

CITY COMMISSION MEETING MINUTES
CITY OF TRUTH OR CONSEQUENCES, NEW MEXICO
CITY COMMISSION CHAMBERS, 405 W. 3RD St.
WEDNESDAY, MAY 11, 2022

A. CALL TO ORDER:

The meeting was called to order by Mayor Amanda Forrister at 9:00 a.m., who presided and Angela A. Torres, City Clerk-Treasurer, acted as Secretary of the meeting.

B. INTRODUCTION:

1. ROLL CALL:

Upon calling the roll, the following Commissioners were reported present.

Hon. Amanda Forrister, Mayor
Hon. Rolf Hechler, Mayor Pro-Tem
Hon. Destiny Mitchell, Commissioner
Hon. Merry Jo Fahl, Commissioner
Hon. Shelly Harrelson, Commissioner

Also Present: Bruce Swingle, City Manager
Angela A. Torres, City Clerk-Treasurer

There being a quorum present, the Commission proceeded with the business at hand.

2. SILENT MEDITATION:

Mayor ~~Pro-Tem~~ Forrister called for fifteen seconds of silent meditation.

3. PLEDGE OF ALLEGIANCE:

Mayor ~~Pro-Tem~~ Forrister called for Mayor Pro-Tem Hechler to lead the Pledge of Allegiance.

4. APPROVAL OF AGENDA:

Mayor Pro-Tem Hechler moved to approve the agenda as submitted. Commissioner Fahl seconded the motion. Roll call was taken by the Clerk-Treasurer. Motion carried unanimously.

C. PRESENTATIONS:

1. Proclamation naming May 27, 2022 as Poppy Day for the American Legion Auxiliary:

Mayor Forrister presented a proclamation to the American Legion Auxiliary naming May 27, 2022 as Poppy Day.

2. Proclamation naming April 23, 2022 as the State Envirothon Champion Scat Cats Day in honor of their 10th time winning in 11 years:

Mayor Forrister presented a proclamation to Coach Mark Hedge naming April 23, 2022 as the State Envirothon Champion Scat Cats Day in honor of their 10th time winning in 11 years. She also presented certificates of commendation to each team member, Coach Hedge and Assistant Coach Dylan Cunnington for their accomplishment in the New Mexico Envirothon state contest. The certificates presented to:

- **Edgar Gracia: Placement of 1st in the Forestry Contest.**
- **Jair Serrano: Placement of 1st in the Soils Contest.**
- **Noah Allen: Placement tied for 1st in the Wildlife Contest.**
- **Gioia MacKenzie: Placement tied for 1st in the Wildlife Contest.**
- **Cayden Tisdale: Placement of 5th in the Waste to Resources Special Topic.**
- **Christney Deseo: Placement of 3rd in the Aquatic Contest.**

3. Issuance of Certificates to the Hot Springs FFA Pasture and Range Team:

Mayor Forrister presented certificates of commendation to the Hot Springs FFA Pasture and Range Team for their accomplishments in the NM FFA State Career Development Events and the FFA National Competition. The certificates presented to:

- **Dawson Gurule for the 2nd High Point Individual on the 1st place team in the NM FFA State Career Development Event.**
- **Aubrie Carter for the 3rd High Point Individual on the 1st place team in the NM FFA State Career Development Event.**
- **Conner Roberts for the 7th High Point Individual on the 1st place team in the NM FFA State Career Development Event.**
- **Preston Wood for being on the 1st place team in the NM FFA State Career Development Event.**
- **Chloe Curliss for being on the 5th place team in the NM FFA State Career Development Event.**
- **Jesse Casady for being on the 5th place team in the NM FFA State Career Development Event.**
- **Shayly Cummings for being on the 5th place team in the NM FFA State Career Development Event.**

CITY COMMISSION MAY 11, 2022 REGULAR MEETING MINUTES

- **Robert Walters for being on the 5th place team in the NM FFA State Career Development Event.**
- **Dawson Gurule for being on the 7th place team at Nationals.**
- **Aubrie Carter for being on the 7th place team at Nationals.**
- **Conner Roberts for being on the 7th place team at Nationals.**
- **Robert Walters for being on the 7th place team at Nationals.**

Both teams qualified for Nationals in Oklahoma City, and traveled to the National Competition the first week in May. A thank you was also given to the Sierra Soil & Water Conservation District, Willard Hall, Sara Marta, the Sierra County 4H Council, Shane and Amy Carter, and the Hot Springs FFA Alumni.

4. Presentation of City of Truth or Consequences Employee Service Anniversary Awards:

City Manager Swingle presented an Employee Service Anniversary Award to Margaret Reed for 1 year of service with the City of Truth or Consequences.

City Manager Swingle presented an Employee Service Anniversary Award to Rocky Starr for 1 year of service with the City of Truth or Consequences.

City Manager Swingle presented an Employee Service Anniversary Award to Traci Alvarez for 9 years of service with the City of Truth or Consequences.

City Manager Swingle and Ashley Galicia, Pool Supervisor presented an Employee Service Anniversary Award to Audrianna Renfro for 3 years of service with the City of Truth or Consequences.

City Manager Swingle presented and Ashley an Employee Service Anniversary Award to Rocky Starr for 1 year of service with the City of Truth or Consequences.

City Manager Swingle presented an Employee Service Anniversary Award to Angela Torres for 12 years of service with the City of Truth or Consequences.

City Manager Swingle presented an Employee Service Anniversary Award to Dave Johnson for 14 years of service with the City of Truth or Consequences.

City Manager Swingle presented an Employee Service Anniversary Award to Andres Alvarez for 16 years of service with the City of Truth or Consequences.

Mayor Forrister presented an Employee Service Anniversary Award to City Manager Swingle for 1 year of service with the City of Truth or Consequences. She also read a few kind words from various staff members.

5. Review of the 2022 Fiesta Weekend:

Commissioner Mitchell gave an overview of the 2022 Fiesta Weekend:

- The parade was bigger, better, and longer this year. Some people described it as the best one they have seen in many years.
- The downtown music was local and was very well attended.
- The Beer Garden was a big hit.
- She thanked David Johnson, Henry Flores, and MainStreet T or C for helping them get the beer garden set up in 1 hour after the parade.
- She thanked Police Chief Rodriguez and the Police Department for keeping us safe and protected all weekend.
- The tournaments were very well attended. The Corn Hole event and Disc Golf tournaments brought in people from all over.
- Our Miss Fiesta Brooklynn Garcia won the Volleyball tournament.
- The kids caught over 50 different fish in the Fishing Derby. She thanked the New Mexico Department of Game & Fish for donating the fish, and stocking the pond.
- The Basketball and Skateboard tournaments had a good turnout.
- The music and vendors were a little slow on Sunday, but that was pretty much due to the wind and heat.
- She thanked Sean Barnes and Thomas Cool for helping them break down the chairs, tables, and barriers.
- There will be pictures in the paper of the Fiesta event.
- She thanked all of the sponsors for all of their contribution.
- She thanked everyone for coming out and supporting the Fiesta.
- She thanked the Fiesta Board for everything.

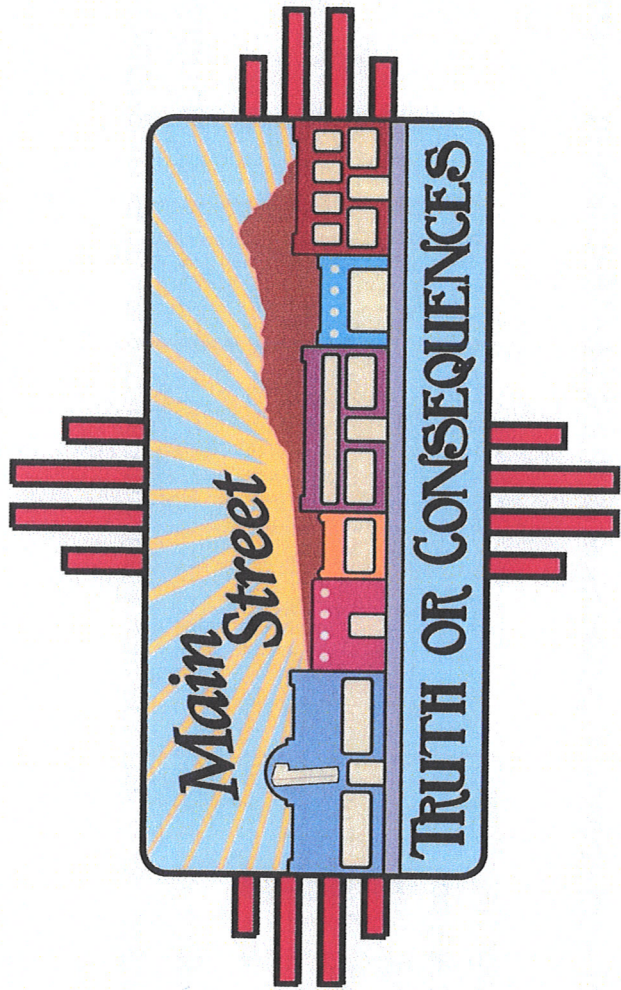
Mayor Pro-Tem Hechler also reported the following:

- He thanked Commissioner Mitchell for her organization, and dedication to this community. She worked tirelessly to make the Fiesta event possible.
- He was in charge of the vendors, and all of them had lines all day long. We made about \$4,500 in vendor fees. We had over 50 vendors, so that gave them some ideas for next year. He would like to put 10 vendors at Ralph Edwards Park next year to try to support the activities over there. Our vendor fee was only \$75 this year, but he thinks the fee may have to go up to \$100 next year, and the city will impose a business license fee to the vendors.

