic @ Wingfield park, South Fork United remembrance RFD presented the colors for ceremonies.
- June 18th EOC readiness Meeting.
- June 19th Xterra planning meeting .
- June 20th rain & flood follow up meeting, Special Council meeting, REC Your summer wilderness camp Tour of Station 1, ESO training meeting, Command and General Staff meeting, EOC coordination call
- June 21st Attended News Conference @ Horton complex.
- June 22nd Sunday Weather Coordination Call.
- June 23rd Weather Coordination Call
- June 24th Commnad & General Staff meeting, Weather coordination call.
- June 25th Command & General Staff meeting, Weather coordination call.
- June 26th Capital Projects meeting, Mayors agenda review.
- June 27th Rec your Summer Camp Fire Station Tour, Emergency Council Chambers meeting.

June Fire Marshal Report:

INSPECTIONS/INVESTIGATIONS:

- 19 fire inspections
- 5 hot work permits issued

TRAINING:

- Each shift is conducting 3 hours of daily ISO training and 1 hour of physical fitness training.
- Boat training held at Grindstone Lake with Texas Task Force 1
- Training on ESO software attended

OTHER:

- ESO software implementation is almost completed.
- Xterra planning meeting attended
- Annual hose testing was completed.
- Fire crews participated and won the Great High Mountain Bed Race supporting the High Mountain Youth Project.
- Departmental SOG review committee met and annual reviews of SOG's are underway.
- RFD Honor Guard participated in the South Fork remembrance and reflection event hosted by Lincoln County COAD
- Crews participated in multiple community engagement events including station tours and summer reading program at library.

FORESTRY

	Fiscal year	This Period
Forestry Current Activities Report	24/25	6/1/25-6/30/25
Item:		
Hazard Tree Removal:		
private property	106	4
village property	91	9
Public Service Visits, Insects/Disease/Misc	92	8
Permits issued for Tree Removal (20" plus)	19	2
Private Property Compliance:		
initial	630	46
final	781	40
acres completed	287.236	14.556
New Construction :		
initial Inspection and Fire Hazard Rating	4	2
final Inspection and Approval	21	4
New Construction Permitting Fees :		
forestry	\$2,300	\$200
solid waste	\$6,480.00	\$590.00
Village property Treated:		
Cemeteries thinning completed.	71 .0	
Moon mountain 73.1 acres complete	73.1	
Grindstone Lake 28.9 acres complete	28.9	
Alto Tanks tree cleanup Complete. .5 acres	0.05	
Water Treatment #3 cleanup 2 acres complete	2	
Beech Right of way thinning complete.		

HUMAN RESOURCES

HR News

- The Village internship program is running very well this summer. All of our interns have been assisting their various Departments while learning skills and being exposed to new situations. They have completed their first two assignments and are preparing to present those to Village leadership next week. The interns are thoroughly enjoying their time with the Village and we have had several of them express interest in returning in the future.
- The HR Department is continuing to recruit for several open positions and scheduling several interviews weekly for various Departments.
- HR has onboarded 13 full-time employees for Parks and Recreation, Forestry, Water Distribution and Fire Department.

Employee Committee News

- The committee held the Annual Employee Picnic on June 17th at Wingfield Park. The committee prepared hamburgers and hot dogs for the staff. The staff enjoyed having lunch with their colleagues, playing games, and tasting and voting for the salsa contest. We received excellent feedback from staff. The Mayor presented thank you letters and challenge coins to all employees for their hard work and dedication during the South Fork Fire.

Safety News and Upcoming Safety Training

- Six employees registered and attended Accident Investigation and Backing Class on June 20, 2025.
- The June Safety Meeting was held on June 23, 2025.
- Safety Coordinator held New Hire Orientation for 3 employees on June 26, 2025.
- Safety Inspections and walk throughs were conducted for several Departments in June 2025.
 - Street Department 6/10/2025
 - Village Hall 06/12/2025
 - Airport 6/13/2025
 - Water Distribution 6/13/2025
 - Solid Waste 06/16/2025
 - Horton Complex 6/16/2025
 - Police Department 6/16/2025
 - Water Production 6/18/2025
 - RWWTP 6/19/2025
 - Parks and Recreation 6/23/2025
 - Convention Center 06/30/2025,
 - Wingfield House 06/30/2025,
 - Library 06/30/2024,
 - Fire Department 06/30/2025,
 - Community Center 06/30/2025,
- All future scheduled safety training is posted on the Health and Safety page of the VOR website.

LIBRARY

GENERAL INFORMATION:

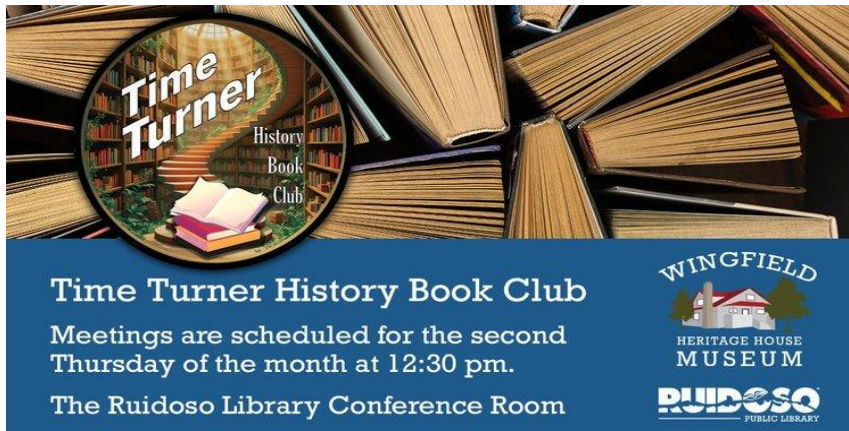
- The Library Manager attended the regular June Village Council Meeting on June 10th.
- The Library Manager attended the Director Manager Meeting on June 12th.
- The Library Manager attended Team Huddles at Village Hall.
- The Library Manager and Museum Curator received 23 boxes of books for the Ted and Glynda Bonnell Collection.
- The Library Manager and Youth Services Librarian attended the EOC Readiness Quarterly Meeting on June 18th.
- The Library Manager attended EOC Weather Briefings.
- The Library Manager will continue to do housekeeping on our Integrated Library System as well as log materials for the Ted and Glynda Bonnell Collection.
- The Library Manager is working with the Village Project Manager to get the condenser fan motor and fan replaced on our HVAC system.
- The Friends of the Library Board will meet Tuesday, July 1st at 4 pm in the Library Conference Room.
- The Ruidoso Public Library Advisory Board will have their next meeting on September 3rd at 12 pm in the Library Conference Room.
- The Library Supervisor has put in her application for the New Mexico Class I Library Certification which will qualify her for being a Library Director in a town with a population of 10,000 or less.
- The Library Supervisor continues to help input records into Past Perfect Software for the Wingfield House Museum and Heritage Center.
- Library Staff attended the mandatory benefits enrollment meetings.
- Library Staff attended the Village Employee Picnic on June 17th.
- Library Staff attended weekly Safety Meetings at Village Hall.

Outreach Services:


- The Agency is working on the decals for the Outreach Van. .
- The Library Manager is working with Lincoln County partners to develop a book pick up and drop-off schedule using the new transport van.

Adult Services:


- The Office of the State Engineer was in the conference room to offer help with water issues on Tuesday, June 3rd from 9 am to 12 pm. Their next monthly visit will be July 1st.
- The Library hosted the Documentary Crew doing interviews for the Ruidoso South Fork/Salt Fires Docuseries at the Library for the week beginning June 2nd.
- The Library hosted DHSEM for the month of June and will continue to host them for the month of July.
- The Library has partnered with the Museum Manager for a History Book Club called Time Turners. They will meet the second Thursday of each month at 12:30 pm in the Library Conference Room.




- The Library Hosted the Friends of the Wingfield Heritage House Museum on Friday June 10th and June 24th with 8 attendees for each meeting.
- The Ruidoso Writers Group meets every two weeks on Tuesday afternoons. There was an average of 8 attendees per meeting. Their meetings in July will be on the 8th and at 3 pm.
- We have completed the Adult Summer Reading for the month of June and will continue the program through July.



Rules and Regulations



- Must be 18 years or older and a RPL card holder.
- Completed books must be documented on the Reading Log for the participating month. *July's log will be available on June 30th.
- Books need to have been read in the participating month.
- Earn one raffle ticket for each book read from the "Color Our World" booklist.
- Earn one raffle ticket for every two books read that are not on the "Color Our World" booklist.
- Show log to staff to claim raffle tickets at the circulation desk as books are completed.
- Earn one raffle ticket for each concert and/or adult program attended. *Raffle ticket must be claimed at the end of the event.
- Logs and raffle tickets will not be accepted or issued after the program has ended.



Below on the left are the group Ruidosew who did the quilting demo and on the right is Alan Miner who did the How to Throw a Pot Demo.



- New Ruidosew Quilt Displays



- The Adult Summer Reading Program has a community art project set up across from the Adult Circulation Desk.



Beginning of June



End of June

- We had another performance for our Summer Music Series featuring McKenzie Legg with 85 attendees.



Art by Wendy Girven displayed behind the circulation desk.



- Planned for the Summer Music Series for July:

RUIDOSO PUBLIC LIBRARY

Summer Music Series

Save the Dates

- July 17th Piper Adamian's Last Night's News
- July 24th The Moneyrakers
- July 31st Julia Cozby
- Sept 11th Cactus Sol

Music Begin at 6 pm on the stage behind the library.

Bring the Family, snacks, chairs and blankets!

In case of incimate weather music will move indoors.

www.ruidosolibrary.org

Youth Services:

- Youth Service executed 18 programs in June with a total attendance of 1,064 and average of 59 attendees per program.
- We will have a special program on July 9th with Wonders on Wheels a state Mobile Museum.
- Youth Services Summer Reading is almost finished!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Unleash Your Inner Artist!		1. 10:30 AM Baby and Me Storytime	2. 10:30 AM Storytime 3 PM Children's Program	3. 3 PM Teen Program	4. 4th of July Holiday Library Closed	5.
6. Stories Color Our World!	7.	8. 10:30 AM Baby and Me Storytime	9. 10 AM Storytime 11 AM- 3 PM Wonders on Wheels	10.	11. Summer Reading Ends 2 PM End of Summer Bash	12.
13.	14.	15.	16.	17.	18.	19.
20.	21.	22.	23.	24. 2 PM Andy Mason Children's Musician	25.	26.
27.	28.	29.	30.	 		

- Youth Services Displays - Photo opportunity in Youth Services for Summer Reading. Feathers are colored by the children who have signed up for Summer Reading. Beginning and end of June.



