



VILLAGE MANAGER'S REPORT

TO: Honorable Mayor Crawford and Village Council

DATE: August 12, 2025

RE: Village Manager's Report

ADMINISTRATION

68th New Mexico Municipal League Annual Conference – will be held in Ruidoso NM on September 16th - September 19. Several of the Conference Program Highlights Include: Community Project: Two Rivers Park, Golf Outing at The Links Golf Course, Breakout Jam Session: Turning Up the Power of Big Unreasonable Dreams, Partnering for Success: Working Effectively with Consulting Engineers, and Dinner at the Derby at the Ruidoso Jockey Club

NM CITY MANAGEMENT ASSOCIATION MEETING September 16, 2025 Ruidoso Convention Center - Program highlights include: ICMA Ethics Training, NMDOT Transportation Regulation Division Overview – Ambulance and Towing Services Compliance, and Land Use Matters – Permitting Process, Best Practices and Legally Defensible Zoning Decisions.

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) Grant Agreement received for final signatures.

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 is underway and includes 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-Work in progress

WSCl is waiting on Pillar Engineering to re-evaluate retaining wall designs and to provide the State CID with the permit requirements for the project.

Landscaping start-time is to be determined. The project will also require some site work finished before landscaping can start. Perimeter fencing will be installed following landscaping of property

The Village will utilize millings from the Cutler Repaving project to build the project roadways and NM-48 / Mechem driveway & entrance reconstruction will begin so after roadways are completed.

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 at the week ending September 5th.

General Note

Project Status

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

Final Certificate of Occupancy received 5/13/2025

Currently, the Horton Complex is being housed as the Emergency Operation Center for the DR-4886.

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

July 2025 Operations & Fuel Summary:

NOTE: Manager’s Report is up to the end of business on Thursday July 31,2025.

2024 / 2025 Operations
375 /414 Up 10.4%

2024 / 2025 Jet A Fuel
15,265 / 18,416 Up 20.64%

2024 / 2025 100LL Fuel

3113 / 1993 Down 36%

- There were 3 medical transports for the month of July.
- There were 2 Military Aircraft.
- 7/01 Airport Manager attended Council Workshop Meeting
- 7/01 Airport Manager & Airport Supervisor attended airline RFP Kickoff meeting.
- 7/08 Airport Terminal Concept Kickoff meeting.
- 7/08-14 Airport Manager reported to the EOC during flood event.
- 7/16 Airport Manager & Airport Supervisor attended airline RFP scoring meeting.
- 7/23 Souter-Miller survey at airport.
- 7/23 Airport Manager & Airport Supervisor conducted Temporary Employee Interviews.
- 7/29 Airport Manager attended Special Council Meeting.
- 7/31 Airport Manager & Airport Supervisor attended New Airport Terminal concept design workshop.
- Airport Manager attended EOC Weather Coordination Briefings.

Daily Fuel Volume Sold						
Receipt Date: 01-Jul-25 to 31-Jul-25						
Merchant Number: 7836						
Receipt Date	Avgas 100LL	Jet A Fuel with FSII Additive	Avg W/S	Max W/S	Operations	Day
1-Jul-25	28.9	875	9.9	17	5	Tu
2-Jul-25	57.7	712	5.9	16	7	We
3-Jul-25	0	550	4.7	17	12	Th
4-Jul-25	125.1	741	12.9	23	27	Fr
5-Jul-25	130.8	100	9.5	16	12	Sa
6-Jul-25	104.4	1402	7.8	21	16	Su
7-Jul-25	81.5	655	7.4	23	16	Mo
8-Jul-25	141.8	876	6.3	23	14	Tu
9-Jul-25	10	361	5.2	15	8	We
10-Jul-25	69.1	647	8.1	18	14	Th
11-Jul-25	0	1111	8.9	22	21	Fr
12-Jul-25	37	1045	9.5	23	22	Sa
13-Jul-25	94.5	1009	8	15	20	Su
14-Jul-25	34	100	5.5	15	9	Mo
15-Jul-25	116.9	1155	6.1	13	18	Tu
16-Jul-25	7.7	0	6.3	21	14	We
17-Jul-25	47	665	6.6	18	12	Th
18-Jul-25	81.9	470	5.8	17	13	Fr
19-Jul-25	0	279	8	20	9	Sa
20-Jul-25	18.7	470	6.2	17	18	Su
21-Jul-25	55.7	660	8.4	21	17	Mo

22-Jul-25	77.7	70	7.4	17	8	Tu
23-Jul-25	70.1	350	7.1	18	17	We
24-Jul-25	20.5	496	6.5	14	16	Th
25-Jul-25	84.3	500	7.7	24	11	Fr
26-Jul-25	49.7	530	6.6	21	8	Sa
27-Jul-25	170.8	593	5.9	14	15	Su
28-Jul-25	86.9	615	6.5	16	16	Mo
29-Jul-25	88.6	345	5.9	17	4	Tu
30-Jul-25	101.5	468	7	17	10	We
31-Jul-25	0	566	6.1	23	5	Th
	1992.8	18416			414	

CLERK

Staff coordinated with various Village of Ruidoso Departments and processed ten (10) 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 attend the NMML Policy Meeting in Albuquerque July 1-2, 2025
- Deputy Clerk attended an on-line webinar hosted by the NMML on Inspection of Public Records Act training
- Deputy Clerk attended NMML annual conference planning meetings.
- Clerk and Deputy Clerk assisted in scanning documents for the Emergency Operation Center.
- Clerk attended a zoom meeting on July 30, 2025, with Granicus regarding migration from NovusAgenda to Peak for management of meeting notice, input and approval of agenda items and formation of minutes.

COMMUNITY DEVELOPMENT

Planning Commission:

A regular meeting was held on July 1, 2025. The following items were heard:

- Variance Case # PV2025-57-**Robert Orr is requesting a variance to encroach 16.83 feet into the 20-foot front yard setback to construct a 240 square foot garage located at 120 Buckingham Dr; Lot 32A, Block 4 of the Black Forest Subdivision, Amended. **APPROVED**
- Conditional Use Case # CU2025-100-** Justin Huffmon on behalf of Box Car Alley LLC, is requesting approval for an artisan manufacturing, a brewery, within the C-3 Midtown Commercial District located at 2515 Ste 9A Sudderth Dr.; Lot 8A, Block K of the Ruidoso Springs Subdivision. **APPROVED**

- c) **Site Plan and Concept Approval Case #2025-103**-Lance and Jazmin Roe are requesting site plan and concept approval to develop a metal building to be used as a commercial office within the C-3 Midtown Commercial District located at 125 Texas St.; Lots 40+41 Block K of the Ruidoso Springs Subdivision. **CONTINUED**

The August meeting has been cancelled. The next regular meeting is on September 2, 2025

Workforce Housing Advisory Board

The next Regular scheduled meeting is August 28, 2025, at 2 pm.

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

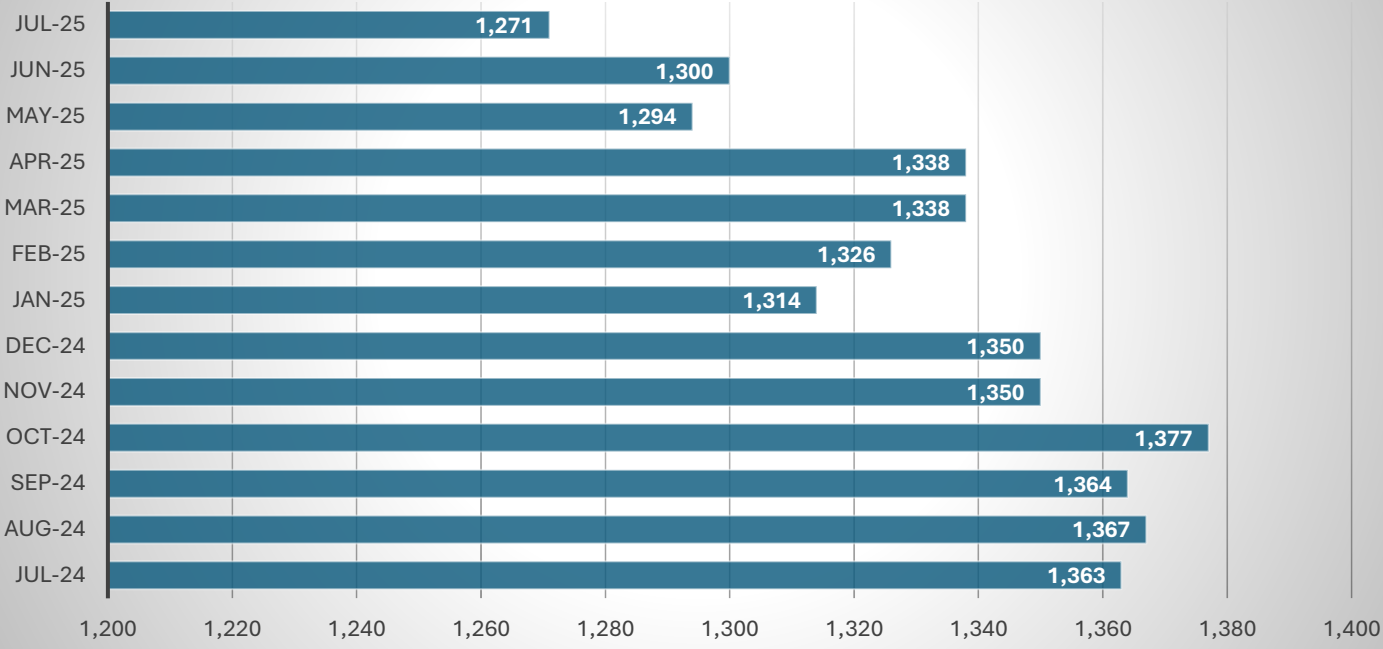
Month Stats

- 1,271 Active STR Properties
- 1,549 Internet listings found throughout the web (VRBO, Airbnb, Flipkey, etc.)
- STR Permit Fees \$ 20,400 – Total
- STR Permit Late Fees \$1,200 – Total
- Compliance Inspections \$40 – Total
- Compliance Reinspection Fees \$250 – Total
- STR Business Registration Fees \$770 – Total
- Neighbor Notifications Fees \$125 – Total