6. Presentations regarding the Sub-Recipient Grant Applications from the City's Portion of Lodger's Tax:

Geronimo Trail Scenic Byway gave a brief presentation of the services they provide, and what they use the funding for.

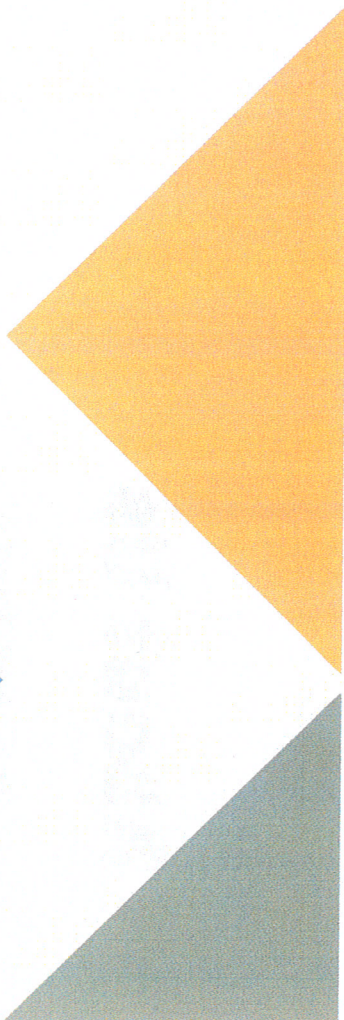
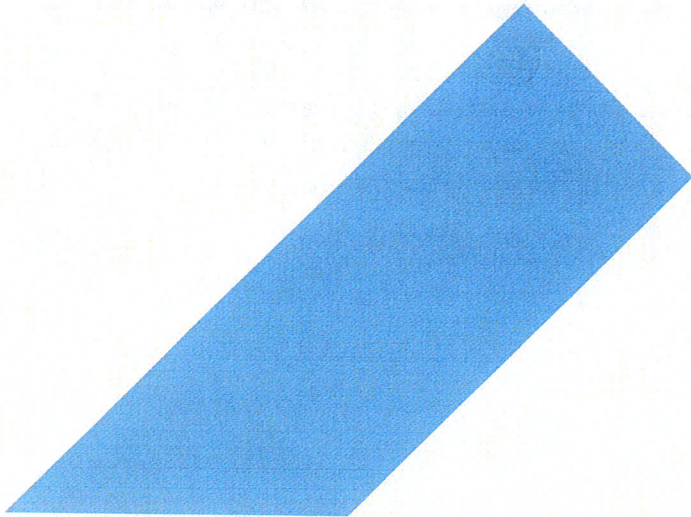
MainStreet Truth or Consequences gave a brief presentation of the services they provide, and what they use the funding for.



Kari Fresquez

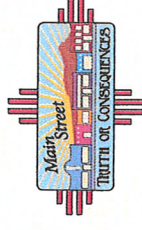
Board of Directors, President

May 11, 2022



About Us

- Founded in 2009
- An eight-member board of directors and a full-time executive director
- Undergo an annual accreditation process with the state MainStreet Program which requires, in part:
 - Maintain non-profit legal status
 - Complete quarterly compliance reports to the state
 - Maintain an MOU with local government
 - Receive funding (buy-in) from local government (via a scope of services contract)
 - Show progress with implementation of Economic Transformation Strategies and Projects
 - Maintain a full-time staffer and active Board of Directors
- Maintaining accreditation with the state brings benefits to our community including the ability to apply for federal, state, and foundation grant funding that directly supports our mission.

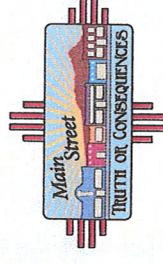


Our Mission

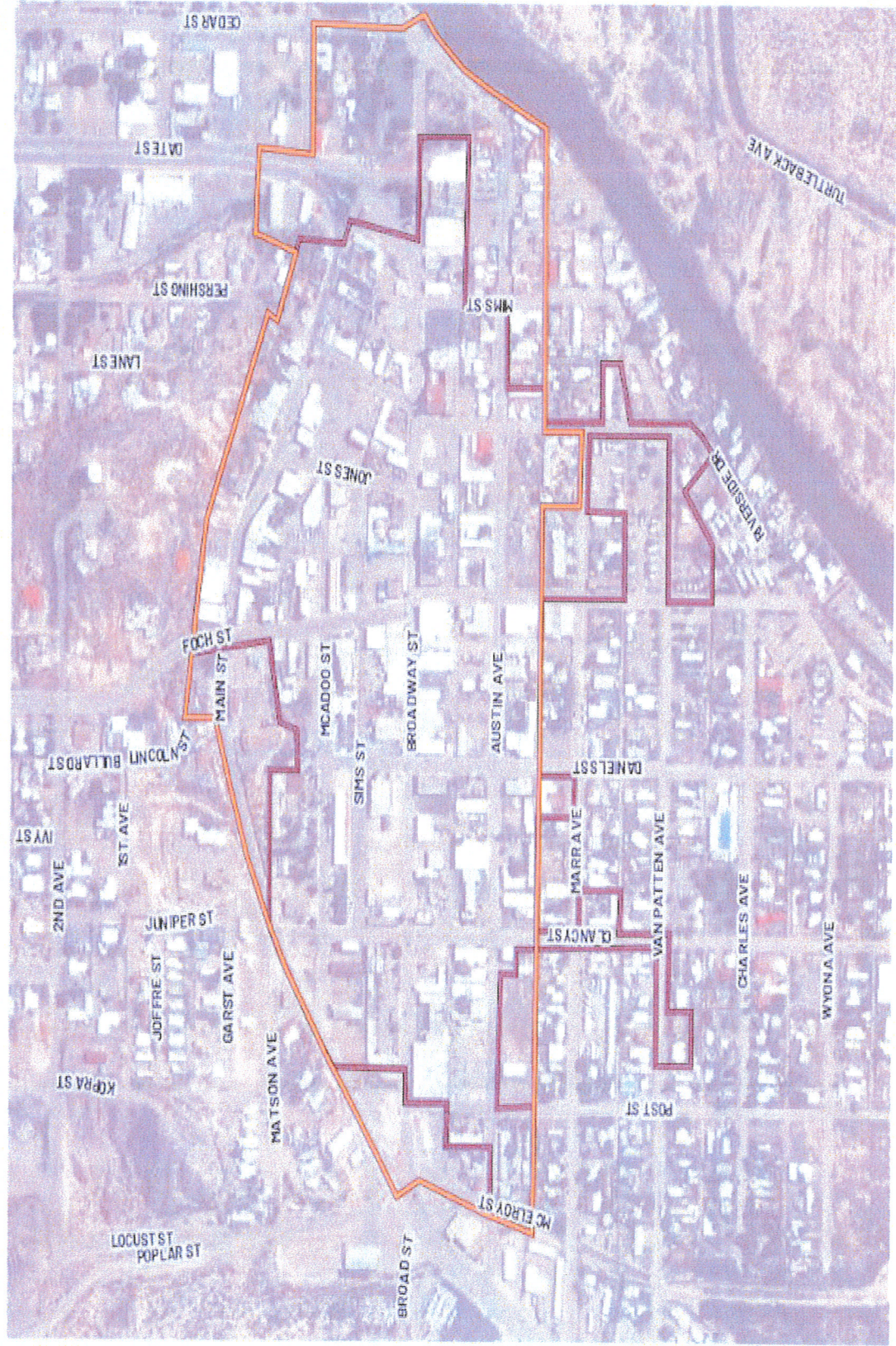
To preserve and enhance historic downtown Truth or Consequences.

Our Vision

The historic downtown district is a destination with unique retail, community activity, performing and visual arts, as well as a place for healing and rejuvenation. Our downtown is the heart of the community, rooted in our diverse past and working toward a vibrant and prosperous future.