ON-GOING PROJECTS:

- Continuing to catalog and process adult and youth materials for placement on new shelf.
- Working on record database maintenance and clean up as well as member database corrections and updates.
- Ongoing weeding and repair of library materials.
- Collection Development for Adult and Youth materials.
- On going training for staff to keep them up to date on technology, emergency operations, and all the varied areas of library work.
- Ongoing logging of donated materials for Ted and Glynda Bonnell Collection.
- Increasing library outreach programming.
- Increasing library Adult programming.

STATISTICS:

- Library material checkouts were 3,998 and check ins were 3,671.
- Visitors total were 10,759.
- We issued a total of 89 new cards and updated 172 cards.
- Overdrive e-book checkouts were approximately 1192. We had approximately 19 new users. There were 428 holds for e-audios and 294 holds for e-books and we had 70 holds for print materials.
- Database usage from Catalog Page: El Portal 11; Pebble Go/Next 5; NM News Plus 6; Mango 8.
- Reference questions totaled 1,755 .
- Computer users totaled 242.
- Gabbie, a text message application on our Integrated Library System Biblionix, was used approximately 383 times by 88 unique users.
- We added 270 material items.
- We had 24 Interlibrary Loan requests, and 24 books have been received.

- We had the Writer's Group Meet two times and had a total of 16 attendees.
- There were 883 external catalog searches, 1803 internal searches by 182 unique users.
- There were approximately 15,307 actions performed in our Biblionix Integrated Library Software.

RUIDOSO PUBLIC LIBRARY (LIBRARY OPERATIONS STATS) FY 2024-2025													
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	YTD
CIRCULATION/CHECK OUTS/													
Adult Books	1,408	1,135	1,074	1,140	821	975	1,114	995	1,171	1,163	966	1249	13,211
Juvenile Books	1,751	1,372	1,556	1,593	1,168	1,132	1,509	1,238	1,400	1,391	1,422	2250	17,782
Adult Media	477	347	306	390	358	488	549	394	503	515	341	218	4886
Juvenile Media	232	162	141	126	158	71	85	84	135	157	182	218	1751
Library Use	18	21	14	18	9	9	33	20	23	17	15	22	219
Paperbacks	47	59	74	64	44	55	41	21	83	40	45	41	614
Check Ins	3,417	3,115	3,346	3381	2413	2408	2929	2513	2942	2896	2731	3671	35,762
Total Books & Media	7,350	6,211	6,511	6,712	4,971	5,138	6,260	5,265	6,257	6,179	5,702	7,669	74,225
Tumble books	0	19	150	255	491	256	846	127	32	50	65	0	2291
Overdrive	1,225	1,158	1107	1188	1034	1202	1236	1064	1264	1101	1224	1192	13,995
Total E Collection	1225	1177	1257	1443	1525	1458	2082	1191	1296	1151	1289	1192	16286
Total Circulation	8,575	7,388	7,768	8,155	6,496	6,596	8,342	6,456	7,553	7,330	6,991	8,861	90,511
CIRCULATION OPERATION													
Days Open	26	27	24	25	22	24	25	23	26	26	25	25	298
Hours Open	192	180	176	192	152	176	184	164	188	192	184	184	2164
Reference	988	961	930	911	702	711	639	771	920	880	1222	1755	11,390
New Cards	50	53	49	51	26	34	40	34	66	103	62	89	657
Patron Updates	190	142	133	120	123	108	167	102	123	127	105	172	1612
Tours	0	0	107	0	71	0	0	0	0	0	19	32	229
Library Conference Rm	49	59	63	43	38	36	99	50	70	63	44	98	712
Classroom	0	0	3	17	46	0	50	0	0	49	0	0	165
Archive Room	131	63	36	22	2	5	12	8	18	76	107	148	628
Gate Count	7294	6701	5265	6543	5305	6000	6033	5397	6491	8584	7938	8256	79807
Total Patron Visits	8,920	8,186	6,786	7,924	6,487	7,094	7,249	6,549	7,902	10,100	9,706	10,759	97,662
ILL Requests	28	21	18	17	10	11	39	19	23	16	15	24	241
ILL Borrowed Items	28	21	18	17	10	11	39	19	23	16	15	24	241
COLLECTION													
New Books Added	109	97	112	119	154	139	66	145	166	110	126	240	1583
Audiobooks Added	3	4	0	8	1	3	1	3	2	5	3	2	35
DVDs Added	5	5	0	10	1	8	0	20	10	12	7	28	106
Total Items Added	117	106	112	137	156	150	67	168	178	127	136	270	1724
Items Discarded	76	20	156	76	86	37	12	60	148	26	56	138	891
PROGRAMMING													
Children's Programs 0-5 years	2	0	4	10	8	6	8	6	7	8	0	11	70
Children's Attendance 0-5 year	115	0	33	310	157	122	107	95	177	121	0	612	1849
Children's Programs 6-11 year	3	1	5	1	1	2	1	1	1	1	0	5	22
Children's Attendance 6-11 year	16	95	92	100	49	137	19	38	33	57	0	513	1149
Teen Programs 12-18 years	2	0	1	4	1	1	1	1	1	1	0	3	16
Teen Attendance 12 -18 years	18	0	3	56	4	15	12	2	13	5	0	20	148
YS Passive Programs		5	5	7	4	5	4	4	2	4	4	5	49
YS Passive Participation		304	513	128	43	63	65	57	48	214	251	439	2125
Adult Programs	4	3	2	2	1	1	2	2	2	3	3	4	29
Adult Attendance	175	77	10	10	5	5	12	10	10	32	16	133	495
TECHNOLOGY USAGE													
Public Computers	291	262	302	282	215	229	194	250	287	282	235	242	3,071
WI-FI	64				200	208	62	60	54	57	52	59	816
COMMUNITY OUTREACH													
Volunteer Hrs (Adult)	87.5	174.25	149.5	171	140	138.5	126	117	140.5	63	132.75	162	1602
Volunteer Hrs (Teen)	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Volunteer Hrs	87.5	174.25	149.5	171	140	138.5	126	117	140.5	63	132.75	162	1602
ONLINE RESOURCES													
Brainfuse/Help Now	0	0	0	0	0	0	0	0	0	0	0	0	0
Brainfuse/Job Now	0	0	0	0	0	0	0	0	0	0	0	0	0
Ancestry	0	0	0	5	0	0	0	0	18	0	0	0	0
Mango Languages	0	1	6	3	30	12	5	3	1	1	6	8	76
Pebble Go/PebbleGoNext	0	0	4	2	3	0	1	0	0	3	0	0	13
Niche Academy	6	30	0	2	1	0	0	178	0	0	0	0	217

PARKS AND RECREATION

Ruidoso Schools MOU MAINTENANCE AND FINANCES

- Staff cleaned Parks and Restrooms, (33-man hours White Mtn.) **\$924.00 personnel.**
- Staff added dirt, added Crusher fines, Seed Athletic Fields, worked in Kids Konnection, worked on the drainage ditch, and added protective covers on the Pickleball fence, 128-man hours.

Total Supplies \$5,350.00

Water -6/20/25

Gavilan Water Bill

White Mountain Water Bill

White Mountain Electric Bill-April

Personnel

\$634.72

\$7,322.93

\$359.88

\$4,508.00



\$18,175.53

Photo Courtesy Mark Stambaugh

161

TOTAL HOURS



Parks and Facilities PROJECTS BY NUMBERS

- Staff cleaned and maintenance parks, and buildings. 1496-man hours.
- Staff picked up trash on medians, parks, free parkings, and cleaned graffiti, 24-man hours.
- Staff worked on athletic fields, 204-man hours.
- Staff mowed and weed eated parks, 88-man hours.
- Staff sprayed Weeds in parks and at Village building, 24-man hours.
- Staff seeded athletic fields and Wingfield Park, 20-man hours.
- Staff worked removing mud and debris in Two Rivers Park, 12-man hours.



1868

TOTAL HOURS

Keep Ruidoso Beautiful

- The Keep Ruidoso Beautiful Committee Meeting was held in June at Village Hall.
- Chris Camacho is the new Executive Director of Keep Ruidoso Beautiful.
- Keep Ruidoso Beautiful received a grant award of \$61,121.50 FY26.
- Park staff removed graffiti, stickers and picked up trash, 24-man hours.
- Keep Ruidoso Beautiful sponsored the Church of Jesus Christ of Latter-Day Saints, boys, picking up trash, raking and pulling thistles at Alto Lake. The girls of the Church of Jesus Christ of Latter-Day Saints, painted two Murals at the Tom Jones and Bob Moore Memorial Fire Stations.



Programs & Activities

YOUTH AND COMMUNITY ACTIVITIES

- Recreation Staff assisted with HMYC Bed Race support at Wingfield Park.
- Midtown Market opened June 7th at Country Club Park with 73 seasonal vendors registered.
- Recreation Staff assisted with the NFS Youth Fishing Day at Grindstone Lake on June 14th.
- The "Rec Your Summer" Wilderness Camp program enjoyed two sessions June 16 - 27, with 40 registered participants age 7 - 12.
- Rec Staff participated with XTERRA and local partners to strategize trail maintenance logistics.
- Recreation Staff continues assistance with "Music Under a Mountain Sky" set up.
- Recreation Staff and Seasonal Staff continues Dam House and Pay Station work and cleanup at Grindstone Lake.
- "Run, White & Blue 5k" prep continue for July 5th.
- "All - American Tailgate & Drone Show" prep continue for July 5th.
- Registration Open for Football, Basketball, Volleyball and Soccer.



Wilderness Camp, 6/18/25



XTERRA.



RUIDOSO

PARKS & RECREATION
LIVING IN NATURE'S PLAYGROUND
PROGRAMS & ACTIVITIES

Public Pool Update

- The Swimming Pool opened as scheduled on May 24th at 11:00AM.
- A new chemical controller was installed and is up and running.
- We've almost reached full capacity every day so far, except the rainy or cloudy days.
- Swim lessons started on June 2nd as scheduled with all classes being filled to the max.
- Private Pool Party sales is still going on. Some days/dates are still available to be reserved.
- All Pool pumps and impellers are running well.
- The swimming pool cleaning robot was sent in for maintenance.