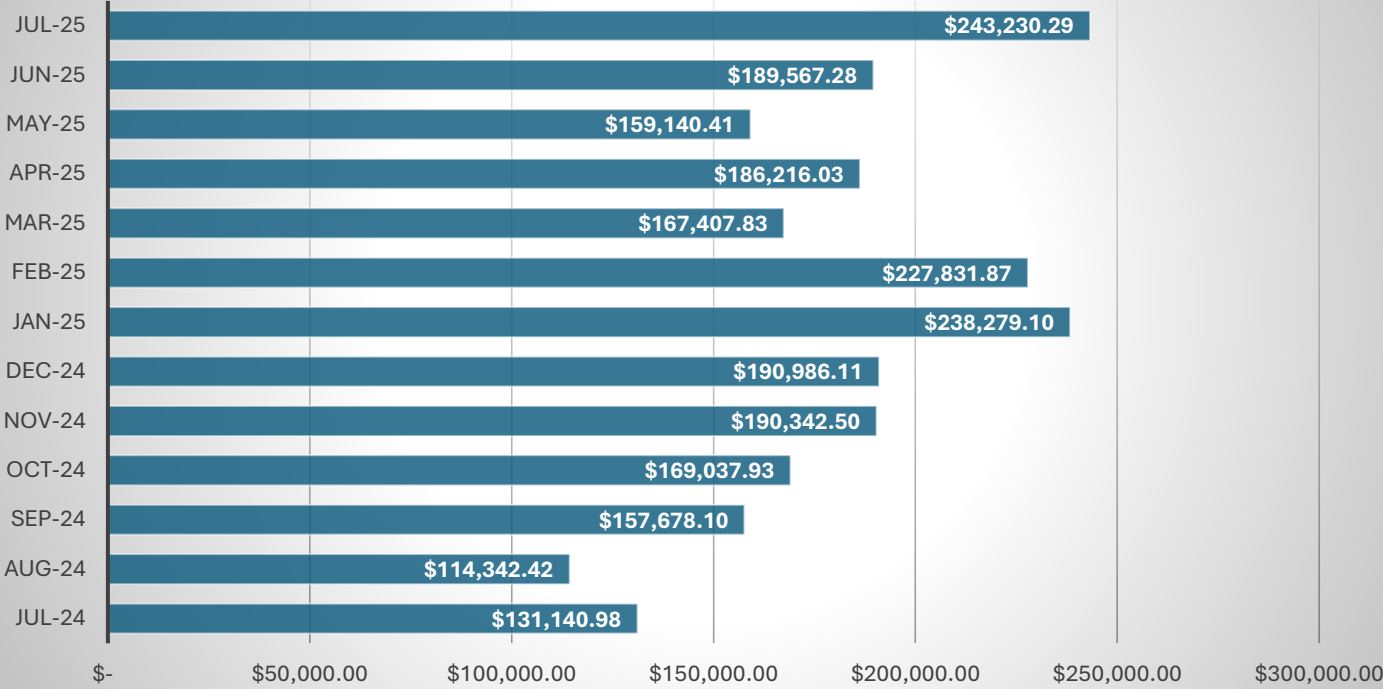
Lodgers Tax

- \$ 243,230.29

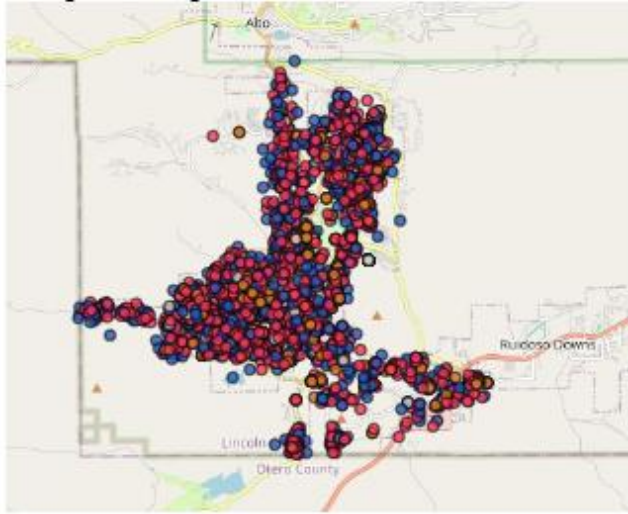
STR Permits



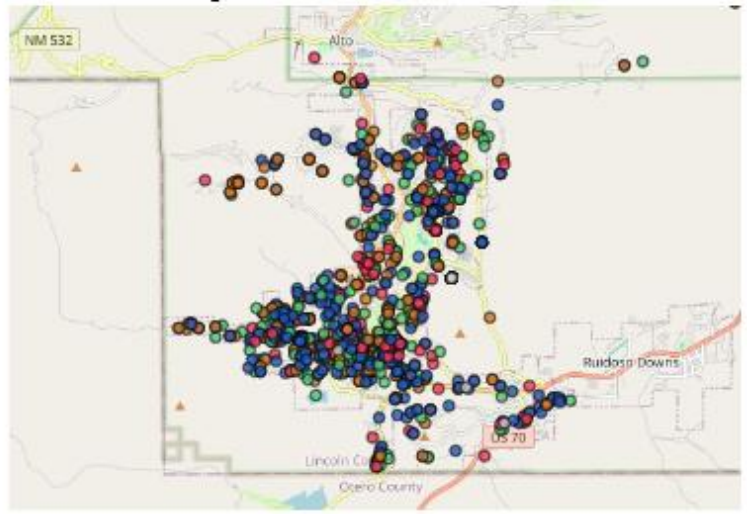
Lodgers Tax Remittance



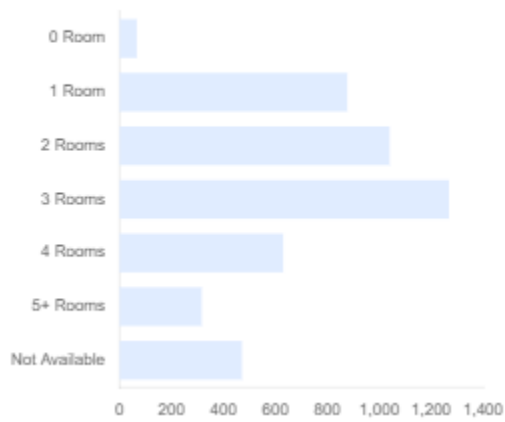
Compliant Properties



Uncertain Compliance Status



Advised Rental Size



ADR (Avg. Daily Rate)

\$448.07

▲ 0% in last 30 days

Advised Property Type



Building Inspections and Permit Tallies

PERMIT #	C	R	ADDRESS	E	B	P	M	BUS	STR	P	F	COMMENTS/INSPECTION TYPE	STAFF
20240869		1	147 BLUE SPRUCE		1					1		PP, FRM, LAT SUPP	JK
20250439		1	102 LEA ST		1					1		PP, FTG, 5 PIERS	JK
20250346		1	1003 MAIN		1					1		PP, BLOCK, BACK WALL	JK
20250360		1	371 GAVILAN CANYON		1					1		FDTN, FTG, SL	JK
20240798		1	100 GREEBRIER		1					1		LATHE	JK
20240674		1	104 ST. ANDREWS		1					1		SLAB	JK
20250225		1	247 LINCOLN HILLS		1					1		FTG	JK
			CHECK									N. LOOP W/MARK	JK
20250170		1	184 MUSKETBALL		1					1		BLOCK	GDM
20230839e		1	1034 MUSKETBALL	1						1		TEMP TO POWER	GDM
20240255e		1	114 DEER PARK		1					1		FINAL E	GDM
20240111m		1	123 WALTER HAGEN		1						1	NOT READY	GDM
20240255p		1	114 DEER PARK		1					1		FINAL P	GDM
20240255m		1	114 DEER PARK		1					1		FINAL M	GDM
217600		1	37 GRENOBLE RD						1	1		STR	BP
217596		1	53 GRENOBLE RD.						1	1		STR	BP
217601		1	37 GRENOBLE RD						1	1		STR	BP
904226		1	108 N CANDLEWOOD DR.						1	1		STR	BP
918388		1	515 SNOWCAP DR.						1	1		STR	BP
20250422		1	123 CLOVER		1					1		RE-ROOF F	JK
20250396		1	102 MAPLE		1						1	DECK FTG SEWER IN FTG	JK
20250086		1	239 COUNTRY CLUB		1					1		ROOF F	JK
20250238		1	1104 MAIN		1					1		BLOCK CHECKED PLAN	JK
20250308		1	106 WINDSOR		1							PP FROM LOWER ONLY TO DECK	JK
20240749		1	209 ALPINE MEADOWS		1					1		INS W, R, FZ	JK
20250408		1	180 MUSKETBALL		1						1	FTG, VERT	JK
20240894		1	144 SUN MOUNTIAN LOOP		1					1		FINAL	JK
20250098		1	180 EAGLE RIDGE		1					1		FINAL	JK
		1	628 DEL NORTE		1							SHANE H. W/C MARK OR DAVE	JK
20250451		1	130 SPRUCE	1						1		SERVICE	GDM
20240111P		1	123 WALTER HAGEN			1				1		P/FINAL	GDM
20240111M		1	123 WALTER HAGEN				1			1		M/FINAL	GDM
20240111E		1	123 WALTER HAGEN	1						1		E/FINAL	GDM
20240289		1	1097 HWY 48			1	1			1	1	E/FINAL, M/FINAL	GDM
20240330		1	1097 HWY 48	1							1	E/FINAL	GDM
20240330		1	1097 HWY 48		1						1	B/FINAL	GDM

20240330		1	1097 HWY 48		1					1	B/FINAL	GDM
		1	170 SADDLEBACK								RED TAG	GDM
920412		1	118 APACHE HILLS					1	1		STR	BP
9200530		1	9014 CARRIZO CYN					1	1		STR	BP
920426		1	124 MEANDER					1	1		STR	BP
198171		1	831 MAIN					1	1		STR	BP
2080626		1	109 VALLEY VIEW					1	1		STR	BP
920142		1	185 JUNIPER					1	1		STR	BP
198212		1	122 SAN MIGUEL					1	1		STR	BP
20230346P		1	113 PAT THOMPSON			1					PLUMB TOPOUT	MC
	1		350 SUDDERTH DR.				1				BUSINESS INSP	MC
20250449P	1		102 LOWER TERRACE								PLUMB	MC
20250019	1		505 FIRST	1							R/ELECT	GDM
20250069	1		225 SANDIA	1							BWP	GDM
20250209E	1		121 RANIER	1							MOBILE HOME SERVICE	GDM
20250710E	1		456 ST STANTON	1							E/FINAL	GDM
901914		1	103 RACQUET PL UNIT 9					1	1		STR	BP
208105		1	141 CHARLES MCCLELLAN DR.					1	1		STR	BP
920248		1	223 TIMBERLINE DR.					1	1		STR	BP
907788		1	118 SPRUCE DR.					1	1		STR	BP
901720		1	103 FIFTH ST.					1			RESECHEDULE GUEST PRESENT	BP
916592		1	320 CROWN DR.					1	1		STR	BP
217275		1	110 TAOS TRL					1	1		STR	BP
903644		1	106 SECOND ST.					1		1	MISSING SMOKE ALARM	BP
198165		1	112 WHIRLAWAY DR.					1	1		STR	BP
908920		1	125 FERN TRAIL					1		1	NEED TO RAISE 5 EXTINGUISHERS	BP
920546		1	123 FERN TRAIL					1		1	ADD 5 EXTINGUISHERS & 2 SMOKE	BP
20250448		1	129 SLEEPY HOLLOW	1						1	PROGRESS/CATCH UP	JK
20250310		1	1100 HULL	1						1	FRM	JK
20250254		1	121 WHITE MTN. MEADOWS	1						1	STUCCO	JK
20250408		1	180 MUSKETBALL	1						1	FTG - PERIMETER	JK
20250145		1	137 CROWN RIDGE	1						1	SLAB CLOSED CELL JP	JK
20250144		1	1395 HIGH MESA	1						1	GAR SLAB	JK
20240773		1	110 BEN HOGAN	1						1	INS WRFL	JK
20240111		1	123 WALTER HAGAN	1						1	FINAL	JK
20250069e		1	225 SANDIA	1						1	R/ELECT	GDM

20250401		1	101 DUFFER		1					1	FRAME NO ACCESS	GDM
20250347		1	122 LOWER TERRACE		1					1	GARAGE FINAL NO ACCESS	GDM
20250413		1	1135 MAIN			1				1	R/PLUMB REINSPECT	GDM
20250211		1	100 NORTH FORK								RESENT EMAIL STATING READY FOR P/UP PERMIT	GDM
20250019		1	505 1ST STREET		1					1	FRAME REINSPECT	GDM
	1		2906 SUDDERTH				1			1	NOT READY	GDM
	1		2801SUDDERTH				1			1	NOT READY	GDM
	1		390 SUDDERTH				1			1	HOUSEKEEPING AND ELECTRIC PANEL CLEARANC	GDM
20250255		1	101 TOMAHAWK	1						1	CMU	GDM
20250205		1	118 PAT THOMPSON			1				1	R/MECH NO ACCESS	GDM
20250285		1	107 RAINER			1				1	R/PLUMB	GDM
20240822		1	215 ALPINE MEADOWS		1					1	S/PAN	GDM
20250085		1	111 MOUNT HOOD		1					1	BWP	GDM
20250380		1	117 CROWN RIDGE		1					1	CMU	GDM
20250111		1	FLUTE PLAYER		1					1	FRAME REINSPECT	GDM
20250419		1	133 BLACKFOOT	1						1	SERVICE NEED MHD	GDM
20250307		1	303 PEARL	1						1	E/FINAL BATH CIRCUIT SHARED	GDM
20240475E		1	1141 HWY 48	1						1	E/FINAL	GDM
20240248		1	135 MOON DANCE	1						1	SERVICE	GDM
20240834		1	110 VIA AGUILA	1						1	R/ELECT	GDM
20240055		1	214 EXCALIBUR		1					1	FRAME	GDM
20250457	1		1129 MECHEM			1				1	R/PLAUM PATRIAL PASS VENTING WRONG. PLAN CHECK MISSED SIZE	GDM
20250065		1	219 ALPINE MEADOWS	1						1	NEEDS SURGE PROTECTOR & CAL. GROUNDING	GDM
20240853		1	166 MUSKETBALL	1						1	S/INSP	GDM
20250490		1	215 JACK LITTLE	1						1	TEMP POWER	GDM
20250492		1	2508 SUDDERTH	1						1	RE/RELEASED	GDM
20250482		1	207 SUNNY SLOPE	1						1	SERVICE - GENERATOR	GDM
20250243		1	137 CROWN RIDGE	1						1	RE-RELEASED	GDM
DAMAGE	1		206 EAGLE								DAMAGE - CAN'T COMPLETE	GDM
20250307E		1	303 PEARL	1							E/FINAL - CAN'T COMPLETE FLOOD	GDM
20240534		1	112 DAVIS	1						1	E/FINAL	GDM
20240538		1	124 DAVIS	1						1	E/FINAL	GDM
20250482		1	207 SUNNY SLOPE	1						1	E/FINAL	GDM
20240510E		1	184 EAGLE CREEK	1							R/ELECT FLOODED - CAN'T COMPLETE	GDM
20240510		1	184 EAGLE CREEK			1					R/MECH FLOODED - CAN'T COMPLETE	GDM