HOT SPRINGS BATHHOUSE AND COMMERCIAL HISTORIC DISTRICT



The Public-Private Partnership

(as per the *Biannual MOU*)

City of Truth or Consequences

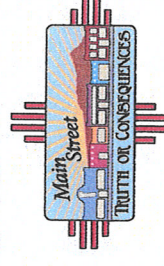
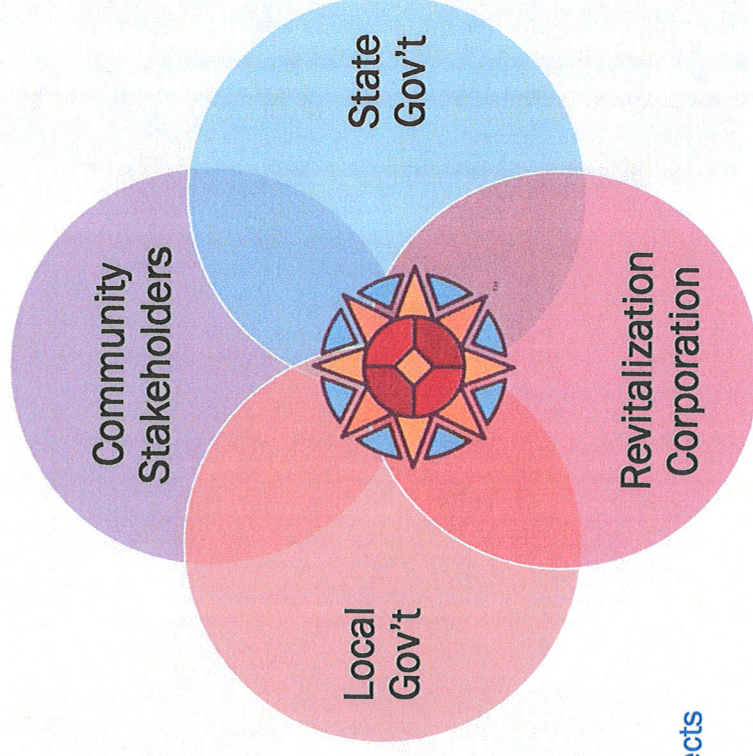
- Philosophical Commitment (MOU)
- Coordination/Planning
- Financial Support for Operations
- Fiscal Agency for Capital Outlay \$\$

New Mexico MainStreet

- Technical Assistance
- Capital Outlay \$\$
- Coordination, Reporting
- Compliance
- Coordinate w/DCA, NMArts, etc.

MainStreet Truth or Consequences

- Implement Revitalization Projects
- Resource Development
- Planning, Statistical Reporting
- Coordination w/City, State
- Compliance



The Main Street Four-Point Approach™



Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

ECONOMIC
VITALITY

COMMUNITY
TRANSFORMATION

DESIGN

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces



Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

ORGANIZATION

PROMOTION

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience



Economic Transformation Focus Areas

1. Enhance economic opportunities in the district and increase foot traffic by area residents and visitors; and
2. Implement property re-development tasks and improvements to the physical assets and appearance in the district.

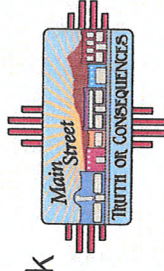


Ongoing Activities & Accomplishments

- Advocate for federal, state, and private resources for downtown, including the construction of the Great Blocks public infrastructure project.
- Promotion of small businesses – monthly “Shop Small” raffle, social media promotion, business highlight blog, Small Business Saturday
- Business assistance, training, & guidance
- Production of tourism brochures
- Serve as POC for start up businesses and businesses considering re-location
- Assist businesses with “façade squad” improvements – Rio Bravo, El Cortez, and others in the pipeline
- Community events production and promotion - Old-Fashioned Christmas, Trick or Treat Downtown. Second Saturday Art Hop, Actively participated in Fiesta this year
- Connect NM MainStreet technical assistance for district revitalization projects, including the community branding activities

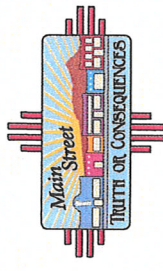
Moving Forward

- Actively working to interview & hire a full-time executive director (June)
- Hold retreat w/new board and director to re-establish strategic plan, setup sub-committees, and develop priority projects (July)
- Strengthen focus on district beautification and economic revitalization efforts and seek funding and grants that support these efforts
 - Strengthen façade squad and beautification program – murals, repair, painting, landscaping
 - Advocate for full funding for Foch St/Great Blocks infrastructure improvements
 - Expand production & promotion of downtown events
 - Seek funds to implement wayfinding to attract visitors into downtown and to help them navigate while downtown
 - Provide office hours at MainStreet office for business and visitor support
- Make downtown a wonderful place for residents and visitors to live, play, and work



Recent Highlights/Benefits of MainStreet & City Partnership

- By maintaining our partnership with the City and accreditation with the State we can leverage funds to benefit downtown that we otherwise would not have access to.
- The 2021 annual service delivery report from NM MainStreet values the technical assistance, asset development and state grant awards at over \$348k
- Great Blocks Capital Outlay – currently \$1.3M allocated for Foch St Project
- NM Resiliency Alliance Grant - \$5,000 for façade improvements – El Cortez
- Leads Grant for business assistance study & implementation - \$5,000
- Access to technical resources from NM Main Street to assist with landscape architecture, façade design, historic preservation, public use planning & design, business coaching and support, and property development.

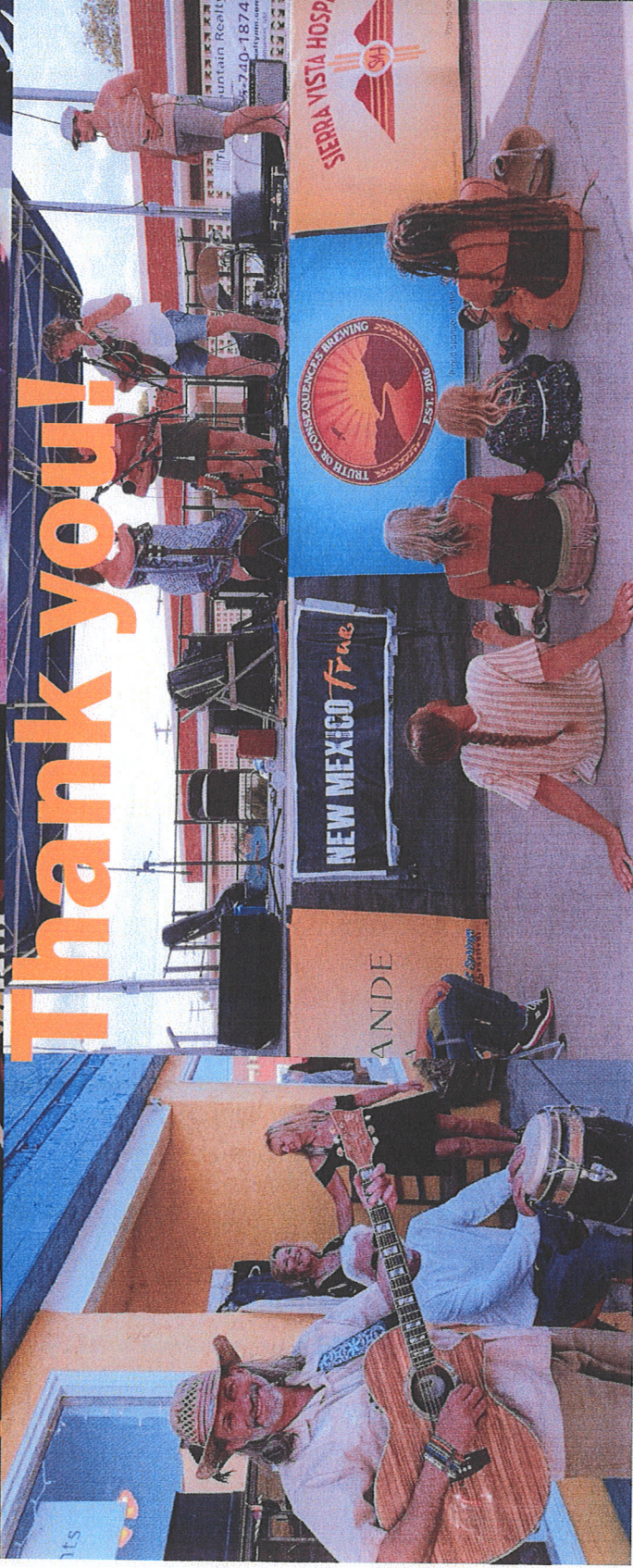


MainStreet Truth or Consequences

www.torcmainstreet.org



Thank you!





April 25, 2022

Bruce Swingle
City Manager, City of Truth or Consequences
505 Sims Street
City of Truth or Consequences, NM 87901

RE: FY 22/23 Proposal Tourism Industry Business, Events, Attractions Website, Social Media, Brochure Delivery NM Statewide and "I" Brochure Update /Reprint

Honorable City Manager Bruce Swingle,,

This is our annual Contract for Services Proposal from our Sierra County Recreation and Tourism Advisory Board to provide the following services to the City of Truth or Consequences for the Fiscal Year FY 22/23.