Community Center

STAFF AND UPDATES

- The Ruidoso Community Center has been busy with more people showing up for the summer months. Classes are being well attended, meals have been showing a great turnout, and exercise equipment is at an all-time high usage. Many new people are signing up to be part of the center and staff have been getting numerous calls asking about the classes that are offered.
- Region IX hosts a children's playgroup at the Community Center each month. Everyone in the community is welcome to come in and attend the playgroup with their children. The session is usually hosted on the 3rd Thursday of each month from 9:00am to 11:30am but an additional session has been added. Region IX will now have an additional class starting in July which will be on the 1st Wednesday of each month from 9:00am to 10:30am. These playgroups are also in line with another playgroup that is hosted by a volunteer which is held every Tuesday from 10:00am to 11:30 am. These playgroups are well attended, and many parents take their children to the playground outside in the School House Park afterwards.
- Veterans Department assistance is ongoing at the Ruidoso Community Center. Veterans Service officers come to the center on the first Wednesday of every other month from 10:00am to 3:00pm. Assistance includes veteran's benefits, medical & health issues, homelessness, education, rehabilitation, and transportation. Walk-ins are always welcome.
- \$2 Breakfast is offered in the center on Fridays from 8:00am to 9:30pm. Breakfast includes scrambled eggs, hash, pancakes, oven roasted potatoes, toast, white gravy, refried beans, coffee, and orange juice.
- The Community Center offers popcorn and coffee daily for anyone. These items are offered to the public as an invite into the center to come in to socialize and also to get the day started.



4 Staff Members

4 Weekly Activities



Community Center

Retired and Senior Volunteer Program

- The Village of Ruidoso RSVP Program continues to grow each month with so many amazing volunteers who love to be here to help and serve the community.
- For the month of June, The RSVP Coordinator, Amber Wood spent time getting bouquet gifts out to any of the RSVP volunteers that were unable to attend. Volunteer site visits were continued to be made to each of the volunteer stations around Lincoln County to check on the volunteers and their locations. Two of the stations highlighted this month were Captain Library and Ft. Stanton Museum after the fire they had right next to them. The Fort itself was ok thankfully, however there were a couple of outlying buildings in the Internment camp that had been damaged.
- Captain Library has been busy gearing up for their summer programs and getting a new mural painted on their children's room wall that looks amazing!!! They also partner with the Captain schools Art Program that holds a student art contest each year. The 2 winners get their winning art showcased onto bookmarks that are made and sold in the Captain Library for \$1.00. (Photo showed) Such a great fundraising idea!!
- The RSVP volunteer stations have been getting more and more help with all of our seasonal volunteers coming back into town for the summer.
- Volunteer Stations with the most contributed hours this past month were the Captain Library- we call this the station that never sleeps:
 - Carol Pencil- Captain Library- with 53 hours (as photo shown)
 - Ramona Solvay- Captain Library- with 44 hours
- Retired and Senior Volunteer Program Staff are excited for all of the summer months ahead. The program looks forward to all of the out of town visitors, and the summer RSVP volunteers that return to play in our nature playground. ©



24.1
Volunteers

1,836
Volunteer Hours



POLICE DEPARTMENT

Dispatch all calls for service

Total Calls for Service- 1,600

Total Positions Available- 11

Total Positions Vacant- 2

Positions Hired this month-1

Total Applications this month – 0

Patrol Division calls for service

Total Calls for Service- 782

Total Arrests made- 19

Total Citations Issued- (pull from tracs)

Total Reports taken- 92

Special Operations Conducted- 1

Total Positions Available- 20

Total Position Vacant- 6

Positions Hired this month- 1

Total Applications this month –8

ACO/Code Enforcement calls for service

Total Calls for Service- 159

Citations Issued- 0

Special Operations Conducted- Monsoon flooding events

Reports Taken- 9

Total Positions Available- 3

Total Position Vacant- 0

Positions Hired this month- 0

Total Applications this month – NA

Criminal Investigations Division

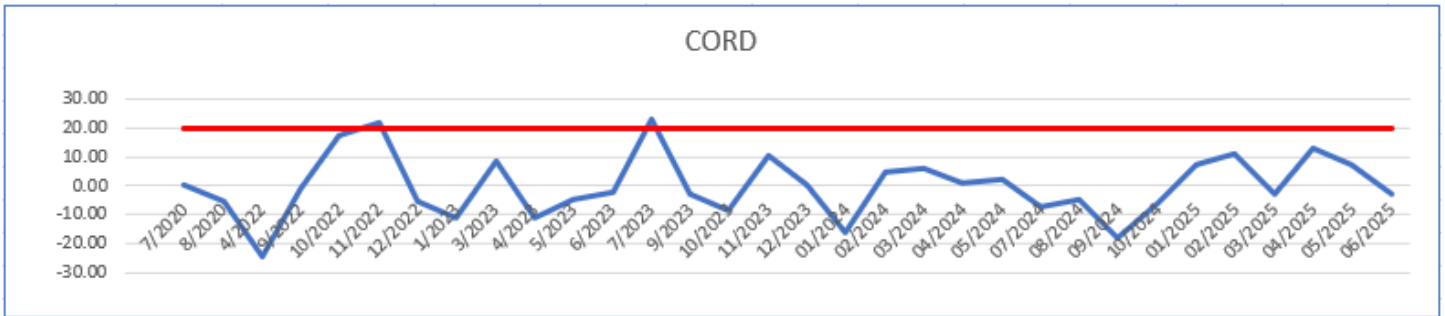
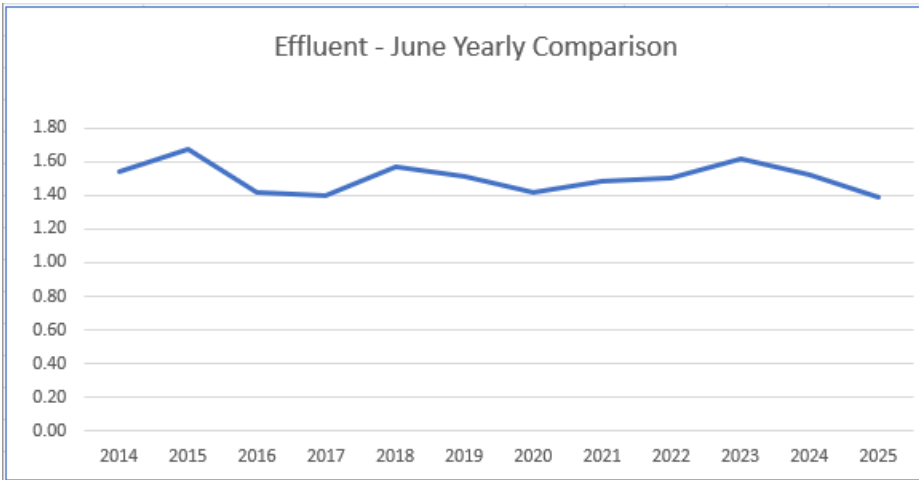
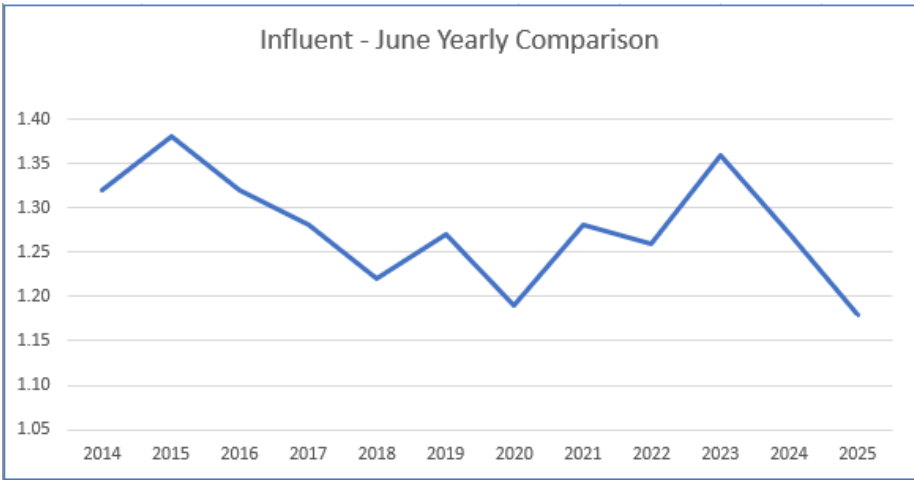
Total Calls for Service- 27

New Cases Received- 6
 Pending Cases- 14
 MCU Callouts – 1
 Special Operations Conducted- 0
 Backgrounds – 1

Total Positions Available- 4
 Position Vacant- 1-Narcotics
 Positions Hired this month- 0
 Total Applications this month-0

REGIONAL WASTEWATER TREATMENT PLANT (RWWTP)

RUIDOSO - RUIDOSO DOWNS REGIONAL WASTEWATER TREATMENT FACILITY										
MONTHLY RECORD FOR INFLUENT AND EFFLUENT										
DATE	DAY	FLOW	TEMP.	pH	T.S.S.	BOD5	E. COLI	TRC ug/L	INF. T.S.S.	INF. BOD5
06/01/25	Sun	1.46	20.4	7.02				N/A		
06/02/25	Mon	1.41	20.1	7.17				N/A		
06/03/25	Tues	1.30	20.3	7.33			18.5	N/A		
06/04/25	Wed	1.21	19.9	7.12	1.40	1.40		N/A	94.0	117.6
06/05/25	Thu	1.26	20.4	7.19				N/A	VSS 78.0	pH 7.21
06/06/25	Fri	1.40	20.3	7.23				N/A	VOL.83.0%	TEMP. 19.7
06/07/25	Sat	1.43	20.3	7.19	1.40	1.40	18.5	N/A	98.5	98.8
06/08/25	Sun	1.57	20.6	7.13				N/A	%removal	%removal
06/09/25	Mon	1.50	21.0	7.25				N/A		
06/10/25	Tues	1.36	21.0	7.27				N/A		
06/11/25	Wed	1.36	20.6	7.24				N/A		
06/12/25	Thu	1.33	21.0	7.15				N/A		
06/13/25	Fri	1.30	20.9	7.11				N/A		
06/14/25	Sat	1.49	21.3	7.25				N/A		
06/15/25	Sun	1.50	21.4	7.18				N/A		
06/16/25	Mon	1.38	21.5	7.17				N/A		
06/17/25	Tues	1.39	21.5	7.11			33.0	N/A		
06/18/25	Wed	1.31	21.8	7.28	0.60	1.54		N/A	272.0	287.7
06/19/25	Thu	1.32	22.0	7.26				N/A	VSS 250.0	pH 7.31
06/20/25	Fri	1.36	21.8	7.15				N/A	VOL.92.0%	TEMP. 15.2
06/21/25	Sat	1.53	21.9	7.16	0.60	1.54	33.0	N/A	99.8	99.5
06/22/25	Sun	1.57	21.9	7.07				N/A	%removal	%removal
06/23/25	Mon	1.42	21.9	7.35				N/A		
06/24/25	Tues	1.35	21.8	7.14				N/A		
06/25/25	Wed	1.27	22.2	7.24		1.52		N/A		251.0
06/26/25	Thur	1.33	22.0	7.02				N/A		pH 7.31
06/27/25	Fri	1.22	22.1	7.24				N/A		TEMP. 15.2
06/28/25	Sat	1.40	22.0	7.14		1.52		N/A		99.4
06/29/25	Sun	1.52	22.1	7.25				N/A		%removal
06/30/25	Mon	1.46	22.0	7.32				N/A		
MONTHLY AVG.		1.39			1.00	1.49	25.8			



SOLID WASTE

- The department is down one CDL Truck Driver, and a Mechanic.
- Grapple pick up has really picked back up. There are lots of needles falling (this time of year) and people are out cleaning; on top of forestry compliance clearing. Constant green waste (and other junk) illegal dumping on Willie Horton between Hull and Gavilan.
- We only have 2 to 3 grapple drivers running full time. We are having to pull grapple drivers to run other routes including refuse and transport.
- We are still getting some illegal dumping. People are still cleaning out their homes and property of flood debris and others are remodeling damaged property.