PERMIT #	C	R	ADDRESS	E	B	P	M	BUS	STR	P	F	COMMENTS/INSPECTION TYPE	STAFF
20240460		1	168 WALTER HAGAN	1								S/PAN	GDM
20240852P		1	261 CINCH			1						ROUGH/P	GDM
20240852		1	261 CINCH				1					ROUGH/M	GDM
20230226		1	209 SPENCER	1								FINAL/E	GDM
920424		1	904 CARRIZO CANYON #238						1	1		STR	BP
911210		1	200 CHELSEA DR.						1	1		STR	BP
917036		1	401 CENTER ST.						1		1	MISSING FIRE EXTINGUISHER FRONT DOOR	BP
920560		1	135 LOWER TERRACE						1		1	NEED TO RAISE 5 EXTINGUISHERS	BP
218107		1	249 4TH ST.						1	1		STR	BP
920182		1	317 MCBRIDGE						1	1		STR	BP
198217		1	110 JACK LITTLE DR.						1	1		STR	BP
217599		1	TH 45 GRENOBLE						1	1		STR - INNSBROOK VILLAGE	BP
217595		1	TH 54 GRENOBLE						1	1		STR - INNSBROOK VILLAGE	BP
217593		1	TH 60 GRENOBLE						1	1		STR - INNSBROOK VILLAGE	BP
920062		1	206 JACK LITTLE						1	1		STR	BP
920560		1	135 LOWER TERRACE						1	1		STR	BP
919372		1	76 SWALLOW						1	1		STR	BP
208313		1	142 EBARB DR.						1	1		STR	BP
20231000P		1	101 NORTH FORK			1				1		P-FINAL	MC
20231000		1	216 LEE TREVINO				1			1		M-FINAL	MC
	1		1204 MECHEM #9					1		1		BUS INSPECTION	MC
20230346P		1	113 PAT THOMPSON			1				1		PLUMB TOPOUT	MC
20250449		1	102 LOWER TERRACE			1				1		PLUMB	MC
	1		350 SUDDERTH DR.					1		1		BUS INSPECTION	MC
20250308		1	106 WINDSOR		1					1		RE FRM PATRIAL OK TO DECK	JK
20230346		1	113 PAT THOMPSON		1						1	BWP NOT READY SEND W/LAST CORRECTION	JK
20250463		1	130 EAGLE CREEK		1					1		FTG SL IN/FTG PERIMETER	JK
20250364		1	208 BRENTWOOD		1					1		PIERS/FTG 4 PIERS	JK
20250129		1	102 CUMMINGS		1					1		BWP	JK
20250439		1	102 LEA ST		1					1		FTG	JK
20250353		1	120 WHITE PINE RD.		1					1		BLOCK	JK
20250310		1	1100 HULL DR.		1					1		INS	JK
20240822		1	219 ALPINE MEADOWS		1							S PAN RESCHEDULED FOR 7/9	JK
20250272		1	147 MERLYN		1						1	FTG REBAR SIZE PER PLAN	JK
20240055		1	214 EXCALIBUR		1					1		LATHE	JK
20240002		1	102 SLATE		1					1		DECK STAIRS	JK

20250439		1	102 LEA ST		1					1		FTG	JK
20250085		1	505 1ST STREET		1					1		FRM NEED PL ELEC? PRIOR	JK
20250308		1	106 WINDSOR		1					1		DECK FRM	JK
20250461		1	125 N LOOP		1					1		LATHE	JK
20250069		1	225 SANDIA		1					1		LATHE	JK
20240822		1	219 ALPINE MOUNTAIN TRL		1					1		S PAN PP 1/2 NOT HOLDING WATER	JK
20240769		1	1276 HIGH MESA		1					1		PART FRM PP FRM P SHEATHING	JK
20250404		1	118 FRENCH		1					1		HEADER/FRM EXISTING EGRESS DONE	JK
20250472		1	140 WATER SPIRIT		1					1		FDTN SL INS	JK
20240439		1	140 BUTCH BAIRD		1					1		S PANS 5/5	JK
20250258		1	252 PUEBLO LOOP		1					1		FTG SL INS	JK
20250147		1	164 SANTIAGO CR		1					1		FINAL/CO F & CO	JK
20250374		1	111 MECHEM		1					1		BWP	JK
20250374		1	111 MECHEM		1					1		FRM	JK
20250349		1	120 ELK RUN RD		1					1		CMU 16 INT PIERS	JK
20240204		1	216 LEE TREVINO		1					1		BWP	JK
20240852		1	261 CINCH		1					1		BWP	JK
20250272		1	147 MERLYN		1					1		FTG	JK
20250396		1	147 MAPLE		1					1		FTG	JK
20250222		1	223 MIDIRON		1					1		FTG	JK
20250308		1	106 WINDSOR		1					1		TOP FRM STATE RIM BOARD CONN HANDRAIL	JK
20230346		1	113 PAT THOMPSON		1					1		RWP RE LOOK AT PLAN FOR DECK POST	JK
20250373		1	224 VENADO		1					1		FDTN SLAB FTG REBAR	JK
202502947		1	127 GOLDENROD		1					1		SLAB	JK
20250218		1	103 PLUMAS PLACE		1							SEPTIC CONSULT DRAW A PLAN MOVE FTGS	JK
20250513		1	221 MOUNTAIN HIGH CIR		1					1		DECK PIERS NOT PAID GDM	JK
20250374	1		1111 MECHEM		1					1		VB	JK
20250469		1	219 JUNIPER		1					1		RTN WALL COMPLIANT PER PLAN	JK
20240809		1	112 TOPSIDE		1					1		INS COMMON WASC	JK
20240765		1	111 SANDIA		1					1		PART BWP PP OK TO WRAP	JK
20250391		1	1412 HIGH MESA		1					1		FINAL ENCLOSE STAIRS	JK
20240149		1	107 ALTO MESA		1					1		S-PAN (2) S PAN COMPLIANT	JK
20240228		1	241 LINCOLN HILLS		1					1		FRM BOLTS MULTIPLY FLOOR BEAM	JK
		1	RIVER TRAIL CONSULT		1								JK
20240067		1	519 MOUNTAIN HIGH CIR		1					1		S PAN	JK
20250305		1	106 WINDSOR		1					1		RE FRM	JK

20250218	1	103 PLUMAS PLACE		1				1	BWP	GDM
20250140	1	138 CLIFFSIDE	1					1	E/ROUGH	GDM
20250140	1	138 CLIFFSIDE		1				1	FRAME	GDM
20250463	1	130 EAGLE CREEK						1	PIERS/CMU	GDM
20240255	1	114 DEER PARK			1			1	GAS SERVICE	GDM
20240255	1	114 DEER PARK		1				1	B/FINAL REINSIP	GDM
20250111	1	126 FLUTE PLAYER		1				1	FRAME REINSP	GDM
20240852	1	261 CINCH	1					1	E /ROUGH	GDM
20250419	1	133 BLACKFOOT	1					1	SERVICE MHD	GDM
20230226	1	209 SPENCER	1					1	SERVICE	GDM
20240388	1	110 SAN FELIPE	1					1	SERVICE	GDM
20250459	1	142 GAVILAN CANYON	1					1	SERVICE	GDM
	1	2900 SUDDERTH DR.				1		1	NO THERE, NOT READY	GDM
	1	723 MECHEM				1		1		GDM
	1	1216 MECHEM				1		1	WRONG ADDRESS GIVEN	GDM
	1					1		1	FOOD TRUCK CALLED NO ANSWER	GDM
	1	2801 SUDDERTH				1		1	NEED INSTALLATION INFO	GDM
20230346	1	113 PAT THOMPSON	1					1	BWP HAVE NOT COMPLETED PRIOR CORRECTION	GDM
20250457	1	1129 MECHEM			1			1	HAVE NOT COMPLIED WITH CORRECTION NOTICE	GDM
20250054	1	112 EMBDY		1				1	FT6	GDM
20240873	1	101 PLUMAS	1					1	S/PAN	GDM
20240510	1	184 EAGLE CREEK		1				1	STRUCTURAL NO PLANS SH APPEAERTS SHORT NAILED	GDM
20250030	1	247 LAKESHORE	1					1	P/ROUGH	GDM
20250465	1	2058 DEER PARK		1				1	FTG	GDM
20250222	1	223 MIDIRON		1				1	FTG NO PLANS	GDM
20250111	1	126 FLUTE PLAYER		1				1	FRAME REINSP TRUSSES WRONG STEEL	GDM
20240204	1	216 LEE TREVINO	1					1	NO PLANS ENGINERED DRYWALL	GDM
20250234	1	114 AUGUST		1				1	FINAL	GDM
	1	2500 SUDDERTH DR A1				1		1	NO ONE THERE	GDM
		666 SUDDERTH							DAMAGE ASSES FIELD VISIT NEED REPORT	GDM
20250307e	1	303 PEAVES	1					1	E/FINAL REINSP NO ACCESS	GDM
20250447	1	159 MESCALERO	1					1	CHANCE OF OCCUPANCY - NOT READY	GDM
20250514	1	143 SINGING PINES	1					1	SERVICE - COULD NOT FIND	GDM
20250413	1	1135 MAIN		1				1	SLAB	GDM
20250484	1	437 FLUME	1					1	HOT TUB	GDM

20250488	1	126 BRADY CANYON	1							1	FLOOD ISSUES	GDM
20240757	1	160 WALTER HAGAN		1						1	BWP	GDM
20240460	1	168 WALTER HAGAN			1					1	S/PAN	GDM
20240852P	1	261 CINCH			1					1	ROUGH/P	GDM
20240852	1	261 CINCH			1					1	ROUGH/M	GDM
20230226	1	209 SPENCER	1								FINAL/E NOT READY	GDM
20250447	1	159 MESCALERO		1							CHANGE OF OCCUPANCY-CONSULT	GDM
	1	107 RAINER			1					1	HYDRONIC HEAT/ROUGH	GDM
20230346	1	113 PAT THOMPSON	1							1	BWP	GDM
20250210E	1	456 FT. STANTON	1							1	FINAL ELECT - BONDING REPAIRS	GDM
20250210	1	456 FT. STANTON		1						1	FINAL BLDG	GDM
20240744	1	176 DEL MONTE			1					1	ROUGH TOPOUT/PLUMB	GDM
20250307E	1	303 PEARL	1							1	E/FINAL REINSP	GDM
20240149	1	107 ALTO MESA				1				1	M/FINAL	GDM
20250511	1	212 MAVERICK	1							1	MHD SERVICE	GDM
20250507	1	121 ANTLER								1	TEMP POWER	GDM
20240510E	1	184 EAGLE CREEK	1							1	E/ROUGH	GDM
20240510P	1	184 EAGLE CREEK			1					1	P/ROUGH	GDM
20240510	1	184 EAGLE CREEK		1						1	FRAME	GDM
20220634	1	614 EXCALIBUR	1							1	F/ELECT	GDM
20240055	1	214 EXCALIBUR		1						1	INSULATION	GDM
20250429	1	201 JACK LITTLE			1					1	S/PAN	GDM
20250429	1	201 JACK LITTLE			1					1	R/PLUMB	GDM
20250302	1	948 HWY 48	1							1	SERVICE	GDM
20250518	1	186 TELLURIDE	1							1	TEMP POWER - HAS NOT PAID FOR PERMIT	GDM
	32	275		81	120	25	12	16	41	200	63	

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

CONVENTION CENTER

EVENTS

DATE	EVENT	APPROX. # ATTENDEES
July 7-9, 2025	Archaeology & Astronomy Conf.	150
July 10-13, 2025	Fellowship of Christian Athletes	265
July 16-19, 2025	Calvary Chapel New Harves	280
July 18, 2025	Elk Meadows Luncheon	45
July 20-22, 2025	Plains Cotton Coop	75
July 23-28, 2025	Ruidoso Art & Wine Festival	1700

July 29-30, 2025	Region 9-Member District Meeting	450
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- | | |
|---|--------------|
| 1. West Texas/NM Floral Assn | August 1-3 |
| 2. VOR-WUI | August 5 |
| 3. NM Academy Family Physicians | August 6-10 |
| 4. NM Sheriffs Association | August 11-15 |
| 5. Rocky Mountain Elk Foundation | August 16 |
| 6. Region 9 meeting | August 21 |
| 7. Farm Bureau Financial Services | August 20-21 |
| 8. Ruidoso Evening Lions Antique Show | August 23-24 |
| 9. NM Fire Marshals | August 25-28 |
| 10. All American Gun & Collectible Show | August 29-31 |

EVENTS & STRATEGIC PARTNERESHIPS

- EOC – Flood disaster operations for businesses and upper canyon
- XTERRA Gold Event Triathlon planning
- Under a Mountain Sky Concert Series

FINANCE

Finance Department:

- Council monthly reports for July (Period 01 FY 2026) will be available by mid-August.

June 2025 Benchmarks:

GRT Revenue up 1.63% from PY (\$334,270 increase).

Gasoline Tax Revenue down 10.73% from PY (\$13,056 decrease)

Lodgers' Tax Revenue down 29.28% from PY (\$878,672 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. Balances were submitted on 07/29/25.
- Close out of FY 2026 was completed and purchase orders were rolled over. Finance has begun reconciliation of 06/30/25 ending balances to prepare the budget adjustment for FY 2025 Rollover. Budget should be adjusted mid-August.
- Trial balance showing EOY account balances was submitted to the Auditors. Reconciliation of ending balances has begun. Audit is due to the State Auditor by December 15th.
- The reversion of the DWI grant for FY 2025 is \$13,336.46 which will more than likely be received in a supplemental grant in FY 2026.
- Outstanding legislative appropriations and grants:
 - Recreation (23-H3061) \$363,140.97
 - 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) \$1,066,549.30
 - Emergency McDaniel Bridge (25-J2492-2) \$350,000.00
 - Emergency RWWTP (25-J2492-1) \$1,500,000.00
 - Emergency Upper Canyon (25-J2492-3) \$932,000.00
 - Thinning (25-J3023) \$750,000.00
 - Surrender Box (22-G2444-17) \$10,000.00
- Waiting on reimbursement for the following:
 - FAA Taxiway A (3-35-0052-032-2024) \$42,418.07

Utility Billing

- Customer Service Manager has taken over the Utility Supervisor duties and is attempting to get all the billing and adjustments caught up.
- Department Statistics:
 - JULY 2025
 - Lien Letters Sent Out: 0
 - Lien Request Sent to Village Clerk: 0
 - Payment Arrangements Process: 0
 - Leaks: No accurate count due to flooding
 - Work Orders: 290
 - Shut-Offs: None due to flooding

IT

- **Fiber to Homes**

Windstream project is almost completed! Crews are working on cleaning up items throughout the area. Please notify Robin or Andrew if you know of anything that needs to be addressed. Windstream officials are working with the administration to schedule a ribbon cutting ceremony.