1. Tourism Website maintenance, updates, www.sierracounty.info, Website, SEO, maintenance of the Facebook Page, Twitter Feed, Pinterest site, Instagram, Blogs, Go Travel Sites/Go-New Mexico website, Google DMO site maintenance, Banner Ads, Facebook Ads, Google Ads, etc. Our www.sierracounty.info website also contains current detailed information on all Lodging, Dining and Retail Shopping located in Truth or Consequences and Sierra County. Maintain Truth or Consequences website presence on the NM Tourism Department website <https://www.newmexico.org/places-to-visit/regions/southwest/truth-or-consequences/>. Maintain and follow all NMTD Guidelines regarding Truth or Consequences is New Mexico "True". Maintain Free Local Tourism Events Website and produce and eblast monthly Events Newsletter: www.sierracountynewmexico.info/gosierracounty/ Instagram: <https://www.instagram.com/sierracounty/> Facebook: <https://www.facebook.com/visitsierracounty/> Twitter: <https://twitter.com/sierracountynm> Pinterest: <https://www.pinterest.com/sierracountynm/> Blog: www.sierracountynewmexico.info/blog/ Pet Friendly: www.sierracountynewmexico.info/pet-friendly-facilities/ Lodging www.sierracountynewmexico.info/hotels Dining: www.sierracountynewmexico.info/restaurants/

Retail/Shopping: www.sierracountynewmexico.info/shopping/

HotSprings:

www.sierracountynewmexico.info/attractions/truth-or-consequences-hot-springs/

Daytrips: www.sierracountynewmexico.info/recreation/tours-and-itineraries/

Annual Cost: \$13,000.00

2. Maintain Contract for Statewide Distribution of Truth or Consequences Tourism related Brochures with "Fun & Games" Delivery Service. Brochures are delivered to, Angel Fire VIC, Artesia Chamber, Aztec Chamber, Carlsbad Chamber, Chama VIC, Deming VIC, Espanola Chamber, Farmington VIC, Grants Chamber, Jemez Pueblo VIC, Las Cruces VIC, Las Vegas VIC, Los Alamos VIC, Raton Chamber, Red River Chamber, Rio Grande VIC, Rio Rancho Chamber, Ruidoso VIC, Sandia Resort, Sandoval County VIC, Santa Fe Downtown VIC, Santa Fe CVB, Santa Fe Railyard VIC, Santa Fe Tourism Center, State Tour Bus, Taos VIC and White Rock VIC. NM State Tourism Centers at Gallup, Glenrio, Lordsburg and Santa Fe.

Annual Cost: \$1,000.00

3. Update and Reprint of the "I" Brochure. This brochure is a small "rack size" New Mexico "true" publications that includes detailed information regarding Sierra Countywide Tourism Attractions, Signature Events, Lodging and Dining with NO advertisements. "I" Brochure: <https://www.sierracountynewmexico.info/visitorsguide/>

Annual Cost: \$3,000

Our Website www.sierracounty.info Google Analytics shows 225,196 user visits in the last 12 months (up 19%). Visitors from out of the USA were 7.8% (14,000 individual users). Visitors from the USA were 171,956 and visitors from Truth or Consequences were 7,268 (3.7%). Non local user visits to our website were 90-96%. Mobile/handheld devices are 58%. Desktop users are 39% and 2.8% users visited from a tablet.

Webmaster, Ruanna Waldrum, updates all the listings for lodging, dining, retail shopping, events, attractions, etc. on a weekly basis. Attached are the various annual Website, Maintenance Performed and Google Analytics Reports. Our Facebook reach increased 191%. Our Instagram reach grew 618%. See more details contained in the attached reports.

Respectfully Submitted,

Kim Skinner, Chairman
Sierra County Recreation and Tourism Board
PO Box 1072
Truth or Consequences, NM 87901
Sierra County NM EIN# 85-600251
575-740-1777

Website: www.sierracounty.info had 225,196 users in the past 12 months, up 19% from the previous year (comparing one-year periods beginning on April 21 and ending the following April 20). Page views increased by 29%, bounce rate was down by 5.68%, and length of stay increased 225%. Either the site got very sticky or google analytics changed how it tracks visit length. All of these gains are much larger than we've seen in years past.

Visitors: 7.8% of all users (about 14,000 individual users) were from outside the US. 171,956 visits were from the USA, and 7268 (or 3.7%) of those were visiting from "Truth or Consequences" IP addresses. There are lots of unknowns like visitors using T or C IPs while here, and unreliable IP geo-location data, but it is safe to say non-local visits averaged 90-96%.

Devices : Percentage of visits from handheld devices / mobile phones was 58%. 39% of visits came from desktop users, and 2.8% users visited from a tablet.

Reports attached.

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Website Improvements in the past 12 months

Please see attached for a comprehensive list of all updates made to the site and other assets in the last year.

Outdoor activities were our primary focus in the spring, since health mandates recommended the public avoid being indoors unmasked. A page on rock climbing was added, the hiking page was rewritten and expanded, and we improved the camping page. A page for Hillsboro's Farmers Market was added. A page for OHVs was added, in coordination with the opening of Elephant Butte Adventures.

We continued adding new content to the business listings section, including info on Sierra County artisans. As we learned of new businesses, we visited / photographed / info-gathered and added them to the site. Ongoing work included correcting outdated listings (restaurants, hotels, stores) hours, offerings, and etc.

Emerging from the worst of COVID allowed us to disable nearly all pandemic announcements. We also re-enabled or revised content that had been disabled or marked as cancelled.

We added and checked titles and metadescriptions on various pages and posts, for SEO.

Social Media Gains

State tourism provided a website/social media audit in preparation of launching a grant-funded recovery readiness program. Following the recommendations made in that audit we revised names and settings on our website and social media accounts.

State supported us through the duration of this program (April 2021 through December 2021) by finding and reposting a single image with a short caption on our Facebook & Instagram accounts 2x per week. Our Facebook reach increased by 191% as a result of their efforts combined with ours.

We grew even more on Instagram. While state supplied regular posts, we focused on reels, which got most of the traction. We also started posting instagram stories. In the past year, our Instagram reach

grew 618%. Reports attached.

Google discontinued their DMO program so we no longer have a key to verify businesses Google My Business listings instantly. However before the program ended, we got a few more businesses verified.

We contacted Google and Apple maps after Highway 152 was marked as closed by travelers who encountered bridge work near Kingston. The communities of Kingston and Hillsboro rely on through traffic. After we reached out, the road closure was removed on both Google and Apple.

We worked with State Tourism and MBuy for their marketing campaign, giving them information on the county and access to our Google Analytics, Google Tag manager, Google Ads, and social media accounts.

Coming year:

Adding vacation rentals to the site has fallen off our list of goals. We aren't sure which rentals are paying lodgers tax and the evolving vacation rental landscape could be difficult to track. Maybe one day Air B&B will provide a method for display of listings by area. But again, we need to make sure that any lodging we feature is paying either county or city lodgers tax, as all our hotels are in compliance.

Continued Updates

We of course plan to continue posting on social media, and keeping site content up-to-date, including the current and annual events lists. We send events emails when there is a good selection of them to promote, and we will continue posting to the blog as situations call for it. There is a Linktree-style "bio" page that links from / corresponds to our Instagram page. This page shows assets featured on Insta, with links to more info, and is another page that requires regular attention.

Google Analytics

Analytics is changing. Universal tracking, which we've been using for Tourism site reports since around 2007, are being discontinued, effective July 2023. Sites using Google Analytics will rely solely on GA4 and Google Tags after Universal is gone. Our reports will be different under GA4.

We need to untangle tracking codes and Google tags (some of our Tags were disabled after they seemed to conflict with MBuy's tags), set up new reports, and figure out why Core Web Vitals (explained more below) reports are off.

Related, and a bridge we may soon be forced to cross: there's buzz re: Google Analytics becoming illegal per a lawsuit or two. New privacy laws in the EU have brought into question the legality of GA's mechanism for transferring IP information to GA users in the United States. There are paid tools (20-25/month) that gather stats without violating EU laws.

Core Web Vitals / User Experience

Sites are expected to meet certain user-centric requirements to maintain their rankings on Google. Core Web Vitals measure a site's performance, and currently focus on three aspects of the user experience—load time, interactivity, and visual stability.

Over the past decade we have continually built toward what we have now: a full-bodied site that gets a

respectable number of visits. The amount of time visitors spend on our site attests to its usability.. There's bloat behind the scenes though. The media library contains a lot of old, no-longer-used images, and the database is littered with code left behind by plugins that were discontinued or replaced, fields and layouts no longer in use, and other cast-offs. Backups are clocking in at a gigabyte. The site loads with moderate speed on the front, but we may not be meeting Core Web Vitals benchmarks. Our CWW reports are flawed and we need to untangle why. The back end / logged in view is slowing down.

To move forward, content should be migrated to a clean installation, mapping fields to bring what's needed over, and leaving the rest behind. Getting all the current, customized content migrated over will require a lot of planning and detail work. The site will use many of the same assets, but it will load faster, and be more accessible (explained more below).