Universal Waste Systems Statistics:

- Listed below you will find information regarding green-waste that has been collected within Village of Ruidoso and taken to Sierra Contracting/Universal Waste Systems for disposal:

Fiscal Year		Cubic Yards of Yard Debris to Sierra Contracting	Fee	Loads
2023/2024				
JUL		5,780.00	\$56,130.66	266
AUG		4,538.00	\$44,069.37	214
SEP		4,352.00	\$42,263.09	198
OCT		3,361.00	\$32,639.30	164
NOV		3,559.00	\$34,562.12	166
DEC		3,725.50	\$36,179.03	178
JAN	UWS	4,261.00	\$41,721.91	198
FEB		2,250.50	\$56,039.41	265
MAR		3,180.00	\$31,284.76	150
APR		3,658.00	\$33,141.48	170
MAY		4,779.00	\$43,805.10	219
JUN		4,660.00	\$42,219.60	215
	TOTAL	48,104.00	\$494,055.83	2403
TONS		7215.60		

Fiscal Year		Cubic Yards of Yard Debris to Universal Waste Sys.	Fee	Loads
2024/2025				
JUL		4,090.00	\$37,055.40	191
AUG		3,377.00	\$30,396.30	160
SEP		3,456.00	\$31,311.36	165
OCT		4,451.00	\$40,326.06	211
NOV		3,625.00	\$32,842.50	172
DEC		4,438.00	\$40,208.28	206
JAN		3,676.00	\$33,304.56	169
FEB		3,539.00	\$32,226.42	165
MAR		3,777.00	\$34,219.62	175
APR		3,151.50	\$28,398.57	148
MAY		3,425.00	\$31,030.50	161
JUN		2,711.00	\$24,561.66	125
	TOTAL	43,716.50	\$395,881.23	2048
TONS		6557.48		

Lincoln County Waste Transfer Statistics:

- Listed below are the year-to-date deliveries of municipal solid waste from Lincoln County via Universal Waste Systems to the Gavilan Canyon Transfer Station:

MONTH	GROSS LOADS	GROSS TONS DELIVERED TO T.S.	PRE TAX FEE
2024/2025			
MARCH	26	164.26	\$9,847.39
APRIL	30	173.89	\$10,424.71
MAY	29	171.55	\$10,284.42
JUNE	20	126.55	\$7,586.67
JULY	27	170.97	\$10,249.65
AUGUST	23	134.50	\$8,063.28
SEPTEMBER	22	104.66	\$6,274.37
OCTOBER	15	98.10	\$5,881.10
NOVEMBER	23	149.22	\$8,946.34
DECEMBER	30	166.08	\$9,956.50
JANUARY	30	173.07	\$10,375.55
FEBRUARY	24	150.84	\$9,042.86
	299	1,783.69	\$106,932.84

MONTH	GROSS LOADS	GROSS TONS DELIVERED TO T.S.	PRE TAX FEE
2025/2026			
MARCH	26	164.26	\$10,093.78
APRIL	28	181.51	\$10,545.43
MAY	26	124.15	\$7,629.02
JUNE	25	125.08	\$7,686.17
JULY	0	0.00	\$0.00
AUGUST	0	0.00	\$0.00
SEPTEMBER	0	0.00	\$0.00
OCTOBER	0	0.00	\$0.00
NOVEMBER	0	0.00	\$0.00
DECEMBER	0	0.00	\$0.00
JANUARY	0	0.00	\$0.00
FEBRUARY	0	0.00	\$0.00
	105	595.00	\$35,954.40

Gavilan Canyon Transfer Station:

- Listed below are the year-to-date deliveries of solid waste made to the Gavilan Canyon Transfer Station then transferred via transport semi-trucks to Otero-Greentree Landfill in Orogrande: (No bill to update for August 2023 or June 2025)

Fiscal Year	Solid Waste Tonnage	Fee	Loads
2023/2024			
JUL	1,109.09	\$18,074.24	50
AUG	0.00	\$0.00	0
SEP	975.73	\$16,144.42	45
OCT	932.94	\$15,298.72	47
NOV	895.73	\$14,796.86	42
DEC	857.13	\$14,096.48	42
JAN	985.51	\$16,217.86	48
FEB	804.85	\$13,286.50	38
MAR	835.98	\$13,851.32	38
APR	859.71	\$14,831.11	41
MAY	989.04	\$16,385.89	45
JUN	773.76	\$13,631.39	36
TOTAL	10,019.47	\$166,614.79	472

Fiscal Year	Solid Waste Tonnage	Fee	Loads
2024/2025			
JUL	1,111.64	\$18,849.41	46
AUG	938.31	\$15,904.37	42
SEP	862.67	\$14,643.57	38
OCT	820.19	\$13,857.64	38
NOV	827.71	\$15,314.62	38
DEC	913.16	\$15,414.01	43
JAN	877.82	\$14,750.60	43
FEB	771.94	\$12,999.60	37
MAR	808.00	\$13,597.47	39
APR	830.13	\$13,937.61	41
MAY	893.36	\$15,073.71	42
JUN	0.00	\$0.00	0
TOTAL	9,654.93	\$164,342.61	447

STREETS

4 WEEK PERIOD - Projects in progress or completed by employees of the Street Department

Trimming

- Bush, tree trimming and stump removal

Speed Limit, Street Name & Safety Signs (“One Call” Marking – Installation - Repair)

- Signs - Skyview, South Mountain View/West Riverside, Walnut/Sutton, Nabors/Stub
- Mirror – Windsor

Road & Right of Way Maintenance (Motor Grader - Backhoe Dirt Work)

- Jersey barrier, orange barricades - Johnson

- Flood watch, debris removal, cleaning roads – Village wide

Drainage Issues (Ditch cleaning, culvert maintenance, berm construction)

- Clean ditches, culvers, debris dams – Sandstone, Forrest, River Trail, St. Vitus, Riley Cove
- Repair, install berm, swale, install culver – River Trail, Mountain View, Main Reservoir, South Mountain View, West Riverside
- Clean and repair, drop inlet, debris dam – Village wide

Utility cuts (Water and Sewer department and Utility Companies – Patch streets with hot mix, haul debris piles, inspections & assessments)

- Cold mix fills – Marble, K Charles McClellon, Heath, C Sudderth and Apache Trails

Sweeping Streets

- Swept – Topside

Blade work, blade patching

- Blade work, gravel, base course, millings – Rooney

Pothole patching

- Brady, Main, Skylane, Keyes

Coop Project – Innsbrook

- Pave – Riley Cove
- Cleaned parking lots
- Culvert and ditches – Riley Cove

Street Department news

- Maintenance work on Hot Plant
- Street staff online training
- Cleaning and maintenance equipment and trucks
- Maintenance Worker I position is open

General street repair and drainage work orders

- The goal is to keep these issues moving in a timely manner.

Future and ongoing assignments and Projects are as follows:

Project # & Location:	Project Funds:	Type of Fund Recv'd.:	Completion Deadline:	Current Status:
COOP 23-24	Application to be submitted 2/14/23 To council Asking 25% \$76,212.00 75%\$228,636.00 Total=\$304,848.00	Received: \$257,077 VOR 25% \$64,269 NMDOT 75% \$192,808	12/31/2024 12/31/2025	Resolution to council for approval of support 2/14/23. Submitted Application to NMDOT 2/22/23. Awarded Funding 06/06/23. Due to Southfork Fire & Burn Scar Flooding VOR requested NMDOT for 1 yr. extension of project, NMDOT granted extension.
MAP 2025	Application to submitted 2/16/24 to Council Asking 25%\$94,491.25 75%\$283,473.75	Received: \$377,965 VOR 25% \$94,491 NMDOT 75% \$283,474	6/30/2026	Resolution to Council for approval of support 2/06/24. Submitted Application to NMDOT 2/16/24. 7/2024 Awarded funding

	Total=\$377,965			
COOP 2025	Application to be submitted 2/16/24 To council Asking: 25% \$83,591.25 75% \$250,773.75 Total=\$334,365.00	Received: \$334,365.00 VOR 25% \$83,591 NMDOT 75% \$250,774	12/31/2025	Resolution & Application to council for approval of support 2/06/24. 2/16/24 submitted application to NMDOT. 7/2024 awarded funding
COOP 2026	Application to be submitted 2/16/25			Resolution & Application to council for approval of support 2/11/25. 2/26/25 submitted application to NMDOT
MAP 2026	Application to be submitted 2/16/25			Resolution & Application to council for approval of support 2/11/25. 2/26/25 submitted application to NMDOT.

TOURISM

NMTD CO-OP PROGRAM FY25

Our NMTD Co-op Award for FY25 which will give us a \$913,300 media buy. In addition, we obtained an additional allocation of \$100,000 which funded our fire recovery campaign in the fall of 2024.