- **Server Move to Horton** Systems MD has been rescheduled until after the monsoon season. Power issues in the IT room have been fixed, and everything is ready to move forward. 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. Phones have been delivered to Horton. Andrew is working on setting an installation schedule for each department. Install schedule is working around EOC operations at this time.
- **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	5.3	106	32.58	651.67
Library	2.3	46	7.10	142.00
Village Hall	5.1	102	8.05	161.09
Horton EOC	6.8	136	44.72	894.36

Capital Projects

Projects in Construction

Project	Contractor	Substantial – Final Completion
Horton Complex Phase 2	White Sands Construction	Finalizing Phase II
603 Mechem Housing	Homespot	Stalled due to flooding events
Lift Station Rehabilitations	James, Cooke, & Hobson, Inc	Stalled due to flooding events

Tank Restoration Phase I	D&R Tank Company	Working towards completion
Upper Canyon Surface Diversion	Spartan	Stalled due to flooding events
Broadband Expansion	Windstream Communications	Crews continuing installation
Convention Center Exterior Repairs	Rymarc Construction	Front entrance of building completed
Monsoon 2025 Recovery	Various	Village Teams & Contractors working hard to restore the Village to normal operations after each flood event

Project Progress Highlight: Convention Center Re-Stucco Project



Contractor: Rymarc
 Project Budget: \$450,000.00
 Funding: General Fund Reserves
 Estimated Completion Date: Beginning of September

Project Cost to Date: \$0.00

Procurement Activities:

Purchase Order Summary Report

July 2025: 748 Count	July Value:	\$29,814,089.79
FY26 Issued YTD: 748 Count	Total Value:	\$29,814,089.79

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.

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

Tuesday, August 5, 2025

Manager's Report

We changed to Level I Fire Restrictions

The Ruidoso Fire Department is always monitoring the Energy Release Components and looking at the trends. Ruidoso area is 80



PUBLIC ANNOUNCEMENT VILLAGE OF RUIDOSO

EFFECTIVE: July 7, 2025, 10:00 AM

FIRE RESTRICTIONS FOR THE VILLAGE OF RUIDOSO

LEVEL I RESTRICTIONS

1. Commercial fire pits are authorized for use (if specifically approved by the fire marshal).
2. Outdoor cooking is permitted on all types of appliances, including charcoal.
3. Non-commercial fire pits, campfires, and/or fireworks are not allowed within the village of Ruidoso unless specifically permitted by the fire marshal.

PLEASE BE RESPONSIBLE AND FIREWISE:

- Citations Will Be Given for Improper Cigarette Disposal.
- Citations Will Be Issued - No Exceptions - No Warnings.
- Ruidoso Fire Dept. Will Promptly Notify the Public of 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 202 calls ran from July 1, 2025 - July 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.

- July 1st Council Workshop & Weekly FBS Meeting for RMP.
- July 2nd Xterra Command meeting & Lincoln National Forest restrictions went down to Level 1.
- July 4th Fire personnel attended Parades in Alto, Capitan & Mescalero.
- July 5th Fire personnel were on standby for Run white and Blue & the All American Tailgate and drone show @ White Mountain Sports complex.
- July 8th 11:00 am Meeting with Police & Fire Chiefs, Emergency Manager & Dispatch over training on the Alert systems for the village.
- Attended Council Meeting, discussion over naming Main Station 1 Virgil G. Reynolds Memorial Station. Left early this is the day of the first big flood.
- July 22nd had interviews with KRQE.
- July 23rd Command 3 had a full service.
- July 24th Engine 16 had a full service, had the large flood on the north side of town out of Cedar Creek.
- Attended Special Council Meeting.
- July 25th Engine 12 full service.
- Firefighter Davis returned from officer 1 class that was hosted in Las Cruces.
- Attended a Meeting with LCMC over helipad proposal behind LCMC.
- July 28th Engine 14 with 2 firefighters headed to California to assist with Wildland fires.
- July 29th Attended Special council meeting. SBRA flights.
- July 30th Had RFD officers meeting.
- Attended meeting with local school district regarding monsoon season flooding protocols and warning for this upcoming school year.
- July 31st Attended the Mayors Agenda review (purchase of the 2 class A pumpers loan ordinance).
- Interview with Eric regarding flooding and progress made in village.

July Fire Marshal Report:

INSPECTIONS/INVESTIGATIONS:

- 14 fire inspections
- 7 fire pit inspections

TRAINING:

- Each shift is conducting 3 hours of daily ISO training and 1 hour of physical fitness training.
- Swift water field training conducted with out-of-town swift water teams.
- Training on ESO software attended.

OTHER:

- ESO software implementation: All training, hydrants and personnel data are entered. Go live date is tentatively scheduled for 9/1/25
- NERIS system setup complete for state required fire reporting.
- Xterra command meeting attended
- Crews attended several 4th of July parades
- Crews coordinated response with several swift water teams during the flood response in July.

FORESTRY

Name: Dick Cooke	Fiscal year	This Period
Forestry Current Activities Report	25/26	7/1 to 7/31
Item:		
Hazard Tree Removal:		
private property	13	13
village property	3	3
Public Service Visits, Insects/Disease/Misc	12	12
Permits issued for Tree Removal (20" plus)		
Private Property Compliance:		
initial	90	90
final	73	73
acres completed	24.7	24.7
New Construction :		
initial Inspection and Fire Hazard Rating	1	1
final Inspection and Approval	1	1
New Construction Permitting Fees :		
forestry	\$100	\$100
solid waste		
Village property Treated:		
Hired 3 new technicians and began training.		
Bought 3 new trucks		

HUMAN RESOURCES

Recruiting

HR is continuing to hire for many positions throughout Village departments. We are recruiting from Government Jobs, and some positions are advertised on Indeed and Linked In. We onboarded 5 new hires in July (in Water Distribution/Sewer, Forestry, Convention Center, and Water Resources).

2025 Village of Ruidoso Summer Internship Pilot Program

The Village of Ruidoso welcomed seven interns for the summer who worked across various departments, including Tourism, Human Resources, Finance, Emergency Management, and Fire (2 Interns). In addition to gaining hands-on experience within their assigned departments, the interns collaborated on three main projects: a personal autobiography, a group presentation highlighting how each department serves the community, and a final reflection to capture key takeaways. The group also participated in a series of "Lunch and Learn" sessions, where they engaged with staff from

various departments to broaden their understanding of village operations and career paths in public service. We are proud of the growth and contributions our interns have made this summer, and we hope this experience left a lasting impact on their professional journeys--with the possibility of welcoming some of them back in the future, while also offering even more students the opportunity to engage, learn, and make a meaningful difference in our community.

Other HR News

Annual Employee Evaluations went out to Directors/Managers/Supervisors on 7/1/25. We are reviewing and approving or returning these for updates as they are submitted.

Safety News and Upcoming Safety Training

Safety classes were put on hold due to the increased workload due to recent flooding; however the Safety Coordinator has been out checking in with employees.

LIBRARY

GENERAL INFORMATION:

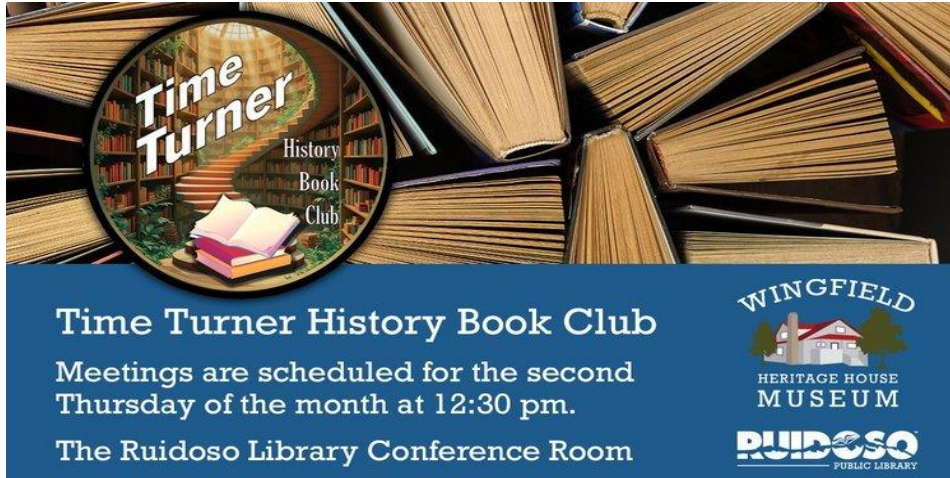
- The Library Manager supervised the Emergency Operations Call Center from July 8th through July 25th.
- The Library Manager is working on logging the Ted Bonnell Donation.
- The Library Manager continues database housekeeping of the Biblionix Integrated Library System.
- The Library Manager attended EOC Weather Briefings.
- The Library Manager is working with the Village Project Manager to get the condenser fan motor and fan blade replaced on our HVAC system.
- The Friends of the Library Board will meet again on September 2nd 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 received her New Mexico Class I Library Certification. This certifies her to be the Director of a Public Library for populations between 3,000 and 10,000.
- The Library Supervisor continues to help input records into Past Perfect Software for the Wingfield House Museum and Heritage Center.
- The Youth Services Librarian will begin her library classes at Pueblo Community College in August. She will take 3 library science classes. After classes are passed and completed, she will be able to apply for her NM Class I Library Certification in June of 2026.
- Library Staff worked at the Emergency Operations Call Center from July 8th through July 25th.
- 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 and Youth Services Librarian will be at the PIECE Coalition's Back-to-School bash on Saturday August 2nd at Wingfield Park.
- The Youth Services Librarian will be at the Elementary School meet and greet on August 6th from 8 am to 11 am.

Adult Services:

- The Office of the State Engineer was in the conference room to offer help with water issues on Tuesday, July 1st from 9 am to 12 pm. Their next monthly visit will be August 5th.
- The Library hosted DHSEM for the month of July and will continue to host them for the month of August.
- The Library has partnered with the Museum Manager for a History Book Club called Time Turners. They will meet on the second Thursday of each month at 12:30 pm in the Library Conference Room. The next meeting will be on August 14th.



- The Ruidoso Writers Group meet every two weeks on Tuesday afternoons. There was an average of 6 attendees per meeting. Their meetings are moving to a different time and location to join up with an artist group.
- We have completed the Adult Summer Reading. Winners were announced on July 31st and gift bags were given to the winners.
- These were the July Adult Displays.

Science Fiction Month Display



What to Read Next Display



Quilting Display by Ruidosew



Rescheduled Summer Music Performances

RUIDOSO PUBLIC LIBRARY

Summer Music Series

Save the Rescheduled Dates

- Aug 14th Piper Adamian presents Last Nights News
- Aug 21st The Moneymakers
- Sept 11th Cactus Sol
- Sept 18th Julia Cozby

Music Begins 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 Services had to cancel activities for the last week of Summer Reading due to weather.
- Youth Services has notified the Summer Reading age category winners and distributed the prizes.

- Youth Services has no programs till September, and they are prepping for the fall programming.
- Youth Services Displays

Photo opportunity in Youth Services completed by Summer Reading attendees.



Language Month



Kai Brown's Art Display from her book "Doodle Dog" which she will read in October. Participants will make their own Doodle Dogs and will receive a free copy of her book.



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 3,299 and check ins were 3,633.
- Visitors total were 7,379.
- We issued a total of 39 new cards and updated 152 cards.
- Overdrive e-book checkouts were approximately 783. We had approximately 14 new users. There were 440 holds for e-audios and 244 holds for e-books and we had 57 holds for print materials.
- Database usage from Catalog Page: El Portal 4; Pebble Go/Next 3; NM News Plus 14; Mango 5, Ancestry 15.
- Reference questions totaled 1,677 .
- Computer users totaled 212.
- Gabbie, a text message application on our Integrated Library System Biblionix, was used approximately 541 times by 116 unique users.
- We added 40 material items.

- We had 15 Interlibrary Loan requests, and 15 books have been received.
- We had the Writer’s Group Meet two times and had a total of 12 attendees.
- There were 863 external catalog searches, 1,133 internal searches by 203 unique users.
- There were approximately 13,672 actions performed in our Biblionix Integrated Library Software.

PARKS AND RECREATION

Ruidoso Schools MOU MAINTENANCE AND FINANCES

- Staff cleaned Parks and Restrooms, (33-man hours White Mtn.) **\$924.00 personnel.**
- Staff Removed Flood Debris from Complex, Fertilized Athletic Fields, Added 150 Yards of Wood Chips Donated by Exerplay to Kids Konnection Playground, worked on the drainage ditch, and Sprayed Weed Killer,100-man hours.

Total Supplies	\$9,250.00
Water –6/20/25	
Gavilan Water Bill	\$634.72
White Mountain Water Bill	\$7,322.93
White Mountain Electric Bill-June	\$396.65
Personnel	\$3,724.00



Photo Courtesy Mark Stambaugh

\$21,328.30

133 TOTAL HOURS



Parks and Facilities PROJECTS BY NUMBERS

- Staff cleaned and maintenance parks, and buildings. 1560-man hours.
- Staff picked up trash on medians, parks, free parkings, and cleaned graffiti, 24-man hours.
- Staff worked on athletic fields, 80-man hours.
- Staff mowed and weed eated parks, 80-man hours.
- Staff sprayed Weeds in parks and at Village building, 20-man hours.
- Staff Fertilized athletic fields, 8-man hours.
- Staff worked removing mud for Monsoon2025, 272-man hours.