Filtered content

Our business listings are complete for the most part, but there's no advanced way to filter them. Filters are an excellent tool to help visitors find the exact info they need. Visitors can filter a group of businesses by city and products sold or services offered (massage in Hillsboro, greeting cards in T or C, Mexican food in Elephant Butte, etc). Restaurants could be sorted / filtered by cuisine, location, beverage options, and even days open (hours listed separately). We can try to patch some of this in on the existing site but would fully build it out with a site refresh.

Accessiblility

ADA compliance should be in the plan going forward. More people have come to expect it and ADA Title III Website Accessibility lawsuits are ticking up.

15-20% of the population relies on accessibility due to visual, auditory, ambulatory and neurological issues. Accessibility involves structure, functionality, design, page content, and any attachments. An ADA statement should be added to explain methods of compliance. There is an array of tools to check a site, it's recommended to use several. Like SEO, accessibility is ongoing, part of maintaining a site, and it should be built into any new website design.

Hosting, Maintenance

The cost of hosting and platform/plugin updates will be priced at \$35 per month for the next 12 months. There are two sites, so the total cost will be \$70/mo, for hosting, backups, security, plugin updates, and troubleshooting for SierraCountyNewMexico.info and SierraCountyEvents.com

What are your methods for tracking your events: Google analytics. See attached reports.

Go NewMexico; requests for additional info are mailed weekly to the Tourism Board who then responds electronically & mails printed T or C/SC Tourism attraction and event information.

Tracking through increase or decrease in Lodgers Tax receipts and GT, along with visitation numbers to the museums, Visitor Center, events, Elephant Butte Lake and Caballo Lake State Parks, as well as tracking Chamber of Commerce walk-in, phone, email and snail mail requests for Visitor information.

MAINTENANCE PERFORMED APRIL 2021 THROUGH MARCH 2022
SierraCounty.info and SierraCountyEvents.com
Ruanna Waldrum / ReadyWebService.com

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- added embed any document to reset ibrochure / travel guide
- revised interior pages header top bar
- filled out listings and checked schema on businesses, restaurants, etc (monthly, ongoing)
- tested adding instagram hashtags to business listings
- researched the Caballo Bat Cave as pictured on a state tourism social post
- followup correspondence
- set domain-based mail on a repurposed free zoho account to better manage spam; set DKIM & SPF, etc
- updated Eb balloon regatta info per Kim
- updated Kayak Fishing Tournament info per FB
- per Tourism meeting revised Chloride's hours on chloride page, PSM page, Gift Shop
- revised directions page to add info about Kinston bridge work
- added info on EV Charging Stations per tourism meeting
- revised Denny's hours after seeing signage in their parking lot about hour change
- removed Second Hand Rose from business section, set redirect
- updated hours, website and email for tips & toes
- added \$30 Thursdays to Sierra del Rio
- followed along with the changes to Fiesta Golf Tournament
- reset headers to remove hotlink to the single "header" post
- updated Fiesta events, following along with all the changes, including adding the schedule and switching out the gallery
- yellow tier blog post - in the blog and linked from home
- linked SierraCountyEvents.com to yellow tier blog post
- re-marked Fiesta as cancelled
- visited morning star outfitters for photos
- called and verified Mike Root Outfitters information
- updated Rio Grande Motel per Penn
- changed dates on Farmers Market on SierraCounty.info
- revised hours on The Annex T or C
- revised hours on A Touch or Yesterday
- revised hours on Forget About It
- revised hours on Don's Den
- Google my business verifications and attempts (Vics, Forget About It, A Touch of Yesterday)
- shot more images at Vic's
- email to Hillsboro Rock Shop - phone number no longer in service, not sure they are open
- called Trudie re: SCRAGS
- contacted Google maps and Apple maps to ask them to open up NM 152

as a route on their phone apps – included screenshots and other details, reported what I'd done to Catherine and Kim (45 minutes)

- corrected details on Comfort Inn per Isabella
- revised the Percha Bank Museum page after learning it will be the Leopold Nature Center
- visited Vic's following up on Google My Business
- checked Mario's google listing and wrote to Mario re: Google My Business; followed up with a text
- updated insta bio page as new posts were published
- blended new hiking content with old (checked and corrected) hiking content, sized and optimized photos, set links, etc
- correspondence with state tourism & Moe re: Sierra County "True" lockups and banners, including getting the lockups, creating an account, waiting to be approved, submitting assets, and writing to follow up
- added div ids to hot springs listings
- contacted Sierra del Rio Golf Shop to confirm hours
- added Elephant Butte Adventures UTV rentals to business section, inc. hacking a logo together for the featured image, but then got approval to use photos from Polaris
- linked to the UTV rental listing from the What To Do page
- redirected business listing for Hillsboro farm market to the Hillsboro Farm Market Entertainment page
- revised home page design, removed the COVID reference at top in yellow, moved to an accordion
- fixed blog display – posts were bumping together
- created new layout pieces for artisans and completed the section layout
- created new layout for local organic produce growers who sell at Farmers Markets
- removed Farmers Market from the main menu since there are 2 and both are featured on home and on the events page
- added Krispy Krunchy Chicken to restaurants
- hunted down a few more artisan photos that fit our format
- revised Agua Vista RV Park per Mike Cordova form submission
- created an outdoor recreation page linking to UTVs and all other outdoor rec
- added Monticello farmers to the Monticello page
- reels – Wild Coyote, Hillsboro,
- contacted Elephant Butte Adventures re: address in Truth or Consequences per Kim
- switched out EB Adventures image after Polaris approved
- updated board of directors list per Kim
- removed mention of Tarot on Rio Abajo Rio, added new photo of massage room (per Elise)
- changed Facebook name from SierraCountyNewMexicoVisitorInformation to visitsierracounty
- added Spaceport America press release for first flight to space from NM
- changed FB page name to visitsierracounty per state

- corrected FB phone number to correct country code
- compiled photos taken of murals, sized for web and uploaded to Sierra County art page, created a lightboxed gallery
- called Zia Kayaks and Rio Grande Yacht Club re: sailboat rental inquiry
- updated Grapevine Bistro hours
- updated Galactic Digs Hours
- checked zoho mail and settings and blocked some of the spammyest spammers
- revised Arrey Cafe hours, added new photos of outdoor seating and new decor
- rewrote instagram profile per state audit
- replied to incoming email about the history of the airport
- visited / added 2 new images to Giddy Up - they were too busy to get more photos
- added new photos to Hillsboro NM page
- added CNBC article re: Branson racing Bezos to press
- added and redirected a spaceport post re above
- added a spaceport post about live stream
- created and sent a Go Sierra County campaign
- looked into GoSierraCounty.com not redirecting properly, looks like an SSL error
- added posts to the Studio de la luz to show their events
- switched up Go Sierra County "live music" list with expiring header
- added Native flute show to live music list per Gina
- revised Butte Marine listing - no more convenience store, just fuel & fishing supplies
- patched together a menu for MM7, uploaded to as3, turned MM7 into a restaurant in keeping with Coffee Express
- revised board members on contact page
- added photos to Tractor Supply
- removed old banners and implemented new banners
- added captions to banner images and styled caption display on hover
- reconfigured banner on home, used cpts, slides are just killing site speed on home
- enabled balloon regatta on current events
- heard from Janie Dobrott re: custom-made hats
- corrected phone number for Heart to Hand
- checked on Firefly Spa at the Elphand Butte Lake RV Resort
- responded to Nancy HSHS Class of '66 re: meeting venue
- added Buffalo Belle's Millinery
- created a GoSierraCounty for August September October
- gathered content for reel on Portly Pepper
- got photos of Spa Azul and built a listing for the directory (45 mins)
- updated 2021 Balloon Regatta schedule
- switched themer header for custom layout header
- gk (Gina Kelley) updated EBBR schedule on newmexico.org
- gk added Desert Ultra race to NewMexico.org
- gk shared Brewery event post, scheduled Pickamania Save the Date

post

- gk updated Pickamania listing on newmexico.org with new content & images
- gk shared EB Chile Cookoff on fb
- gk updated EB Chile Cookoff on newmexico.org
- visited, ordered from and got photos of Full Moon Kitchen, created a listing under restaurants
- visited LaBaracca, got photos of sushi and eggplant parmesan
- email with Janine at Sierra del Rio
- updated the June 2014 stegomastodon skull story
- added Community theatre play to 'Round Town on gsc
- youtube videos weren't showing on home - manually cleared the cache
- switched themer footer for custom layout footer
- downloaded instagram nametag, put on bio page
- disabled green background
- revised Elephant Days with new content, added to current events, checked schema and resubmitted annual event page for indexing
- contacted Ginny Shannon regarding 2021 Vets Day Car Show
- contacted Jim Kinnerup and Duke Knight re: Chile Challenge 4wd event
- revised events according to input from Ginny Jim & Duke
- contacted Tracy McGowan re: donkey walking
- updated Blackstone details
- updated Elephant Days dates & info on newmexico.org - gk
- Tudy Romero post on FB - gk
- called La Paloma to ask about reopening date
- moved custom posts from easy content types plugin to functions
- removed notice re: water levels from Elephant Butte Lake page
- several rounds of correspondence and coordination with State Tourism & Mbuy re: website and social audit; added users to Google Analytics, Google Ads, Google Tag Manager, etc, filled out forms, corresponded regarding road blocks (can't add the FB user), etc
- updated board members page per Kim and removed ghosty code
- revised events to show on home, as weeklies, etc
- created a PDF of events for LaRena
- correspondence with Jimmy from the Elephant Butte Balloon Regatta
- added kids dance to sce
- changed Elephant Days location to City not golf course on annual event page
- changed Elephant Days location to City not golf course on sce
- correspondence with Janine re: venues and recurring events
- continued updating COVID numbers
- created an ATV page based on information found online - including links to resources and a reproduction of the rules & regs brochure
- metadescription Reeds
- metadescription Sue's Antiques
- metadescription Spectrum Potter
- metadescription SJ0A
- correspondence with Jim from Albuquerque re: bike routes
- fielded email inquiry from Maria Egolf-Romero re: Old-Fashioned Christmas / corresponded with MainStreet re: same