FY25 New Mexico True CoOp MMP Production Summary						
Organization Name: Ruidoso - Fire Recovery Incremental Plan						
MEDIA TYPE	INITIATIVE	DETAILS	#	TARGETING	IN-MARKET DATE(S)	PARTNER INPUTS
CONTENT / ORGANIC SOCIAL	In-State Social Content Fire Recovery Missions x2	NM Influencers Caitlin & Amy (Simply Social) make 2 strategically timed trips to highlight the recovery, the community pulling together, and how New Mexicans can help (and come back when the time is right). Focused talking points & features	2	In-State	Mid-August / September Content Capture	INPUT FORM (Key Messaging)
CONTENT / ORGANIC SOCIAL	Custom Fire Recovery Regional Micro-Influencer content for Paid Social Distribution (Insta Reels)	8-10 In-state/W Texas influencers	1	In-State, West Texas	Mid/Late September	
DIGITAL	Meta Paid Ads Package: FB Video - Static; Instagram Reels	View	1	West Texas		SUBMIT FACEBOOK STATIC INPUTS SUBMIT INSTAGRAM STATIC INPUTS
DIGITAL	Managed Search	Focused search effort to drive traffic to right places for early recovery conversion	1	TBC		
DIGITAL OOH	Albuquerque Programmatic Digital Out-of-Home (6 weeks)	View	1	ABQ	Mid-Aug/Sept	Use provided OOH ad templates on Brand Resource Hub.
DIGITAL OOH	West Texas Programmatic Digital Out-of-Home (6 weeks)	View	1	Amarillo, Lubbock, Midland/Odessa	Mid-Aug/Sept	Use provided OOH ad templates on Brand Resource Hub.
DIGITAL OOH	El Paso Programmatic Digital Out-of-Home (6 weeks)	View	1	El Paso/ LC	Mid-Aug/Sept	Use provided OOH ad templates on Brand Resource Hub.

Q4 CO-OP CREATIVE



Q4 BILLBOARDS: APR-JUN 2025

We ran out-of-home advertising in both El Paso and Albuquerque markets, including temperature boards.



THE Agency
MARKETING COMMUNICATIONS

Q4 EVENTS: APR-JUN 2025

8th Annual Bunny Run/Walk and Easter Egg Hunt

RUN RUIDOSO

March 31, 2025

Annual Bunny Run/Walk
7:00 AM race start
Cedar Creek
Recreation Area Trails

Easter
Egg Hunt
10:00 AM
Wingfield Park

Diposco.com

Lincoln Forest Renaissance Faire

NEW 10-18, 2025
Wingfield Park

Adults: \$20
Seniors: \$15
Students: \$10
Children: \$5

10-18, 2025
Wingfield Park

Adults: \$20
Seniors: \$15
Students: \$10
Children: \$5

Additional children: \$30 a day

www.LincolnForestRenaissance.com

Under a Mountain Sky

FREE event
sponsored by the Village of Ruidoso

2025

Summer Outdoor Music Series at Wingfield Park 6-8PM

Jerry Garcia	May 30
Dickie Dickerson	June 6*
Zach Aaron	June 13
Nick Taylor	June 20
Alice Wallace	June 27
Van Dierck	July 4
Blake Sorrow	July 11
Max Conner	July 18*
Phil Hamilton	July 25
Kevin Adams	August 1
Charlie Skelton & Band	August 8*
Billie Brown	August 15
Effie Stone	August 22
Bo Dependa	August 29

*Concert held at Country Club Inn

Diposco.com

Q4: SOCIAL

May

April

Ruidoso, New Mexico
April 18 @ 10:11 AM

New Mexico Tourism Department
April 21 @ 10:11 AM

Don't miss your chance to visit the Village! We've selected from the RUIDOSO TEL tradition to bring you the best of Ruidoso. The picturesque view will bring smiles from around the world. See more.

Ruidoso, New Mexico
May 1 @ 10:11 AM

This Week in Ruidoso
Ruidoso is a city with incredible sounds this week! Check our story or click below to see the full story from our local musicians to the performing arts, and our summer music series is bringing the heat to the cool mountain air!

Support artists performing at various venues from - from intimate coffee shops to our stunning outdoor amphitheater!

Tag a friend who needs some musical therapy!
<https://www.diposco.com/2025/05/01/whats-on-in-ruidoso/>
#Ruidoso #Ruidoso #Ruidoso #Ruidoso #Ruidoso #Ruidoso

June

Ruidoso, New Mexico
June 11 @ 10:11 AM

To all the dads who teach us to be brave, make us laugh until our sides hurt, and show us an unconditional love (aka - Happy Father's Day!) 🎉❤️

Don't forget to check out what Ruidoso has to offer during this special weekend! What's your favorite memory of your dad? Share it below!

<https://www.diposco.com/2025/06/11/happy-fathers-day-2025/>
#HappyFathersDay #Ruidoso #Ruidoso #Ruidoso

Q4: DIGITAL

Vertical escape.



RUIDOSO
NEW MEXICO

DiscoverRuidoso.com

Ski New Mexico

Summer's off and running!



RUIDOSO
NEW MEXICO

DiscoverRuidoso.com

Ruidoso News

Off-duty precision.



RUIDOSO
NEW MEXICO

DiscoverRuidoso.com

Military - Ft. Bliss & HAFB

Dappled dreams await.



RUIDOSO
NEW MEXICO

DiscoverRuidoso.com

Go-NewMexico

Q4: EMAIL

RUIDOSO
NEW MEXICO

Spring Blooms in the Mountains:
Your April Getaway to Ruidoso



Dear Residents and Visitors,

April in Ruidoso is where mountain air meets springtime magic. Blossoming trees paint the landscape, the Rio Ruidoso flows with fresh vitality, and all is set along scenic trails. Whether you're craving adventure, craving culture, or simply seeking a peaceful retreat, Ruidoso is your perfect spring escape.

April

RUIDOSO
NEW MEXICO

May Magic in the Mountains: Your
Guide to Ruidoso's Freshest
Adventures



Dear Residents and Visitors,

Hit the trail, breathe the clear, scented air, and discover why May is Ruidoso's secret season—and the gateway to summer.

The snow has melted, wildflowers are in bloom, and the mountains are calling. With Memorial Day weekend and among the official start of the [Summer Discoveries Series](#), it's time to get out there.

May

RUIDOSO
NEW MEXICO

Make It a Ruidoso Summer
Events, Escapes, and Mountain
Welcome



Dear Residents and Visitors,

Summer in Ruidoso brings a fresh rhythm to the mountains—longer days, live events, and the perfect excuse to unplug. Whether you're craving art markets, sipping cool evenings with live music, or hitting the trails in the early light, there's something here for every pace and passion.

June

Q4: WEBSITE

The Q4 updates to DiscoverRuidoso.com focused on content enhancements, seasonal relevance, and site performance.

New & Refreshed Articles

- [Locals Share Favorite Summer Things to Do in Ruidoso](#)



Ongoing Calendar & Event Page Updates

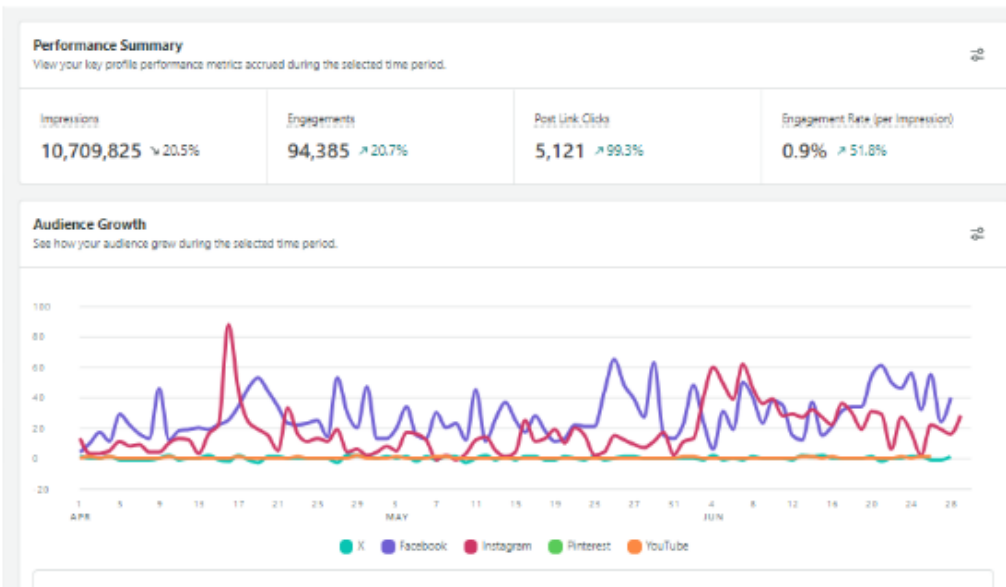
- Ensuring accurate and timely event details
- Adding working ticketing links and updated social media URLs
- Formatting for clarity, accessibility, and SEO

Q4: WEBSITE CON'T

Content Enhancements

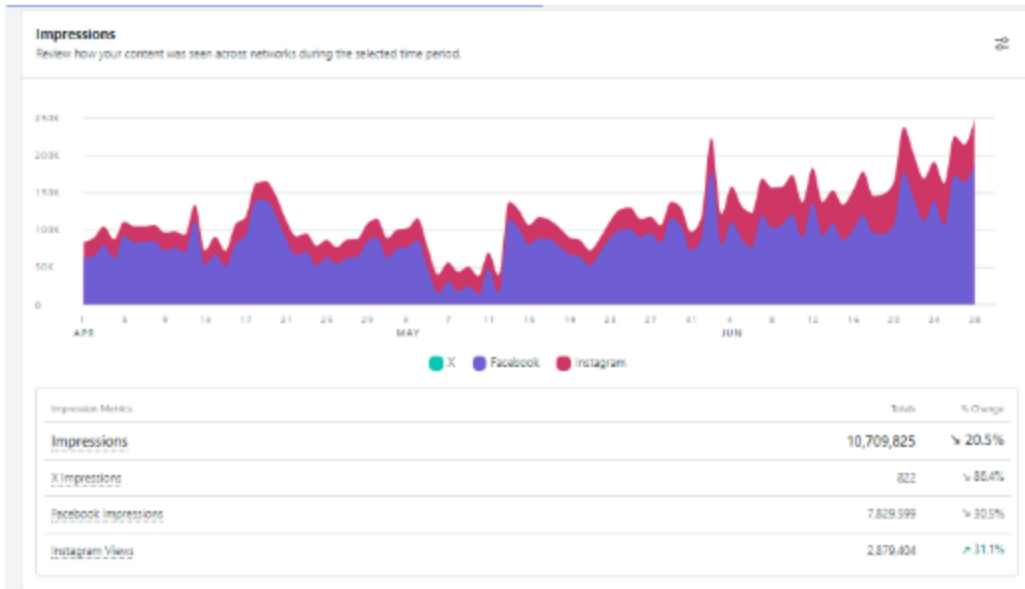
- Integrated structured data for improved visibility in search results across events, lodging, and activity pages.
- Refined headers and subheadings to boost on-page SEO and readability.
- Strengthened internal linking strategy to keep users exploring related content.
- Expanded FAQ sections with voice search-friendly phrasing.
- Continued to improve accessibility via alt text and clearer language.