2044

TOTAL HOURS

Keep Ruidoso Beautiful

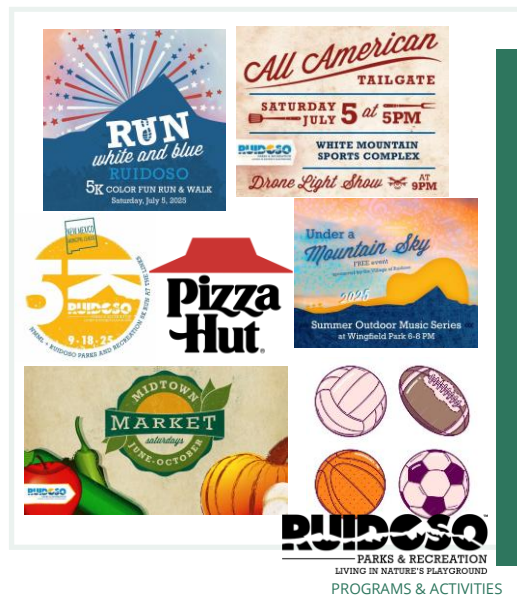
- The Keep Ruidoso Beautiful Committee Meeting was canceled in July.
- Park staff removed graffiti, stickers and picked up trash, 24-man hours.



Programs & Activities

YOUTH AND COMMUNITY ACTIVITIES

- The Run White and Blue 5K Color Run was held at Moon Mountain Recreation Area on July 5th. Over 80 people participated in the run, which was the first ever running event held at Moon Mountain.
- The All-American Tailgate & Drone Show was held at White Mountain Recreation Complex on July 5th. Ruidoso's Independence Day celebration was a free public event that featured live music, children & adult activities, food vendors, sport activities and a Drone Show at the end of the festivities. Total attendance numbers are TBD, but early estimates are between 2500 and 3500 attendees.
- The Recreation team assisted with planning, logistics and staffing for the 2025 Run Ruidoso Marathon & Pizza hut 5k. Over 500 people participated in the events held at Wingfield Park on Friday the 17th and Fort Stanton on Saturday the 18th.
- The Recreation Staff continues to assist with preparations for "Music Under the Mountain Sky" held every Friday at Wingfield Park.
- The Midtown Market continues every Saturday at Country Club Park 9am-1pm.
- Online Registration for Youth Soccer, Flag Football & Volleyball continues to be open for the upcoming Fall Season.



Public Pool Update

- The Swimming Pool opens daily from 11:00AM to 4:30PM
- Chemical controller pumps and impellers are running good.
- Most days we are at full capacity at the swimming pool, except the rainy days.
- Swim lessons started as scheduled with all classes being filled to the max.
- We sold out on Private Pool Parties.
- The swimming pool cleaning robot was sent in for maintenance and repair. We got him back this week.
- The climbing wall needs some repair and is out of order until then.
- A Pool Movie Night (Luca) is scheduled for July 31st.
- The pool will close on August 9th for the public and a Pooch Party is scheduled for August 10th.



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 still. 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. As of June 2025, there have been 114 new people that have attended the center on a daily basis. The center has shown to be a great asset for the public.
- Community Center staff have been active responding to activities that are in place due to the flood disasters that have hit the surrounding areas. The center had to open a full-blown shelter with Red Cross on Tuesday July 8th where staff had to stay around the clock assisting evacuees with items needed. The center housed over 10 evacuees at one point until motels opened their doors to help those in need. Since then, the full-time shelter has transitioned at the center to a stop in temporary shelter from time to time and staff have been staying late on those days needed. Staff continues to monitor for any needed assistance with shelter.
- Ruidoso Community Center Manager has applied and been awarded the Retired and Senior Volunteer Program supplemental grant that helps pay for RSVP staff salaries, fringe benefits, supplies, travel and recognition. The grant is applied for yearly and if awarded it is supplied to the Village of Ruidoso in July of each year.
- The center has been busy on weekends with rentals for birthday parties, baby showers, and even a wedding as well. The rentals can be booked for a minimum of \$100 for 6 hours with small cleaning and damage deposits. These rentals are made affordable for the local people who need a spot to host a small party. The location also has a new playground next to it so the rentals see a huge value for children while renting the center.



4

Staff Members

40

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 July: The RSVP Coordinator Amber Word traveled to Albuquerque for a TIPS Conference. (Training for Innovative Possibilities to Serve) with the New Mexico Aging Services. There was a lot of great information to be learned to put back into our RSVP Program.
- We are also now in our summer Monsoon months, so sand bags have started to become a thing again. EcoServants that are part of AmeriCorps; one of our RSVP Programs partners, are always there to help out in any way possible. Whether it be to clean the trails, do property assessments, mitigation, or help some of our volunteers make sandbags for our summer monsoon months.
- Based on the national value of each volunteer hour in New Mexico, the financial impact of senior volunteers across the state is estimated at over \$13 million. Over this last year, the 1,369 senior volunteers serving with initiatives that include Foster Grandparents, Senior Companion, & the Retired Senior Volunteer Programs provided over 498,000 hours of service. We are tremendously grateful for all of the senior volunteers who serve across our state, and especially in our very own community!! Their dedication, time, and commitment reflect the spirit of compassion and service that exemplifies New Mexico. Whether you are a seasoned volunteer or looking to make a difference for the first time, there are countless opportunities to get involved and make a meaningful impact in your community.
- Retired and Senior Volunteer Program Staff looks forward to all of the out of town visitors, and the summer RSVP volunteers that return to play in our nature's playground. ☺

242
Volunteers

1,836
Volunteer Hours

RUIDOSO
COMMUNITY CENTER
LIVING IN NATURE'S PLAYGROUND
RETIRED & SENIOR VOLUNTEER PROGRAM

POLICE DEPARTMENT

Dispatch all calls for service

Total Calls for Service- 1,940

Total Positions Available- 11

Total Positions Vacant- 2

Positions Hired this month-0

Total Applications this month – 13

Patrol Division calls for service

Total Calls for Service- 972

Total Arrests made- 12

Total Citations Issued- 99

Total Reports taken- 111

Special Operations Conducted- Monsoon flooding events

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- 129

Citations Issued- 0

Special Operations Conducted- Monsoon flooding events

Reports Taken- 2

Total Positions Available- 3
Total Position Vacant- 0
Positions Hired this month- 0
Total Applications this month – 0

Criminal Investigations Division

Total Calls for Service- 53
New Cases Received- 3
Pending Cases- 17
MCU Callouts – 0
Special Operations Conducted- Monsoon flooding events
Backgrounds – 2

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

FOG RESULTS

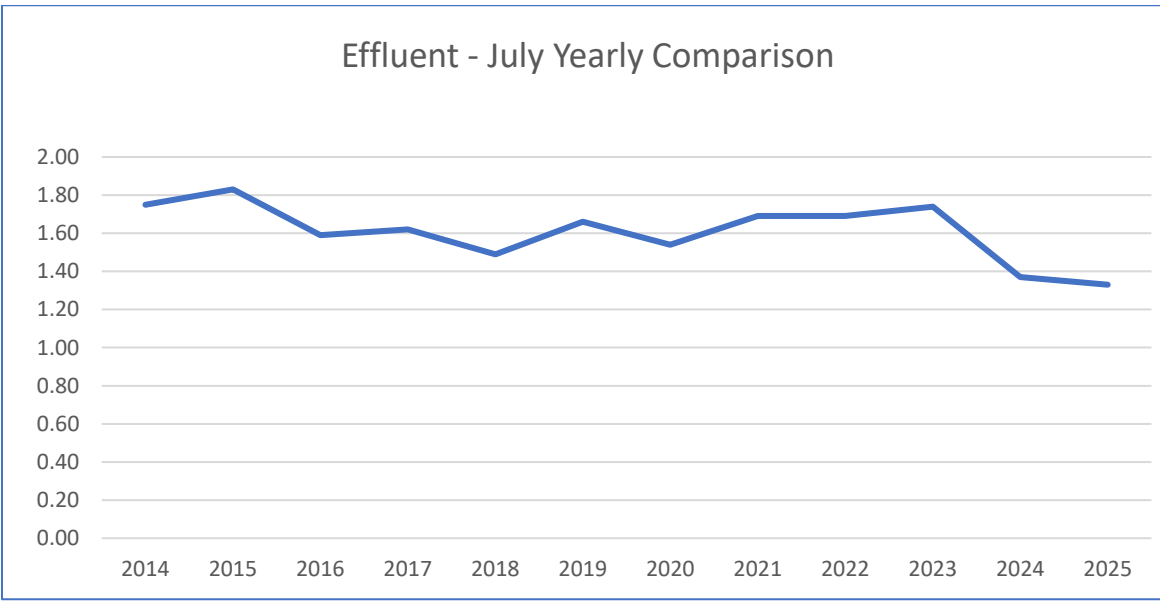
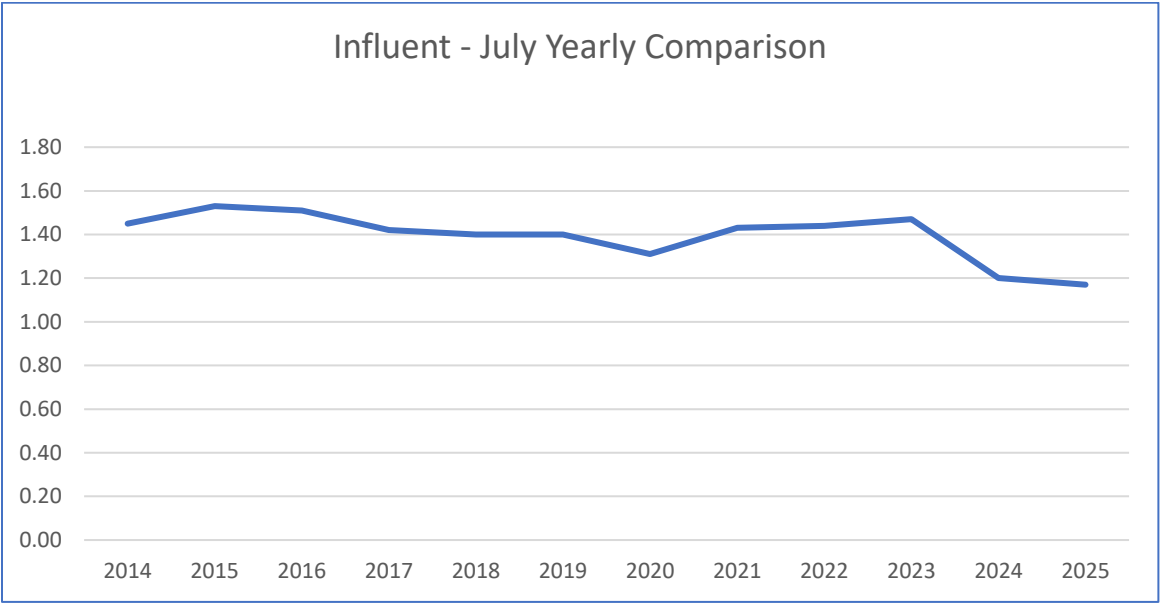
Mescalero, New Mexico

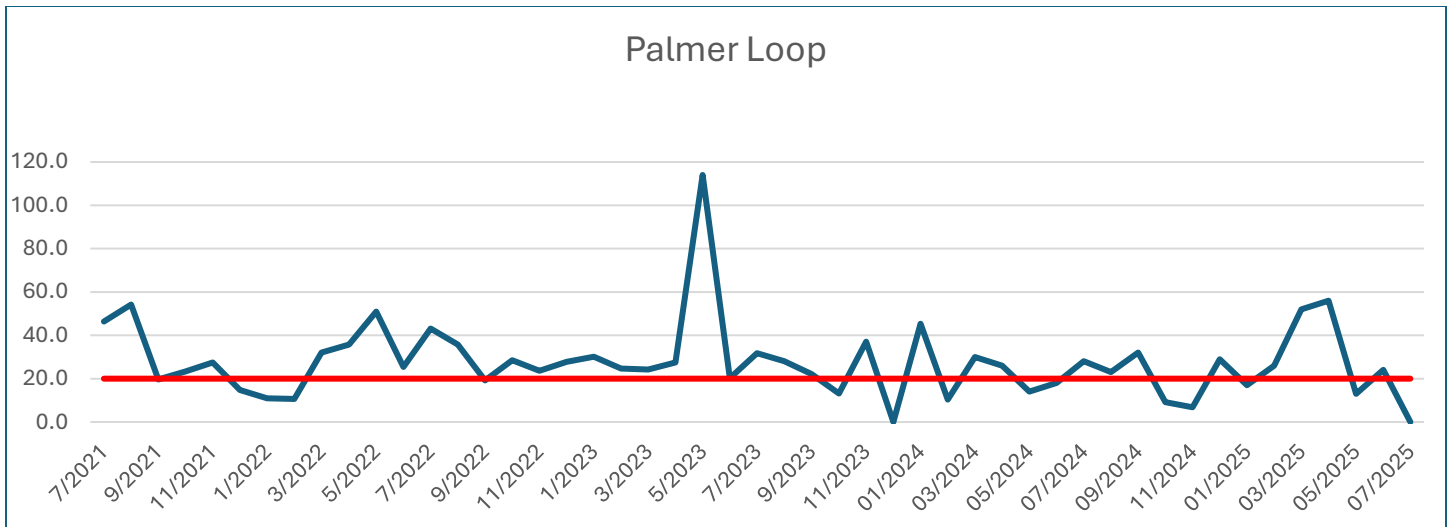
<u>Collection Date</u>	<u>N-Hexane Extractable</u>	<u>Location</u>
N/A	Flooding	IMG - Carrizo Canyon
N/A	Flooding	Palmer Loop Manhole, Mescalero
N/A	Flooding	Metering Station