- corresponded with Sherry from Elephant Butte Adventure Center and updated their listing
- revised covid info on BigFoot
- responded to a request about Old Fashioned Christmas
- added county fair dates and schedule
- created an OHV page based on info found on the internet via SF Reporter
- wrote a blog post about Sierraceratops turneri
- wrote a blog post about the photo contest
- revised Monticello holiday store per Gina
- downloaded Outer Edge menu from FB and converted to pdf; checked to see if their site is up yet; uploaded menu to AS3 and linked from listing
- found Point Blanc Pizzeria site down, removed link for now, uploaded new menu and switched the link from site to pdf
- created a Go Sierra County email campaign
- created an events pdf for LaRena
- replied to two queries to director@ re: Sierra County Fair
- visited La Cocina for photos
- straightened, color-corrected, optimized and uploaded new images to La Cocina listing
- wrote to plugin developer about cuisine field missing from food establishment schema
- created a listing for the TorC Film Fiesta
- created an ATV page based on information found online - including links to resources and a reproduction of the rules & regs brochure
- approved Sierra del Rio's events for first week of November
- called La Paloma to ask about reopening date
- shared MainStreet fundraiser event on fb (gk)
- scheduled posts for 11/10 weekend events (gk)
- share RV life article on fb (gk)
- promote 11/27 event on fb (gk)
- moved custom posts from easy content types plugin to functions
- removed notice re: water levels from Elephant Butte Lake page
- removed link to discoverelephantbutte.com on UTV page as that site no longer exists
- responded to Xolani regarding fishing at the Dam Site Marina
- removed January meeting from SierraCountyEvents.com
- got dates from Linda Turner, revised Yuletide in Chloride image on Canva
- updated tourism site, events site re: Yuletide dates
- added High Desert Holiday to 'Round Town
- updated Holiday in Hillsboro event following tourism meeting
- updated Luminaria event per Friends of EBLSP facebook post
- created redirects on Tudy at SdR and Trinity Site tour for social media
- added Story Lab at the Fire Pit as a quicklink on Events page - after it was submitted to sce, turned it into a Featured
- fielded email inquiry from NM Magazine re: Old-Fashioned Christmas photos / corresponded with MainStreet re: same

- revised Eb Adventures listing per Sherry
- activated The Center Gallery listing
- called Museum of Natural History re: stegomastodon found in 2014
- removed link to defunct Hillsboro Historical Society on Black Range Museum page
- created a new "Rentals" page with bike, boat and ohv rental resources listed
- rearranged / added to the outdoor activities page list
- revised home page events to show 3, added a button to "see all events"
- responded to an email inquiry re: renting the fair barn for a wedding
- forwarded an email inquiry re: who to contact at Percha Bank / Nature Center, forwarded to Catherine Wanek
- updated Yuletide in Chloride event following tourism meeting
- events email, pdf for LaRena
- resent events email with corrections
- scheduled posts for Truman Provencio, Black Cat Poets (gkelley)
- scheduled posts for December 2 weekend holiday events (gkelley)
- scheduled posts for Old-Fashioned Christmas, EB Luminaria, Caballo Visitor Center, Monticello Holiday Store (gkelley)
- posted First Day hike post on fb (gkelley)
- switched outer edge pdf menu for their website's home page
- redirected annuals on sce.com to sierracounty.info, checked permalinks & titles
- enabled Outer Edge Pizzeria listing
- added Bird Listening / Short Hike to 'Round Town
- asked CWanek what the image she emailed is for
- verified number of Wild Coyote Antiques
- revised home page events and other elements for mobile
- added Spinlaunch video to the spaceport page
- activated Outer Edge Pizzeria, checked and revised hours
- added bird listening / short hike to shortlist and wrote to Jan in Hillsboro
- added Nick & Lindsay art hop event to the shortlist
- found/fixed broken link to Field & Stream, set redirect
- created shortlinks under art hop - separated listing to put art hop events under hop at the top - set title to expire
- revised La Baracca's hours
- visited Healing Waters plaza Makers Market
- revised Outer Edge hours
- revised Sunset Grill hours
- revised Full Moon Cafe hours
- called some restaurants re: Thanksgiving
- added a couple more photos to Full Moon kitchen
- added a couple of 'round town events, set heading to expire
- visited The Center Gallery for photos and info
- revised Tony's restaurant listing, added servescuisine schema
- reviewed State tourism video and reports; wrote to Shelby
- verified number of Wild Coyote Antiques

- shared first EB Lake State Park free presentation on Facebook (G Kelley)
- revised home page events and other elements for mobile
- revised T or C Brewery hours
- completed and posted ornaments at touch of yesterday reel
- asked CWanek what the image she emailed is for
- correspondence with Chamber re: proposed collaboration
- drove to the EBLake main gate for a photo to promote Free Lecture Series starting January 12 on instagram
- shared 2nd EB Lake State Park free presentation on Facebook (G Kelley)
- visited Outer Edge, got a couple of photos
- stopped for a photo of Junkology with items out front, added as featured image
- added other stacked photos as a gallery (Junkology)
- anchor links to hot springs from map were landing too low - fixed it with padding at the top of the wrapping div, had to remove all the other padding
- reactivated T or C Story Lab for December
- attended Elephant Butte Craft Show, got photos
- found annual events archive page broken, fixed the error, set redirects
- revised hours of Outer Edge Pizzeria, added lat/long, checked Schema
- at LaRena's request, prepared a PDF for January & February events
- updated the "bio" page
- visited Giddy Up, got photos and food
- selected, optimized, uploaded new Giddy Up photos
- created a listing for Giddy Up Gift Shop
- corresponded with John at Zia Gallery, went by for photos
- visited Giddy Up for photos of the shop area, added them as a business redirecting to the restaurant page
- visited Charles Hotpsrings for photos
- resized images and added to Charles & Zia listings
- visited Turtleback Coworking for photos and info
- added Turtleback Coworking to the meeting planner
- made a business listing to redirect to the meeting planner
- corrected Grapevine Bistro hours again
- added cuisine, revised A&B Driven hours
- cleaned database, gave all cpts block capability in the editor
- turned on meta boxes for businesses
- created new highlights in instagram reels and rearranged others
- gathered holiday restaurant information
- after a call from Melissa Rucker, noted Quilt show as postponed due to COVID (annual event, current event, sierracountyevents, PDF)
- Gina, Feb: Shared Brewery events on fb, share Black Cat Poetry reading on fb, schedule posts for EBLSP lecture, Brewery event, photos at Art Hop, post to fb, Polar Bear Plunge post on fb, schedule posts on fb for this weeks events, scavenger hunt sat night
- revised Blackstone listing per Czesia
- wrote and posted a blog post about Caballo Lake State Park visitor