SOCIAL OVERVIEW: APR - JUN 2025



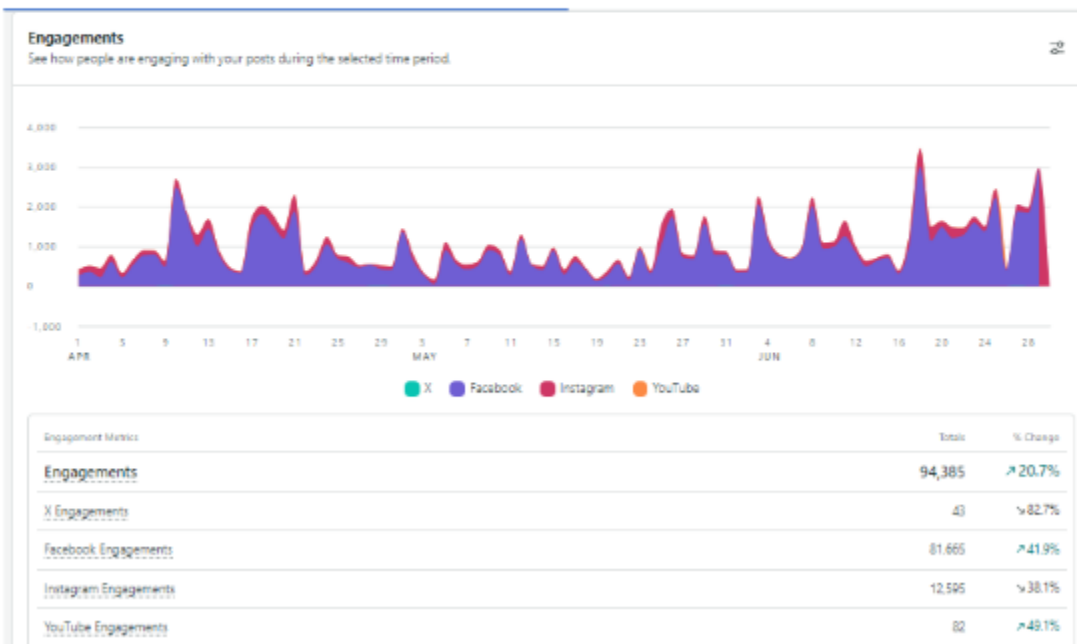
IMPRESSIONS: APR - JUN 2025

Tourism Social Sites

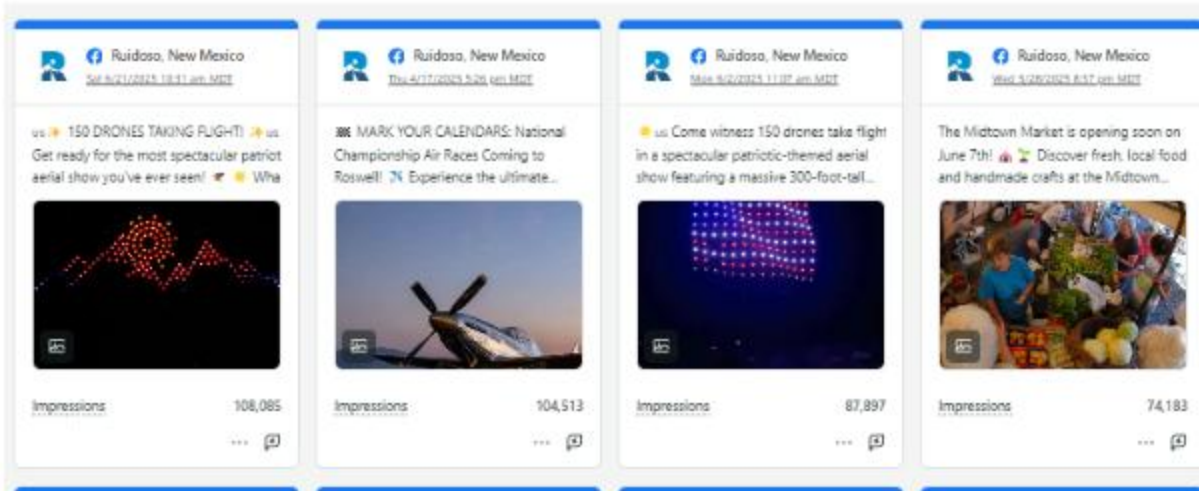


ENGAGEMENT: APR - JUN 2025

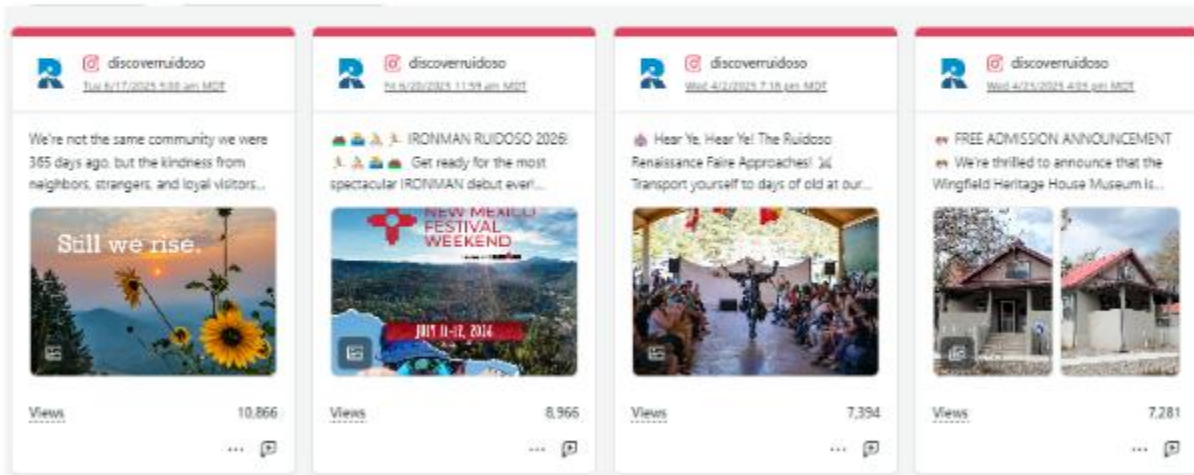
Tourism Social Sites



Q4: TOP PERFORMING FACEBOOK POSTS



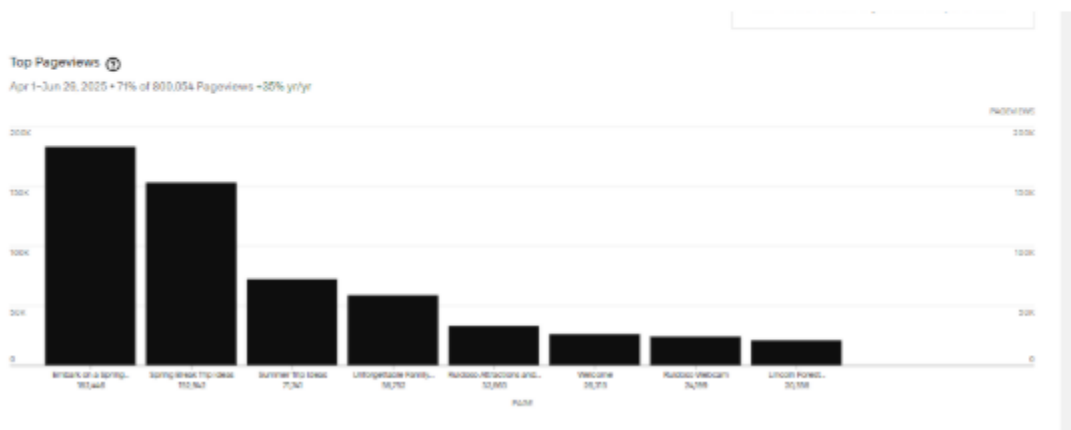
Q4: TOP PERFORMING INSTAGRAM POSTS



TOURISM WEBSITE OVERVIEW: APR-JUN 2025



TOURISM WEBSITE PAGE VIEWS: APR-JUN 2025



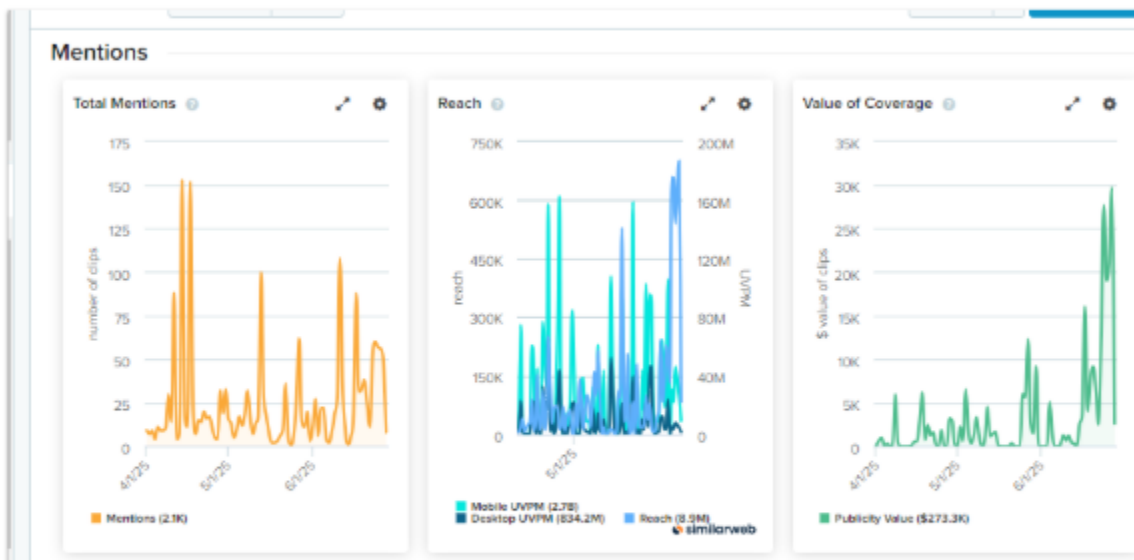
TOURISM WEBSITE GEOGRAPHIC OVERVIEW: APR-JUN 2025

Location	Visits
United States	59,322 (17.1%)
Texas	18,371
Unknown	10,890
California	14,850
New Mexico	15,195
Arizona	6,534
Tennessee	11,072
Florida	6,322
New York	4,173
Illinois	4,796
Michigan	5,071
Oklahoma	2,275
Idaho	4,325
Colorado	4,390
North Carolina	3,465
Other	4,322

Texas remains the leading source of traffic to [DiscoverRuidoso.com](#). During Q4 Dallas continued to surpass El Paso which can be attributed to our targeted marketing initiatives in the Dallas/Fort Worth area.