FOG RESULTS (RWWTP - INFLUENT)

Ruidoso Downs, New Mexico

<u>Collection Date</u>	<u>N-Hexane Extractable</u>	<u>Location</u>
N/A	Flooding	Wastewater Treatment Plant





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.
- 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 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
2025/2026				
JUL		3,579.00	\$32,425.74	165
AUG		0.00	\$0.00	0
SEP		0.00	\$0.00	0
OCT		0.00	\$0.00	0
NOV		0.00	\$0.00	0
DEC		0.00	\$0.00	0
JAN		0.00	\$0.00	0
FEB		0.00	\$0.00	0
MAR		0.00	\$0.00	0
APR		0.00	\$0.00	0
MAY		0.00	\$0.00	0
JUN		0.00	\$0.00	0
	TOTAL	3,579.00	\$32,425.74	165
TONS		536.85		

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	25	122.53	\$7,529.47
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
	130	717.53	\$43,483.87

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 July 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	960.94	\$16,253.74	44
TOTAL	10,615.87	\$180,596.35	491

STREETS

Trimming

- Brush/ Tree Trimming: stump removal : Junction, Gavilan

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

- Signs: Warrior, White Mountain, George McCarty, Brady

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

- Haul Dirt/ Aggregates/Cold Mix/Millings: Main Bridge #1 & # 2, Johnson
- Jersey Barrier/Orange Barricades: White Mountain, Sleepy Hollow
- Shoulder Work/Pick up Debris: Brady

- Road Repair/Maintenance: Ongoing in flood zones
- Flood Watch/Debris Removal/Clean Roads: village wide, Alonzo Way, Oak Grove Place, Chelsea, Eagle Bridge, North Loop, Main, Bridges 1&2, Gavilan, Warren Tucker, Perk, Park, George McCarty

Drainage Issues: (Ditch Cleaning – Culvert Maintenance – Berm Construction)

- Clean Ditches/Culverts/Debris Dams: Paradise, Hart, Main Bridge #2, Brady, Olympia, Alpine, High Mountain Circle, Canyon, Rooney/Brady, University
- Clean/Repair/ Drop Inlet/Debris Dam: Village wide

Utility Cuts:(Water / Sewer Department & Utility Companies - Patch Streets with Hot Mix - Haul Debris Piles - Inspections – Assessments)

- Street Cuts: Heath, Brady
- Cold Mix fills: K, Birch

Sweeping Streets:

- Swept: Sudderth, Wingfield, Center, Mechem, Main, D, Grindstone, Warren Tucker, Close, Meander, JH Stoneman

Blade Work / Blade Patching: Repairing Dirt Roads/ Hot Mix Patching

- Blade Work/Gravel/Base Course/Millings: Rooney, Johnson, Chestnut, Hart, Fern Trail, Perk Canyon
- Driveway Apron/Driveway Plow/Flood Damage : Riley Cove
- Making Cold Mix: Cold Mix Made

Pothole Patching:

- Keyes, Paradise, D

Assisting Other V.O.R. Departments/ Entities:

- Parks & Rec: Haul Sandbags
- Water Dept.- Water Leaks

Over the Street Banners:

- Ranchman's Camp
- Art Festival
- Lincoln County Art Loop
- Alto Art Loop

Street Department News:

- Organize street Signs
- Clean & Maintenance Equip. & Trucks
- Maintenance Worker I : Open

Driveway Permits:

- Driveway Permits: 209 University

General Street Repair and Drainage Work Orders: The goal is to keep these issues moving in a timely manner

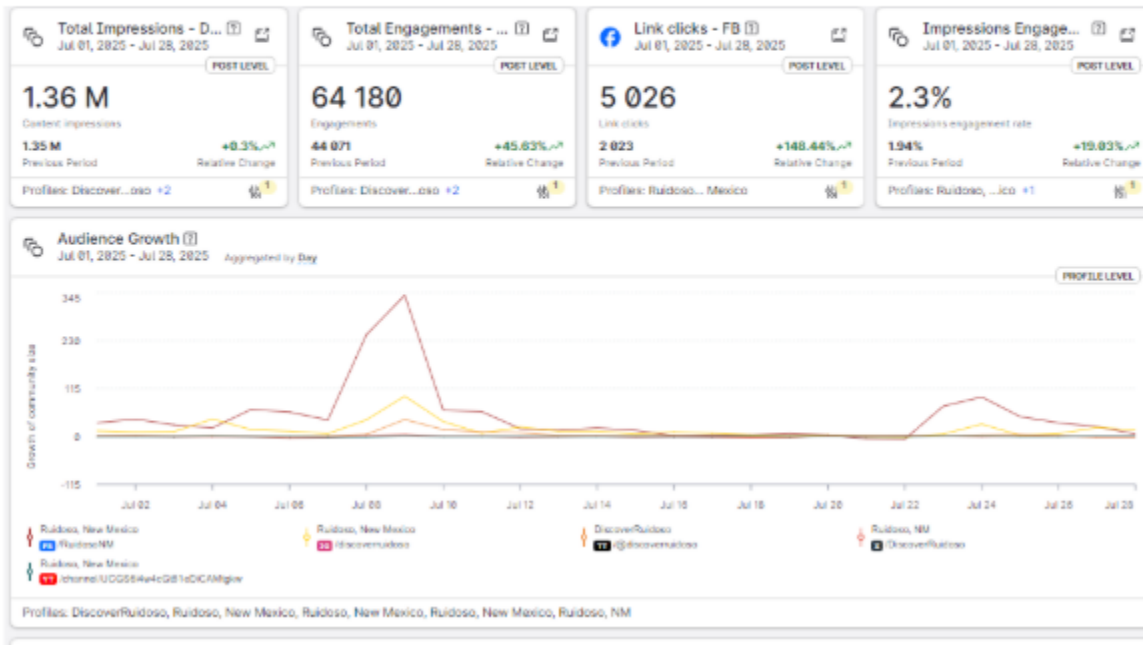
TOURISM - TOP PERFORMING SOCIAL POSTS

Top performing Facebook posts in July in terms of impressions:



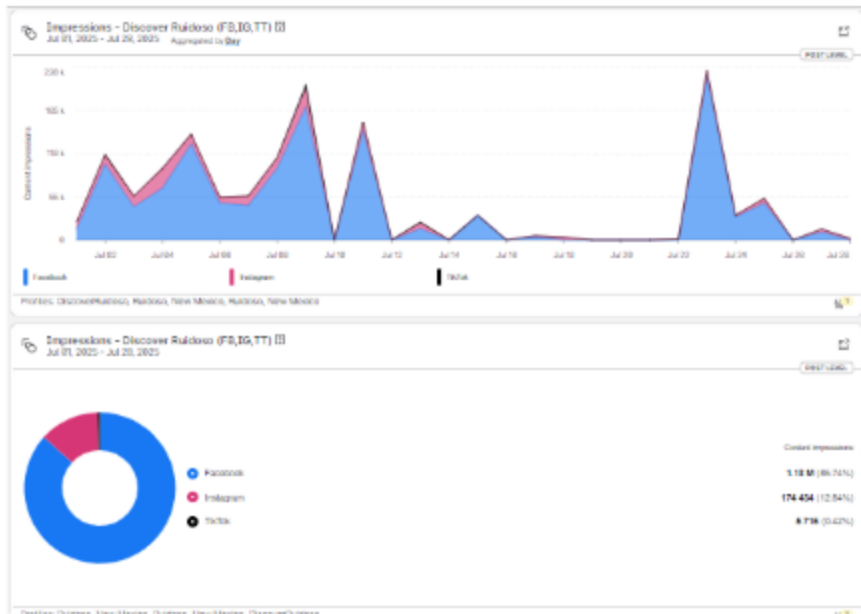
SOCIAL OVERVIEW: JULY 2025

Tourism Social Sites



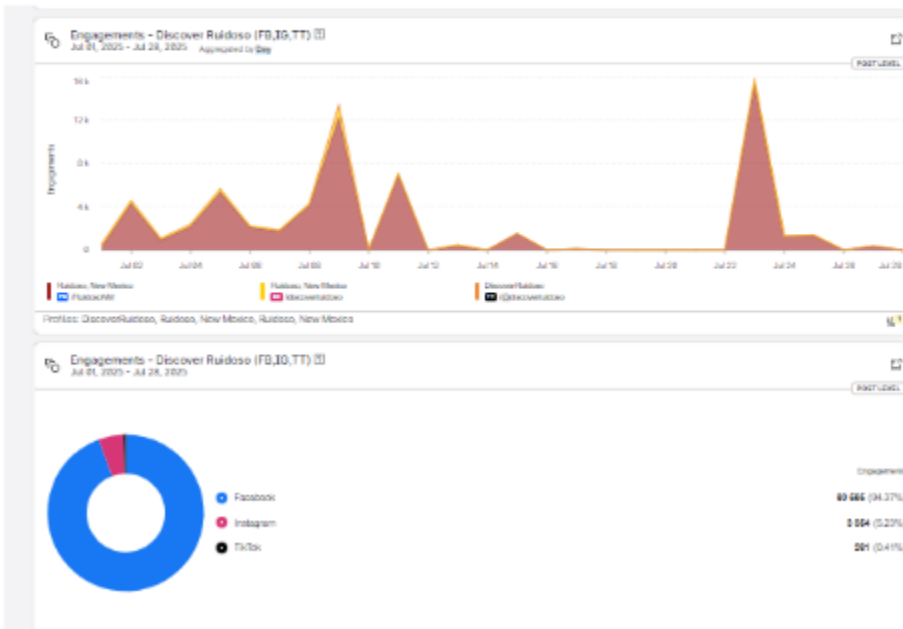
IMPRESSIONS: JULY 2025

Tourism Social Sites



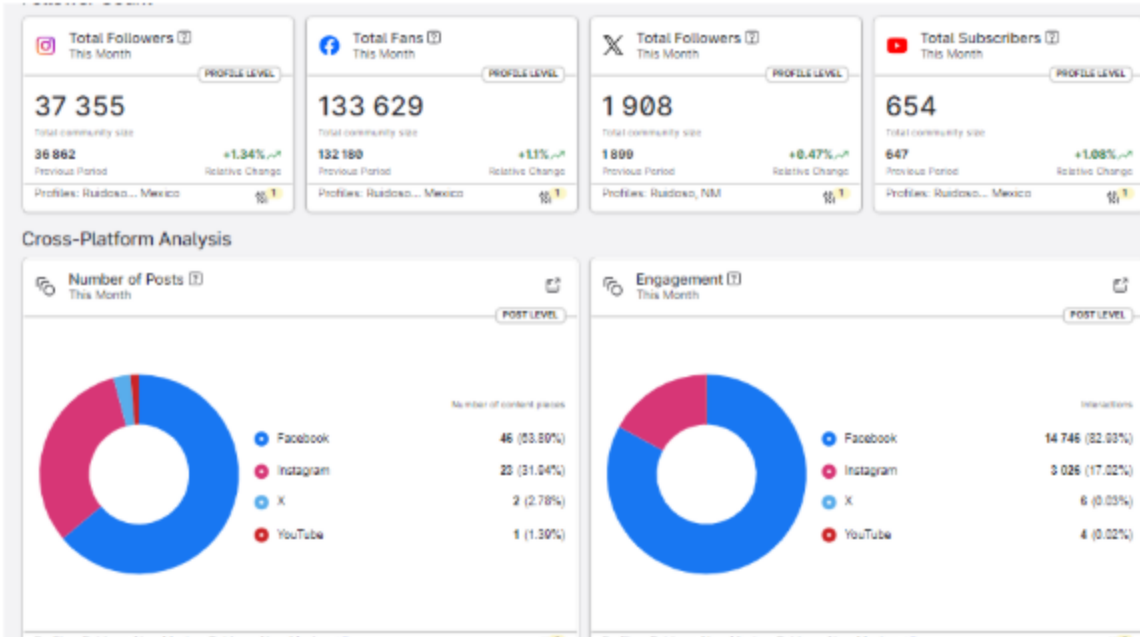
ENGAGEMENT: JULY 2025

Tourism Social Sites



TOURISM AUDIENCES

Total community of followers on Tourism social



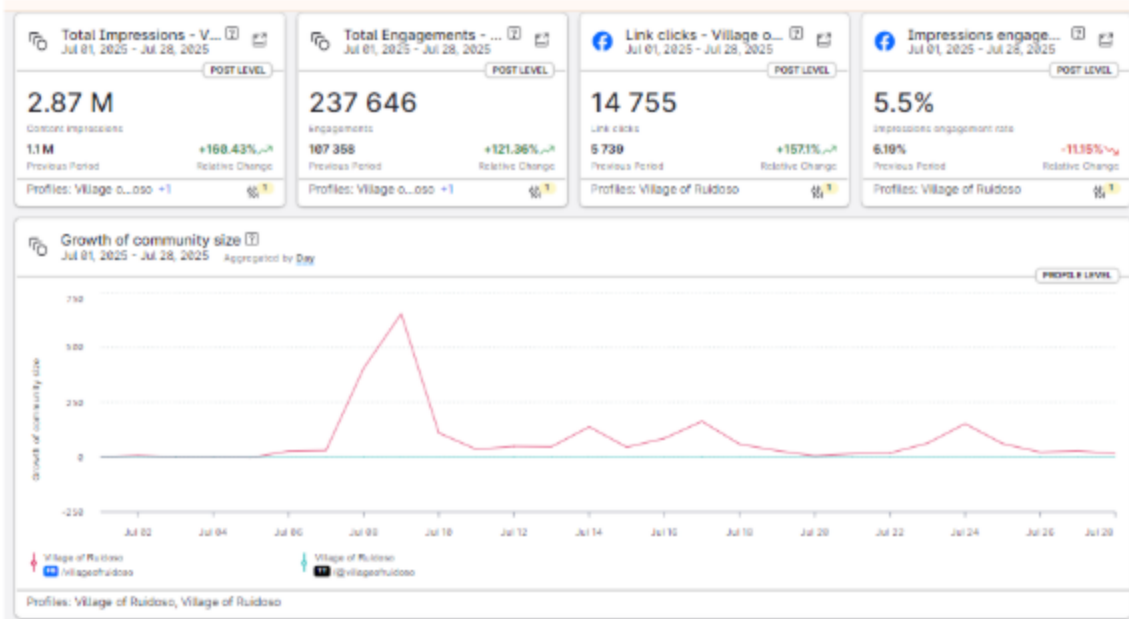
MUNICIPAL - TOP PERFORMING SOCIAL POSTS

Top performing Facebook posts in July in terms of impressions:



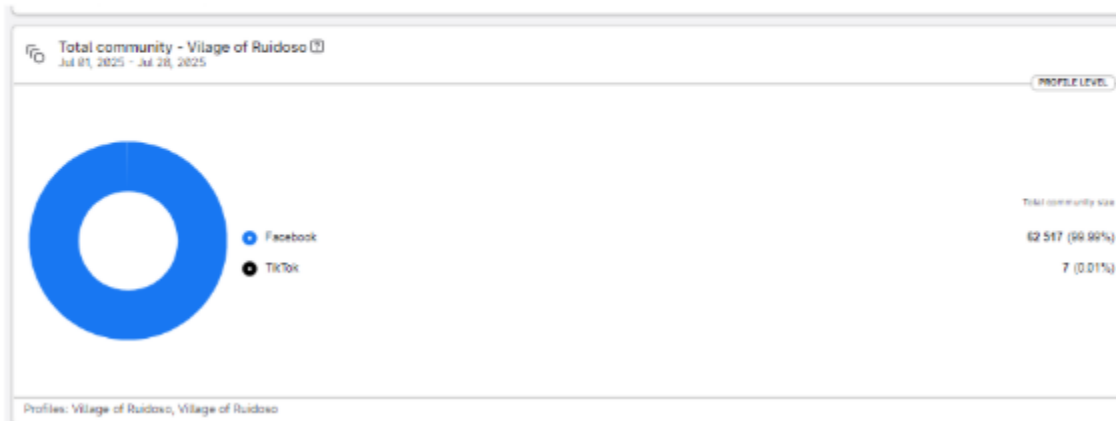
SOCIAL OVERVIEW: JULY 2025

Municipal Social Sites



MUNICIPAL AUDIENCE

Total community of followers on Municipal



WEBSITE –TRANSLATION TOOL

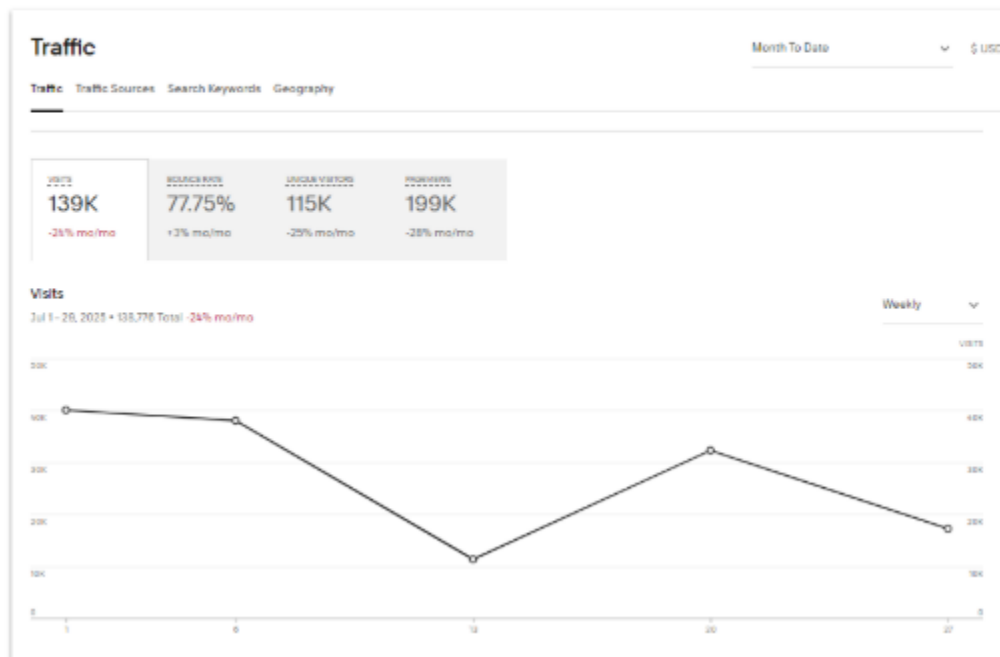


We had a record number of 505 translation requests by visitors in July.

In total, the tool has been used 7,490 times in the past 12 months.



WEBSITE ANALYTICS TOURISM: JULY



WEBSITE ANALYTICS

TOURISM: GEOGRAPHIC STATS

Texas continues to be our biggest audience on DiscoverRuidoso.com with El Paso beating out Dallas as driver of the most traffic this month.

United States

Location	Visits
United States	105,289 (100%)
Texas	26,148
Unknown	26,675
New Mexico	11,204
California	6,575
Arizona	4,028
Illinois	2,577
Tennessee	2,223
Florida	2,183
Michigan	2,027
Maine	1,774
Wisconsin	1,687
Oklahoma	1,637
Georgia	1,543
Colorado	1,227

Texas

Location	Visits
United States	105,289 (100%)
Texas	26,148
El Paso	3,269
Dallas	2,578
Others	1,762
Houston	2,288
Lubbock	1,603
Austin	1,613
San Antonio	1,502
Unknown	1,377
Fort Worth	629
Midland	708
Amarillo	708
Abilene	688
Richardson	568

JULY SOCIAL MEDIA

REAL RUIDOSO Getting the Record Straight

Parents, we need to address some misleading information circulating on social media about flooding in Ruidoso.

THE TRUTH While we have experienced some flash flooding that forced closures on the Boardwalk and Fuller's hair salon, reports of "catastrophic flooding" are greatly exaggerated. Staff users and our maintenance crew are clearing old foliage and outdoor tables, creating emergency exits and helping our community.

RUIDOSO IS SAFE. [#RUIDOSOIS](#)

We, who're dealing with typical weather flash flooding in town as it rains - full water pressure, and our community is helping us find creative solutions to help everyone informed and safe.

▶ Please don't post about updates. ▶ Use water responsibly. ▶ Stay safe. ▶ @ruidoso is always there.

The local businesses, restaurants, shops, and outdoor recreation areas are open and ready to welcome your business in the footsteps of our mountain community, and we have your continued support for ever. Thank you.

Interactions

1.1k

Imp. per % share

8.55

Interactions

Reactions	474
Comments	79
Shares	213
Total	1,146

We're excited to welcome you back to beautiful Ruidoso!

While we recently experienced some flooding that affected our infrastructure, our dedicated teams have been working around the clock to repair services, while making excellent progress and are soon for business!

Planning Your Visit
Ruidoso is ready for visitors, and we want to help you have a safe and enjoyable stay. To make the most of your time here, we recommend:

- Stay informed: Keep an eye on weather updates and social media.
- Enable alerts: Turn on emergency notifications on your phone for real-time updates.
- Stay connected: Check our resources below for the latest information.

Helpful Resources
Before you arrive, explore our Mountain Awareness page to familiarize yourself with our beautiful mountain weather patterns and consider following our VQR Facebook page:

- <https://www.ruidoso-nm.gov/tourism-season-awareness/faq-flood-awareness/>
- <https://www.facebook.com/visitagoruidoso>

Download the "Discover Ruidoso" app (available in your app store) - This is your pocket guide to everything Ruidoso! In the app store, you'll find the WZN map that includes:

- Current weather conditions
- Road closures and updates
- Live local emergency information
- Our trusted Flood Safe Partners

Interactions

1.5k

Imp. per % share

11.06

Interactions

Reactions	1,173
Comments	176
Shares	100
Total	1,475

JULY DIGITAL



Ruidoso News Banner



Military – Ft Bliss & HAFB



Traveling Texan Trip Planner



Go-NewMexico

JULY BILLBOARDS

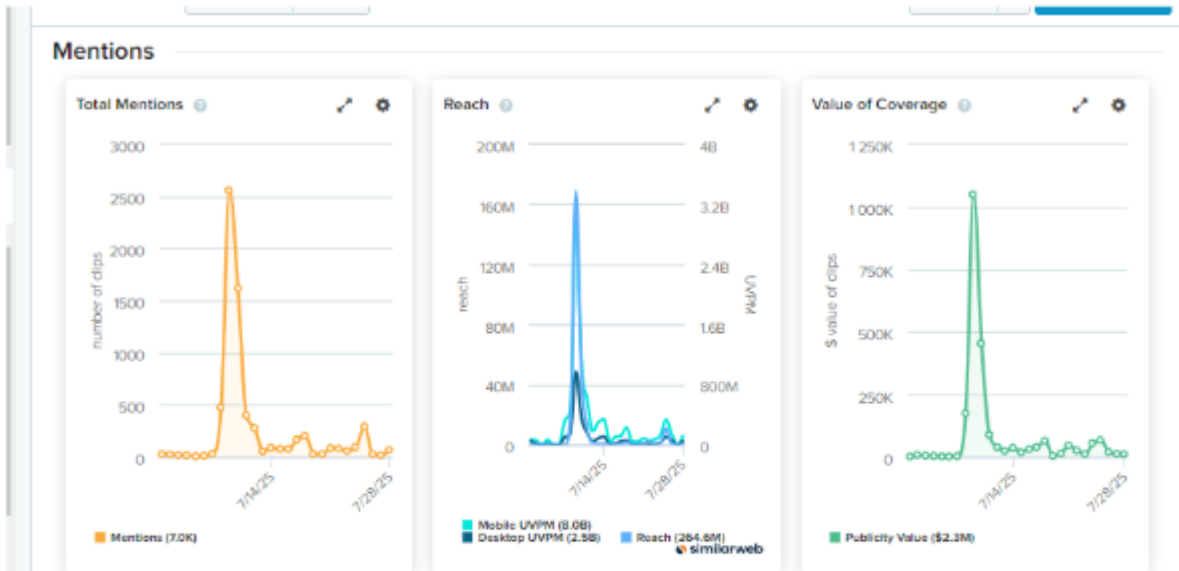
We ran out-of-home advertising in both El Paso and Albuquerque markets, including temperature boards.



JULY EVENTS



PR: JULY 1-31, 2025



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

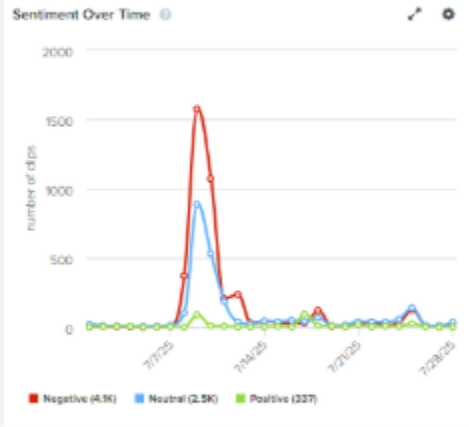
Reach: Distribution of clips over time based on their reach.

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: JULY 1-31, 2025

Sentiment

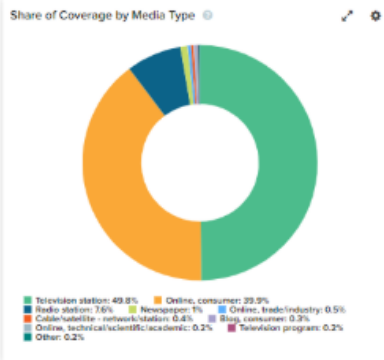
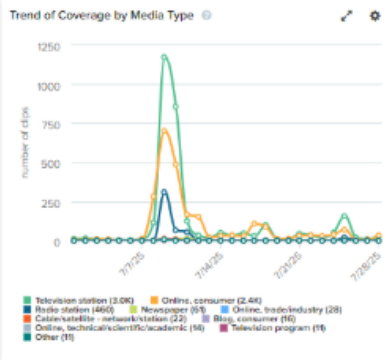


Sentiment Over Time: This is the distribution of sentiment tagged as positive, negative, or neutral as by calculated auto-toning.

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

PR: JULY 1-31, 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.

NMTD CO-OP PROGRAM FY25

Our NMTD Co-op Award for FY25 gave us a \$913,300 media buy. The additional allocation of \$100,000 in incremental funds for fire recovery. The MMP program is in market now through the end of August.

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 (Iratea 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 DOH 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 DOH 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 DOH ad templates on Brand Resource Hub.