center opening, included photos take at the event optimized and saved for web

- rebuilt the "getting here" page in the blocks builder
- notified Megan at NM Magazine that quilt show is postponed
- reconfigured events page to use custom layout not themer layout
- moved 3 more free presentations at Elephant Butte Lake events over
- wrote to disc golf planner, moved her event over
- visited One of A Kind Gifts & Treasures, got photos and info
- created a business listing for OOAKG&T
- checked business categories, deleted a few, assigned cats to a few businesses
- moved Disc Golf Tournament event onto the home page
- approved polar bear plunge and moved it over to sierracounty.info
- added the Thunderbirds info as a Spaceport post
- revised T or C Story Lab details, time, graphic per Lynn Sally
- added quicklinks to art hop events for February, added quicklinks to 2/14 music at Brewery
- corrected a name on the Hillsboro walking map after hearing from Julie Rhind
- rebuilt the Hillsboro page using blocks
- removed UABB map of historic towns, which was erroring, from the historic towns page
- contacted disc golf tournament planners for permission to use images from their FB page
- added QuiGong to weeklies
- added Friday Reiki to weeklies
- revised Tuesday wellness under weeklies
- wrote back to SdelaLuz re: events and photo permissions
- revised date of Balloon Regatta on SCEvents and SierraCounty.info
- converted Balloon Regatta page to blocks
- per Gina grabbed the new Point Blanc menu off Facebook, created a PDF, replaced menu on the Point Blanc Pizzeria listing
- revised hours on Point Blanc
- added random events linking off to social media to the "Round Town" section
- formulated and documented a plan for integrating press into the blog
- created a spreadsheet to manage redirections for the item above
- added Studio de la Luz Friday reiki
- wrote to Studio de la Luz re: meeting planner, images
- switched out images per Abigail at SdLL
- added a new Virgin Galactic Youtube video to the Spaceport page
- visited the polar bear plunge, got photos, created a reel
- rebuilt Chloride page in blocks, removed broken map
- added a link to Traditional Historic Communities on Cuchillo page, rebuilt page in blocks, removed broken map
- rewrote Fiesta annual event with 2022 info - updated single current event and redirected to the annual event
- started converting press post types into blog posts
- added studio de la luz to meeting planner, filled in info for archive, set redirect, advised Abigail and asked for max capacity one

more time

- revised Charles Hotsprings Resort per their website, added link to room booking engine, changed hours and prices, converted from classic to blocks, changed permalink, set redirect
- added max capacity 20 to Studio de la luz meeting venue listing
- brought the bio page up-to-date to match instagram posts
- updated Dam Site Marina listing with featured image, a gallery and excerpt
- updated Wild Coyote Antiques with featured image, excerpt
- updated Davis Fleck listing with featured image, excerpt
- contemplated updating Outer Edge but need better photos
- added disc golf course info to T or C Muni excerpt
- went to the disc golf tournament for photos and video
- went to Wildflowers Boutique on Main for photos video and info
- went to MainStreet Market or other for photos video and info
- brought kayak fishing tournament up-to-date after hearing dates at tourism meeting - made a single for current events redirected to the single for annual event
- redirected kayak tournament on SierraCountyEvents.com to annual event on tourism
- stopped at Center Gallery to photograph new Chris Krieg mural - posted a story
- rephotoed Salt of the Earth photo
- updated Ingo's Art Cafe with photo gallery, removed reference to film nights, added reference to Black Cat Poets, revised hours per Ingo's website, etc
- found the Elephant Butte Lake page in disarray with columns broken, rebuilt the page in blocks, saved info to do fishing
- found this in disarray again 2 days later - switched from gutenberG columns to UAforG advanced columns
- notification from Google Ads that campaigns had errored
- added \$50 to google ads to keep a drip going so ads and account don't get cancelled for the short term
- added Mainstreet Market listing with photos to businesses
- added Wildflower Boutique listing with photos to businesses
- revised La Paloma hotel and spa text - per info obtained from LPHS&S by Gina; rebuilt the page in blocks
- revised La Paloma Too walkin soak info to match LPHS&S
- rebuilt Elephant Butte city page in blocks after Susan La Font sent the visitor guide
- made a thumb for the visitor guide, reduced size of visitor guide PDF and uploaded to the site, then made the thumb link to the PDF
- wrote to Bruce in El Paso regarding 1930s restaurant question, looped in Sherry Fletcher
- revised Hillsboro page per Julie Rhind and wrote back to thank her; rebuilt the page in blocks while I was at it
- attached the cash party graphic from the fiesta site to our Fiesta page and started on the schedule; hid 2021 tentative schedule
- attached the Taste of TorC fundraiser graphic from the fiesta site to our Fiesta page

- added The Horses Mouth popup circus to events, set a post on PromoRebublic
- rewrote Fiesta excerpt
- changed title of Fiesta on SierraCountyEvents to 71st not 73rd
- checked annual date of Kayak Fishing Tournament
- created an events email for March & April
- created a gdoc > PDF for LaRena
- updated Annual Fiesta Golf Tournament, created a single for current events, redirected to annual
- called T or C Muni to find out start time of Fiesta Tournament
- revised contact for T or C Municipal Golf Course
- moved all press items to either blog or to purgatory
- added pre-written redirects for press > blog
- created redirects for press > purgatory
- activated the Farmers Market listing and re-added to the main menu
- added Farmers Market April 9 opener to the Go Sierra County email
- checked Entertainment layouts - set location div to clear the icons
- converted Farmers Market page to blocks
- converted Hillsboro Farmers Market page to blocks
- converted El Cortez page to blocks, removed COVID information, added info about closed for renovations
- added NM Magazine on T or C article to blog / press archive
- added Neighbors article to blog / press archive
- added new mural photos to the mural gallery on the Art page - Good Luck Spot, Salt of the Earth, mandala at Center Gallery
- email from Chile Challenge vice chair requested link change to registration on our site; revised link, wrote back to Kaylah, posted that registration is open now on LinkedIn, Twitter, Google, Facebook
- set up a March Art Hop feature on the current events page
- revised Artist Abbey listing to show gallery instead of stacked images
- communicated with Sergio Baron regarding copyright issue (photo of Branson from an Albuquerque Business First article)
- called Curtis to find out a bit more than Gina got from him - rewrote the Spaceport Tour page
- updated Riverbend Hot Springs page
- looked for a blurb to replace Hanging Tree
- spoke to Jake from Grande Rio RV Park and corrected the listing's prices and details
- revised Music of our Ancestors event listing before posting to social
- fielded incoming emails from an attorney in Florida, Mr. Bustillos in El Paso
- revised Pat's listing per new owner, Vicki
- responded to email from Zephyr re: 152 Art Walk April 1
- listed 152 art walk on events site, tourism site, revised featured image, approved paragraph, then revised paragraph after receiving the press release
- activated the tourism listing for the 2022 April Trinity Site Tour
- called Charles and corrected details

- removed QiGong from weekly events
- compiled and sent a Go Sierra County email
- compiled and sent a PDF to LaRena
- updated opening Farmers Market hours

Audience Overview

All Users
+0.00% Users

APRIL 21 2021 - APRIL 20, 2022

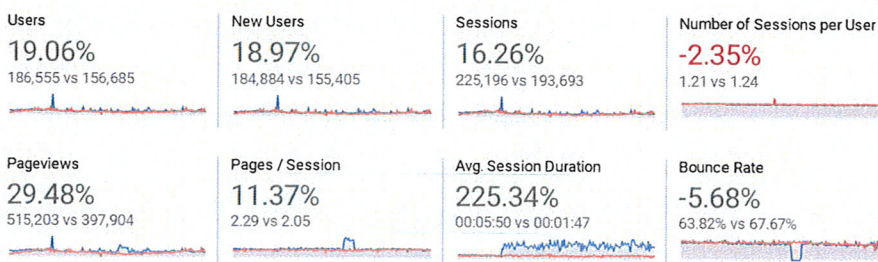
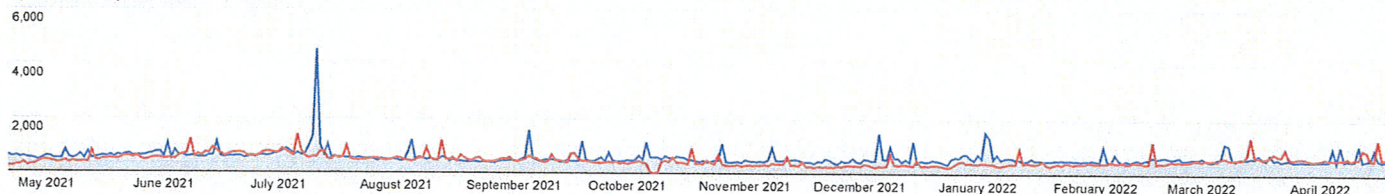
Apr 21, 2021 - Apr 20, 2022
Compare to: Apr 21, 2020 - Apr 20, 2021

OVERVIEW

Overview

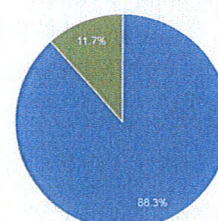
Apr 21, 2021 - Apr 20, 2022: Users

Apr 21, 2020 - Apr 20, 2021: Users

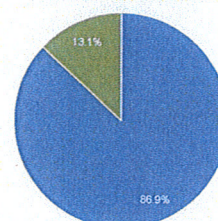


■ New Visitor ■ Returning Visitor

Apr 21, 2021 - Apr 20, 2022



Apr 21, 2020 - Apr 20, 2021



Language		Users	% Users
1. en-us			
Apr 21, 2021 - Apr 20, 2022		177,051	94.68%
Apr 21, 2020 - Apr 20, 2021		119,228	76.09%
% Change		48.50%	24.43%
2. en			
Apr 21, 2021 - Apr 20, 2022		2,426	1.30%
Apr 21, 2020 - Apr 20, 2021		31,943	20.39%
% Change		-92.41%	-93.64%
3. en-gb			
Apr 21, 2021 - Apr 20, 2022		1,438	0.77%
Apr 21, 2020 - Apr 20, 2021		1,169	0.75%
% Change		23.01%	3.07%
4. en-ca			
Apr 21, 2021 - Apr 20, 2022		886	0.47%
Apr 21, 2020 - Apr 20, 2021		366	0.23%
% Change		142.08%	102.84%
5. c			
Apr 21, 2021 - Apr 20, 2022		816	0.44%
Apr 21, 2020 - Apr 20, 2021		134	0.09%
% Change		508.96%	410.25%
6. zh-cn			
Apr 21, 2021 - Apr 20, 2022		774	0.41%
Apr 21, 2020 - Apr 20, 2021		819	0.52%
% Change		-5.49%	-20.81%