Location	Visits
Texas	171,402
Dallas	36,073
El Paso	34,234
Others	13,076
Houston	12,201
Unknown	4,754
Lubbock	4,364
Austin	5,356
San Antonio	4,176
Fort Worth	3,915
Arlington	3,810
Ames	3,047
Midland	3,000

PR: APR-JUN 2025



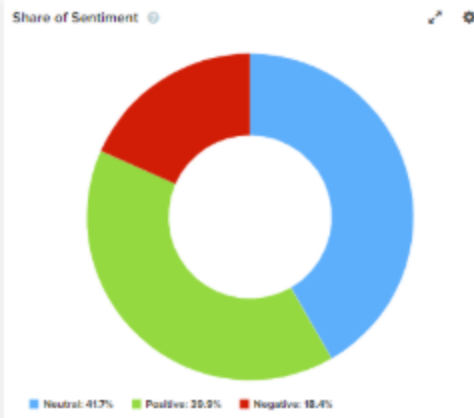
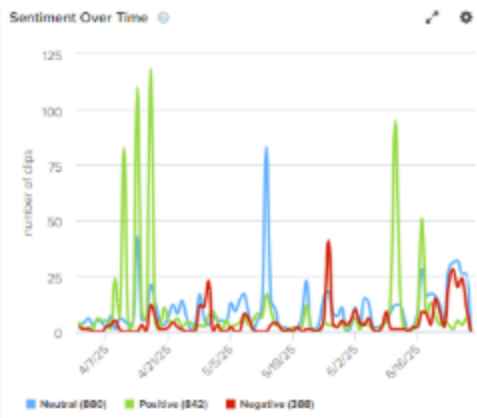
Total Mentions: Distribution of clips over time. Each clip counts as one mention

Reach: Distribution of clips over time based on their reach. Print/broadcast is based on circulation/viewership. Online is based on unique visitors per month.

Value of Coverage: Distribution of the publicity value. Each clip's value is calculated using a formula given to each outlet.

PR: APR-JUN 2025

Sentiment

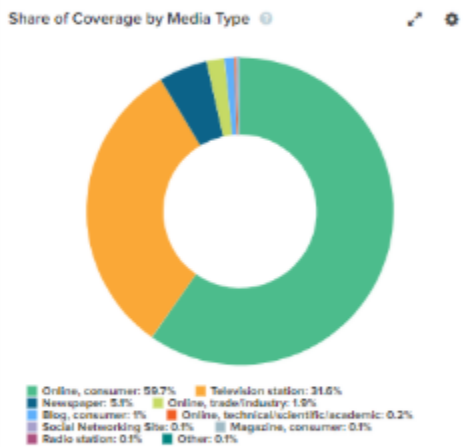
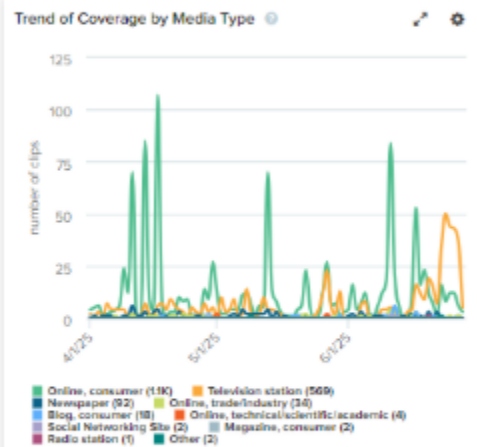


Sentiment Over Time: This is the distribution of sentiment tagged as positive, negative, or neutral as by calculated auto-toning.

Share of Sentiment: Breakdown of clips based on their sentiment by positive, negative, or neutral as by calculated auto-toning.

PR: APR-JUN 2025

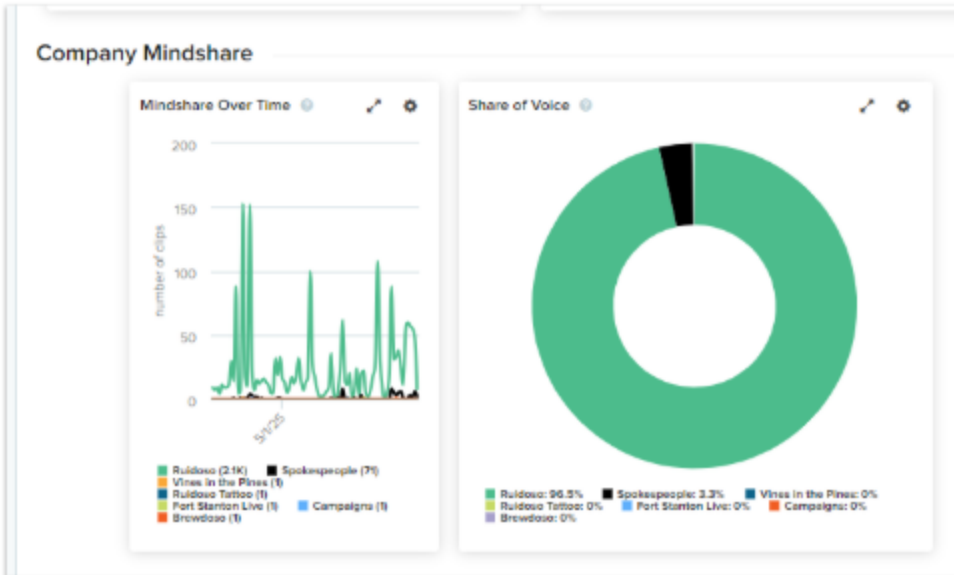
Coverage by Media Type



Trend of Coverage by Media Type: Distribution of the media type of all included clips. Each clip counts as one mention towards its media type.

Share of Coverage by Media Type: Breakdown of clips based on their media type.

PR: APR-JUN 2025



Mindshare Over Time:
Distribution of the companies mentioned in the collection of clips over time.

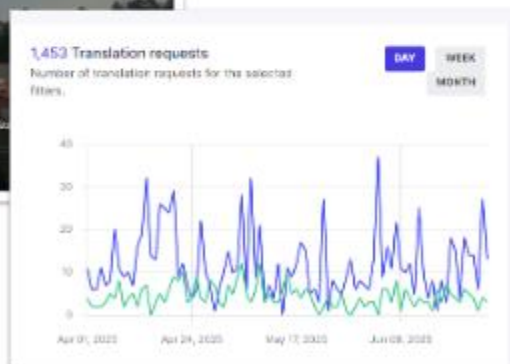
Share of Voice: Breakdown of the collection of clips Based on the companies discussed within them.

TRANSLATION TOOL

Translation requests by site visitors on DiscoverRuidoso.com by quarter.



Q1 - 1,188
Q2 - 2,663
Q3 - 1,884
Q4 - 1,453



WHAT'S COMING IN FY26...



NMTD CO-OP PROGRAM FY26

Our NMTD Co-op Award for FY26 was announced on 5/23. We received a \$920,913 media buy for our FY25/26 marketing.

It is a 2:1 match, so the VOR's share is \$306,971 and the NMTD matches that with a \$613,942 contribution.

FY26 NMTD Co-op Marketing Program		AWARD SUMMARY						
Organization Name	Website or Location	Type	#	Total \$ Value	NMTD \$	Partner \$ Contribution	Partner \$ Coe 10/1/25	Partner \$ Coe 10/20/25
Agency Contact	Adreem Greenway	NMP	23	\$920,913.00	\$613,942.00	\$306,971.00	\$193,285.50	\$147,685.50
Event	www.coop@nmtd.com	FLX	0	\$0.00	\$0.00	\$0.00	N/A	N/A
Phone	877-03-6458	Total	23	\$920,913.00	\$613,942.00	\$306,971.00	\$193,285.50	\$147,685.50

Initiative	Details	#	Total \$ Value	NMTD \$	Partner \$ Contribution	Partner \$ Coe 10/1/25	Partner \$ Coe 10/20/25
NMP AWARDS							
Video Production	Details	2	\$24,000.00	\$22,200.00	\$11,100.00	\$11,100.00	\$0.00
Micro-Influencer Outreach: Destination Program + Influencer Content Amplification	Details	2	\$65,000.00	\$48,000.00	\$20,250.00	\$16,125.00	\$10,125.00
Managed Search (Minimum 2 Cpl/line)	Details	4	\$52,400.00	\$41,800.00	\$20,900.00	\$16,450.00	\$10,450.00
Full Onsite Package (Conservation & Inland): Media (TV & 10) Digital & Video, PR, Remarketing, New Travel, Inland Ads, Rich Media, Sponsored Content, YouTube, CTV	Details	3	\$479,700.00	\$279,800.00	\$139,900.00	\$139,900.00	\$179,900.00
SNAP PACKAGE (Newsmag): 30s (PR & 10) Video, YouTube, Rich Media Video, In-Banner Video	Details	1	\$72,000.00	\$48,000.00	\$24,000.00	\$12,000.00	\$10,000.00
West Texas Programmatic Digital Out-of-Home (12 weeks)	Details	2	\$42,000.00	\$28,000.00	\$14,000.00	\$7,000.00	\$7,000.00
Dallas Programmatic Digital Out-of-Home (12 weeks)	Details	2	\$42,000.00	\$28,000.00	\$14,000.00	\$7,000.00	\$7,000.00
New Mexico True Adventure Guide - 2 Page Spread + Digital	Details	1	\$27,207.00	\$16,250.00	\$8,125.00	\$4,062.50	\$4,062.50
New Mexico Magazine Print Ads (3x, Full Page) + Digital	Details	2	\$75,640.00	\$15,780.00	\$7,890.00	\$4,545.00	\$4,545.00
Travel Monthly Print Ad (Full Page) + Digital & E-newsletter	Details	2	\$49,810.00	\$25,940.00	\$12,970.00	\$6,485.00	\$6,485.00
Dallas - D Magazine Print Ads (3x, Full Page) + Advertiser & Bonus E-newsletter	Details	2	\$38,076.00	\$24,384.00	\$12,192.00	\$6,096.00	\$6,096.00

WATER DISTRIBUTION / WASTEWATER COLLECTIONS

Wastewater Collections

Rodded feet-1850
150 feet- Service lines
1700 feet- Main lines
Blockages- 7
Customer-2
VOR-5
Repairs-5
Lines-4
Manhole-1
Dye test-0
Sewer Taps-1

Meter Readers

Work orders -225
Leaks – 183
Maintenance and prv- 28
Shut offs- 59

Watt Distribution crews

C-900 3 leaks.
¾ 5 leaks.
AC 2 -.6-in 6 inch.
Valves 1- 6 inch.
PVC 5 – 2inch.
Galvi 9 – 2inch galvanized

WATER PRODUCTION

Top priorities for Water Production – Tank Restoration Phase 1, Alto Lake Dam Analysis Evaluation and Design, and Upper Canyon Diversion Project.