NMTD CO-OP PROGRAM FY25

Final round of creative in market June-August



NEW MEXICO  TRUE

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.

The screenshot shows a summary table and a detailed line items table for the NMTD Co-op Award. The summary table includes columns for Line #, Total \$ Value, NMTD \$, Partner \$ Contribution, Partner \$ Due 07/16/25, and Partner \$ Due 12/31/25. The line items table includes columns for Initiative, Units, Total \$ Value, NMTD \$, Partner \$ Contribution, Partner \$ Due 07/16/25, and Partner \$ Due 12/31/25.

Line #	Total \$ Value	NMTD \$	Partner \$ Contribution	Partner \$ Due 07/16/25	Partner \$ Due 12/31/25
MMT 23	\$920,913.00	\$613,942.00	\$306,971.00	\$153,485.50	\$147,265.50
PLB 8	\$0.00	\$0.00	\$0.00	N/A	N/A
TOT 23	\$920,913.00	\$613,942.00	\$306,971.00	\$153,485.50	\$147,265.50

Initiative	Units	Total \$ Value	NMTD \$	Partner \$ Contribution	Partner \$ Due 07/16/25	Partner \$ Due 12/31/25
MMT AWARDS						
Video Production	2	\$34,800.00	\$23,200.00	\$11,600.00	\$11,600.00	\$0.00
Micro-Influencer Awareness/Activation Program + Influencer Content Amplification	2	\$80,400.00	\$40,200.00	\$20,100.00	\$10,100.00	\$10,100.00
Managed Search (Minimum 2 Options)	4	\$42,430.00	\$41,680.00	\$20,840.00	\$10,420.00	\$10,420.00
Red Chile PACKAGE (Consideration & Intent): Meta (FB & IG) Static & Video, PD Promoting, New Texas Interior Ads, Rich Media, Sponsored Content, YouTube, City	3	\$479,700.00	\$319,800.00	\$159,900.00	\$79,950.00	\$79,950.00
Meta PACKAGE (Awareness): Meta (FB & IG) Video, YouTube, Rich Media Video, In-Game Video	1	\$72,000.00	\$45,000.00	\$22,500.00	\$11,250.00	\$11,250.00
West Texas Programmatic Digital Out-of-Home (12 weeks)	2	\$42,000.00	\$21,000.00	\$10,500.00	\$7,000.00	\$7,000.00
Dallas Programmatic Digital Out-of-Home (12 weeks)	2	\$42,000.00	\$21,000.00	\$10,500.00	\$7,000.00	\$7,000.00
New Mexico True Adventure Guide - 2 Page Spread + Digital	1	\$27,307.00	\$13,650.00	\$6,825.00	\$4,064.00	\$4,064.00
New Mexico Magazine Print Ads (3X, Full Page) + Digital	2	\$25,640.00	\$12,780.00	\$6,390.00	\$4,340.00	\$4,340.00
Texas Nonroy Print Ad (Full Page) + Digital & E-Newsletter	2	\$30,510.00	\$15,240.00	\$7,620.00	\$5,130.00	\$5,130.00
Dallas - D Magazine Print Ads (3X, Full Page) + Advertiser & Bonus E-Newsletter	2	\$39,570.00	\$19,785.00	\$9,892.50	\$6,595.00	\$6,595.00

WATER DISTRIBUTION / WASTEWATER COLLECTIONS

Water

- Repaired
- ¾ inch service lines - 5
- 2-inch lines - 5
- 6 inch lines - 10
- Valves - 2

Meter readers

- Work orders - 246
- Leaks - 166
- Maintenance and prvs - 17
- Shut offs - 36

Sewer

- Rodded feet-5600
 - 340 feet - Service lines
 - 5260 feet - Main lines
- Blockages - 19
 - Customer - 5
 - VOR - 14
- Repairs - 7
 - Lines - 5
 - Manhole - 2
- Dye test - 0
- Sewer Taps - 0

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 – **0 gpm** into Grindstone Reservoir (Hollywood staff gauge is at - **Issue with gauge**)
- **Alto Lake to Plant 3** – **0 gpm**
- **Grindstone Reservoir level Elevation** – **6879.4 – 40.17' (from spillway)**.
- **Alto/Grindstone Interconnect** – **0 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** – **0' / 23' (Overflow)**
- **Little D Tank** – **28.5' / 32.0' (Overflow)**
- **Country Club Tank** – **33.1' / 23' (Overflow)**
- **Grindstone Lake Temp** – **68.8**.
- **Alto and Grindstone Dam Inspection** – The Dam inspection was on 7/28/25.

Plant #4

- Grindstone Tank level (3 million) = **50.2' / 51.9' (Overflow)** (8/4/25).
- Raw Water - **293,000 gallons** (8/2/25).
- Water produced - **205,000 gallons** (8/2/25).
- Completed monthly fire extinguisher inspections at plant 4 on 7/25.
- Plant operators are adjusting polymer flow rates as needed.
- Actual % TOC removal was 27.0%.
- Generator test (without load) is every Wednesday at 9:00 a.m.
- Generator test (with load) is once a month on the first at 9:00 a.m.
- Filter 1 is almost completed.
- Working on weed maintenance and plant cleanup.

Plant #3

- West Alto Tank level (5 million each) = **52.9' / 57.8' (Overflow)** (8/4/25).
- East Alto Tank level (5 million each) = Drained for rehab.
- Water production – **619,000 gallons** (8/1/25).
- Raw water to plant – **671,000 gallons** (8/1/25).
- Alto Lake to Plant 3 – **0 gpm**
- Completed monthly fire extinguisher inspections at plant 3 on 7/25.
- Eagle Creek flow - **75 gpm**.
- Generator test (without load) is every Wednesday).
- Generator test (with load) is once a month.
- Actual % TOC removal was 0%.
- Working on weed maintenance and plant cleanup.

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.
- Completed physical PRV checks on all critical PRV's for July 2025.
- Wells are being rotated on an as needed basis.
- Assisted NMED with the sampling three out of six entry points on 8/4/25

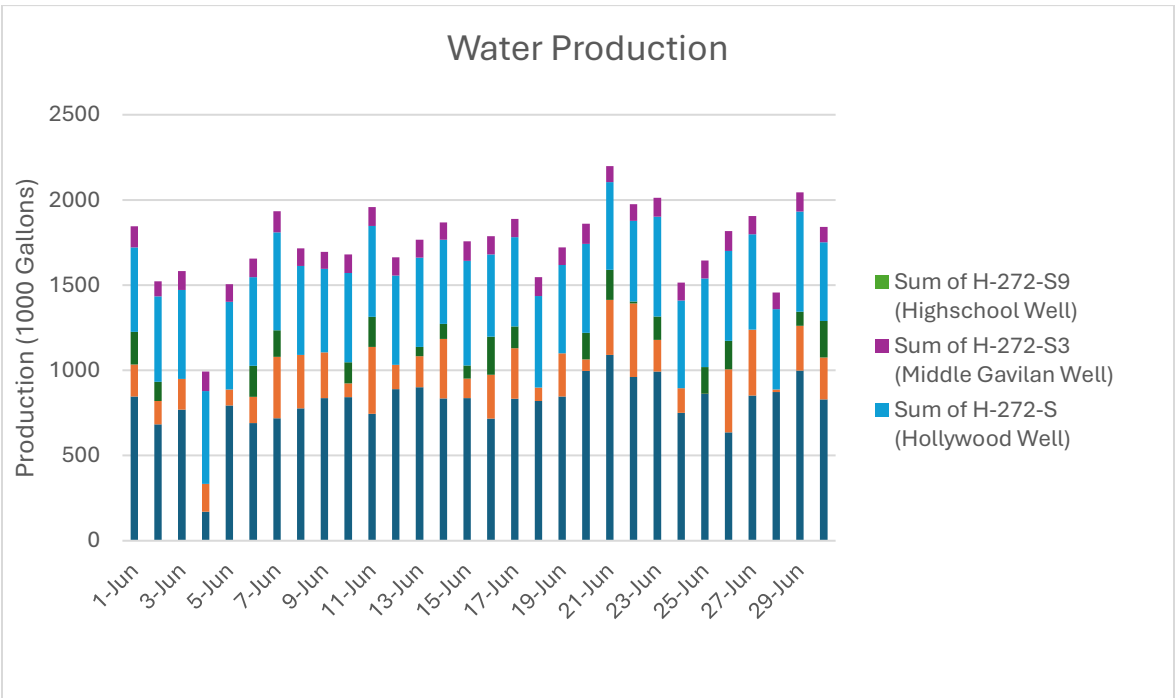
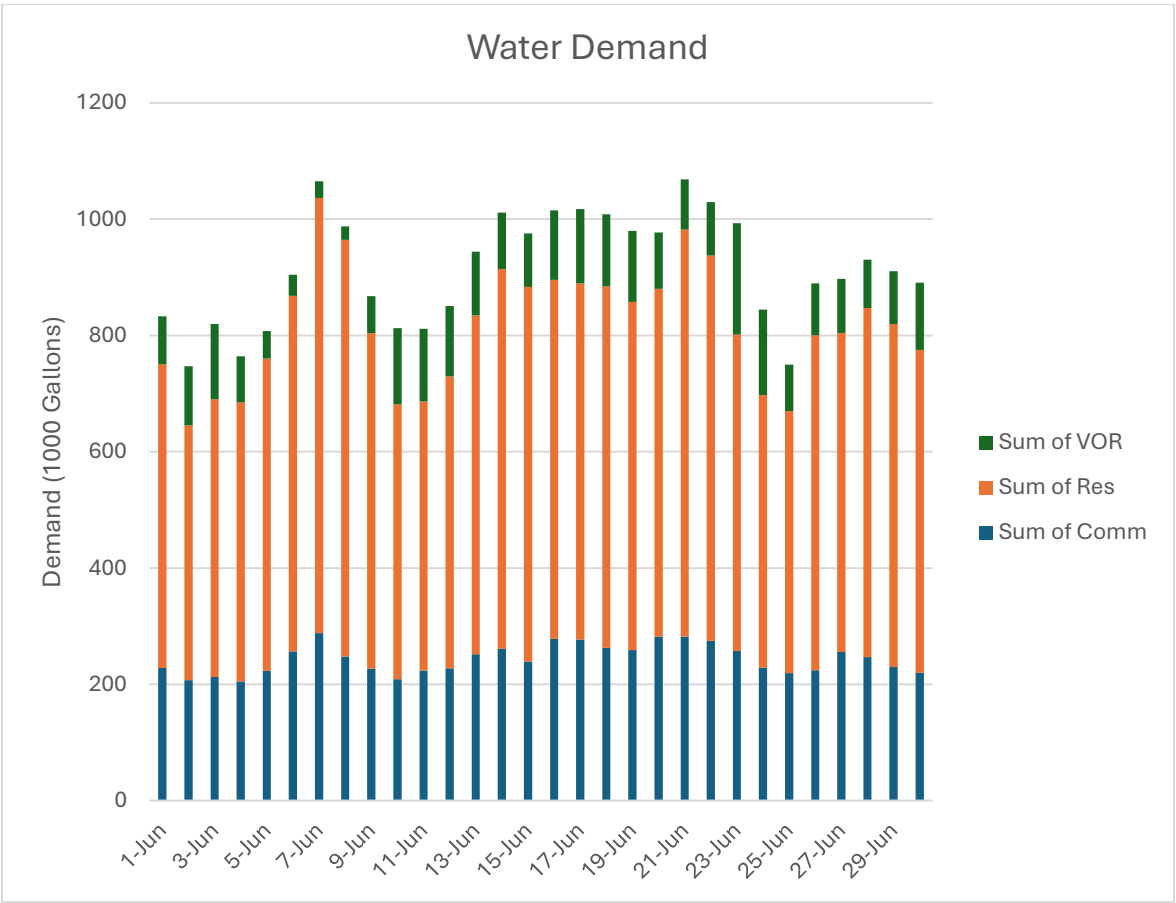
Projects

- Tank Rehabilitation Project – D&R Tank completed all metal work, the painters are working on the outside of the tank, and a second crew will be working on the inside of the tank.
- Upper Canyon Diversion Project – Spartan Construction will install two gates and Haliday hatches on 8/5/25.
- Tank Rehabilitation Phase 2 – Task Order #3 was approved in the July Special Council meeting.
- River Well – Submitted a permit to OSE to relocate the well.
- Alto Lake Dam spillway and routing analysis – Working on the Task Order for AECOM.

NMED/EPA/OSE

- Completed (20) Bac-T sampling for July
- Completed July TOC samples for plant 3 & 4.
- Completed July SUVA samples.
- Submitted July MOR to NMED on 7/05/2025.
- Submitted Seepage data to NMOSE- DSB on 7/10/2025.

WATER RESOURCE



July at the Wingfield Heritage House Museum

- We had 96 visitors at the museum in July, even with several monsoon days keeping visitors away. Visitation was Local 43% and Non-Local 57%.
- Stephanie worked several days at the EOC for Mass Care unit. Jamie was able to keep museum open.
- We have begun scanning Carmon Phillips Collection large format negatives, borrowed from Hubbard to finish digitization of them.
- Three new Ruidoso Rewind episodes aired (History of Wildland Firefighting, Hotshot Crews, and Prohibition), with one rerun on 1941 Flood.
- Interviews were completed for Education Curator job.
- House had bunting on the front porch for 4th of July week.



Scans from Carmon Phillips negatives – power plant and Burger Trolley