- **Eagle Creek Diversion** – Diverting – **0 gpm** into Alto Reservoir (Depends on the ntu's and availability).
- **Upper Canyon Diversion** – Diverting – **700 gpm** into Grindstone Reservoir (Hollywood staff gauge is at **8.94 cfs**)
- **Alto Lake to Plant 3** – **0 gpm**
- **Grindstone Reservoir level Elevation** – **6877.4 – 42.17' (from spillway)**.
- **Alto/Grindstone Interconnect** – **178 gpm**.
- **Well Operations Plan** – Eagle Creek water (when available), NF4, NF3, NF1, Green Well, & A-1, A-2, A-3, A-4, Apple Orchard, Middle Gavilan, Fault, and Brown Well.
- **Alto East Tank** – Is offline and D&R Tank removed old roof and rafters.
- **Back Wash Tank** – **23.0' / 23' (Overflow)**
- **Little D Tank** – **28.4' / 32.0' (Overflow)**
- **Country Club Tank** – **32.4' / 23' (Overflow)**
- **Grindstone Lake Temp** – Down for repairs .
- **2024 Consumers Confidence Report** – 2024 CCR was mailed out and certification letter was submitted to NMED.
- **Updating the Source Water Protection Plan** – Updating the rough draft.

Plant #4

- Grindstone Tank level (3 million) = **49.0' / 51.9' (Overflow)** (6/30/25).
- Raw Water - **425,000 gallons** (6/30/25).
- Water produced - **361,000 gallons** (6/30/25).
- Completed monthly fire extinguisher inspections at plant 4 on 6/25.
- Plant operators are adjusting polymer flow rates as needed.
- Actual % TOC removal was 25.9%.
- Generator test (without load) is every Wednesday at 9:00 a.m. (SCADA alarms when generator starts and shuts down).
- Generator test (with load) is once a month on the first at 9:00 a.m.
- Filter 3 was repaired and is back in service.
- Filter 1 is offline was maintenance and repairs.
- Relocating the chemical feed pumps for filters 1&2.
- Working on plant cleanup inside and outside.

Plant #3

- West Alto Tank level (5 million each) = **57.0' / 57.8' (Overflow)** (6/30/25).
- East Alto Tank level (5 million each) = Drained for rehab.
- Water production – **958,000 gallons** (6/30/25).
- Raw water to plant – **977,000 gallons** (6/30/25).
- Alto Lake to Plant 3 – **124 gpm**
- Completed monthly fire extinguisher inspections at plant 3 on 6/25.
- Eagle Creek flow - **0 gpm**.
- Operators are utilizing zeta potential data to make polymer adjustments to optimize plant performance.
- Generator test (without load) is every Wednesday).
- Generator test (with load) is once a month.
- Actual % TOC removal was 0%.
- Working on plant cleanup inside and outside.

Wells/Booster Stations & Misc. Items

- Performing weekly maintenance and pump rotations at pumphouses.
- Completed monthly fire extinguisher inspections at all pumphouses in 6/25.
- Monitoring PRV's daily and repairing as needed.
- Repaired Timbers PRV.
- Completed physical PRV checks on all critical PRV's for June 2025.
- Wells are being rested in the Alto area and water is being pumped from Alto Reservoir to Plant 3.

Projects

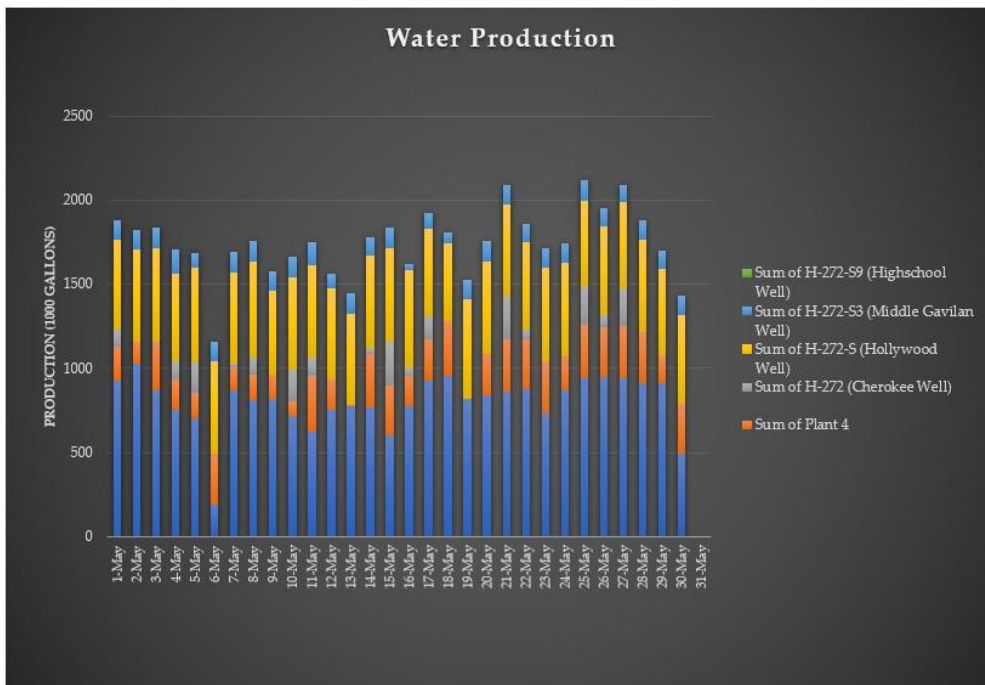
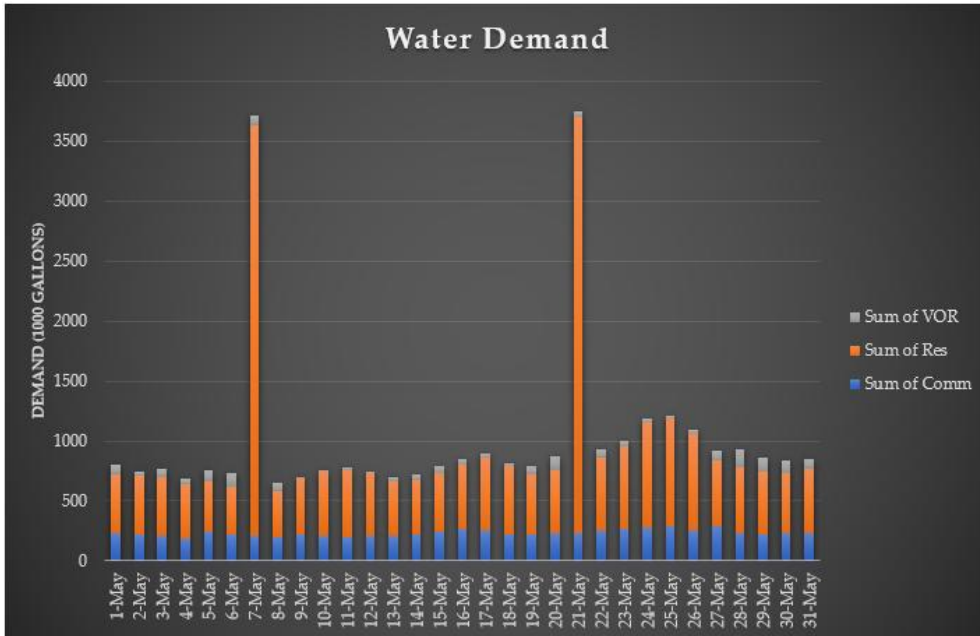
- Tank Rehabilitation Project – D&R Tank completed the new floor installation, installed new buckles and support columns, working on rafters and roof.
- Upper Canyon Diversion Project – Spartan Construction completed the substantial completion and working on punch list items.
- Tank Rehabilitation Phase 2 – A task order for preliminary and final design services from SMA was completed and will be on the July Council meeting.
- River Well – Will have another meeting with VOR staff and Roger Perry the week of July 7th.
- Alto Lake Dam spillway and routing analysis – Received funding from Water Trust Board working on a Task Order and will take it to Council for approval.

NMED/EPA/OSE

- Completed (20) Bac-T sampling for June.

- Completed May TOC samples for plant 3 & 4.
- Completed May SUVA samples.
- Submitted May MOR to NMED on 6/05/2025.
- Submitted Seepage data to NMOSE- DSB on 6/12/2025.

WATER RESOURCE



WINGFIELD HERITAGE HOUSE MUSEUM

- The museum won two awards this month. The Wingfield Heritage House Museum is proud to announce that our “Ruidoso Rewind” radio program is the recipient of a 2025 American Association of State and Local History (AASLH) Award of Excellence. The AASLH Leadership in History Awards, now in its 80th year, is the most prestigious recognition for achievement in the preservation and interpretation of state and local history. The Wingfield Heritage House

Museum is the only New Mexican award winner this year. AASLH recognized 54 winners nationally.

- We are also proud to have won the Ruidoso Valley Chamber of Commerce's 2025 Beautification Award! We were recognized at the Chamber's June 27th banquet.
- Our second Time Turners Book Club met on the 13th at the Library, with 5 people in attendance. We discussed "The Wager: A Tale of Shipwreck, Mutiny and Murder," by David Grann.
- We currently have an open posting for the Wingfield House Education Curator position, newly created for this fiscal year.
- With the help of the Parks staff, we now have solar lights on our outdoor signs. They also helped us by installing hanging rail in our hallway areas, so look for some new displays in the next few weeks there.
- We confirmed with Xterra that they'd like us to have a historical display at their fair area. Stephanie is working on designing new panels to use for that.
- We had 95 people visit the museum in June, up from 83 in May. 14% were from Lincoln County, down from 18% in May.
- The Friends of the Wingfield Heritage House Museum are now online at <https://wingfieldfriends.org> and are able to take donations and membership payments online. They are also set up with the North American Reciprocal Museum Association, so that our members (who join at \$100 or above levels) can get free or discounted admission to over 1400 museums all over North America, including several museums in New Mexico.
- We had our first tour group this month, from the Alamogordo Senior Center.
- We have started scanning the Carmon Phillips Collection of negatives, borrowed from the Hubbard Museum. This project will probably take several months to complete, but the images are going to be a great addition to our collection. Many haven't been seen since they were taken decades ago.
- We are testing our new online portal to the collections database and getting records ready to include in the portal. The portal will be available to view some of our photo records in the next few weeks. So far, we have just over 1900 records in the database.



1962 photo of Estes Cleaners Laundry Service in Ruidoso, New Mexico. Left to Right – likely: Wayne Estes, Marilyn Estes, Elmer Estes, Gladys Estes, and Evelyn Morrison Estes.

c. 1948 photo of a group of Ruidoso women in evening dress at unidentified event.