Location

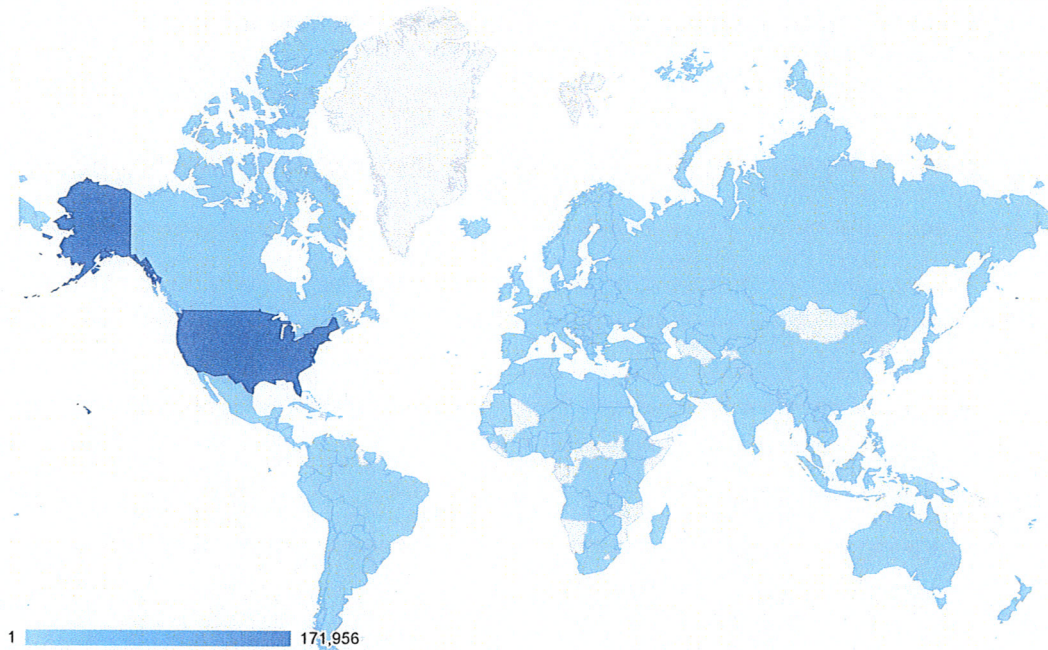
All Users
100.00% Users

LOCATION BY COUNTRY

Apr 21, 2021 - Apr 20, 2022

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	186,555 % of Total: 100.00% (186,555)	185,094 % of Total: 100.11% (184,884)	225,196 % of Total: 100.00% (225,196)	63.82% Avg for View: 63.82% (0.00%)	2.29 Avg for View: 2.29 (0.00%)	00:05:50 Avg for View: 00:05:50 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	171,956 (92.15%)	170,500 (92.12%)	209,973 (93.24%)	62.27%	2.35	00:06:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Canada	7,892 (4.23%)	7,867 (4.25%)	7,997 (3.55%)	94.55%	1.17	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. China	1,265 (0.68%)	1,264 (0.68%)	1,272 (0.56%)	92.37%	1.08	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. India	638 (0.34%)	637 (0.34%)	665 (0.30%)	87.22%	1.21	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Mexico	622 (0.33%)	604 (0.33%)	689 (0.31%)	64.15%	2.02	00:05:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. United Kingdom	487 (0.26%)	482 (0.26%)	528 (0.23%)	71.59%	1.73	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Germany	308 (0.17%)	305 (0.16%)	368 (0.16%)	66.58%	2.11	00:04:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. (not set)	299 (0.16%)	298 (0.16%)	300 (0.13%)	95.00%	1.28	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Ireland	226 (0.12%)	225 (0.12%)	226 (0.10%)	51.33%	2.81	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Philippines	182 (0.10%)	183 (0.10%)	223 (0.10%)	64.13%	1.69	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Pakistan	149 (0.08%)	147 (0.08%)	151 (0.07%)	80.79%	1.37	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. France	148 (0.08%)	147 (0.08%)	166 (0.07%)	65.66%	1.75	00:03:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Australia	138 (0.07%)	139 (0.08%)	155 (0.07%)	80.00%	1.85	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. Netherlands	131 (0.07%)	130 (0.07%)	142 (0.06%)	69.72%	1.86	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Japan	108 (0.06%)	109 (0.06%)	113 (0.05%)	66.37%	1.53	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. Sweden	105 (0.06%)	104 (0.06%)	107 (0.05%)	87.85%	1.19	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. Spain	102 (0.05%)	102 (0.05%)	106 (0.05%)	65.09%	1.89	00:05:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. Russia	90 (0.05%)	90 (0.05%)	96 (0.04%)	67.71%	1.43	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. Brazil	77 (0.04%)	75 (0.04%)	87 (0.04%)	57.47%	1.84	00:05:41	0.00%	0 (0.00%)	\$0.00 (0.00%)

Location

ALL » COUNTRY: United States

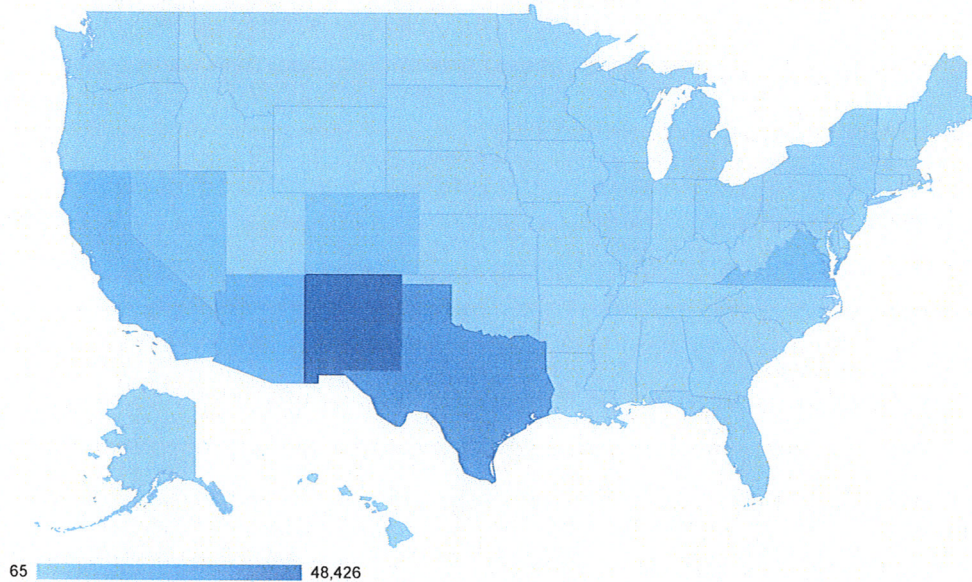
LOCATION BY STATE

Apr 21, 2021 - Apr 20, 2022

All Users
92.17% Users

Map Overlay

Summary



Region	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	171,956 % of Total: 92.17% (186,555)	170,500 % of Total: 92.22% (184,884)	209,973 % of Total: 93.24% (225,196)	62.27% Avg for View: 63.82% (-2.44%)	2.35 Avg for View: 2.29 (2.91%)	00:06:09 Avg for View: 00:05:50 (5.55%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Mexico	48,426 (27.24%)	46,169 (27.08%)	60,798 (28.96%)	58.87%	2.52	00:06:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Texas	34,749 (19.55%)	33,583 (19.70%)	41,149 (19.60%)	59.46%	2.48	00:06:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Arizona	18,887 (10.63%)	17,575 (10.31%)	23,188 (11.04%)	60.47%	2.36	00:07:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. California	12,411 (6.98%)	11,799 (6.92%)	14,324 (6.82%)	62.64%	2.27	00:06:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Virginia	10,115 (5.69%)	10,085 (5.91%)	10,248 (4.88%)	91.29%	1.24	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Nevada	7,970 (4.48%)	7,347 (4.31%)	9,314 (4.44%)	61.64%	2.21	00:07:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Colorado	6,658 (3.75%)	6,445 (3.78%)	7,714 (3.67%)	57.09%	2.70	00:07:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Florida	2,921 (1.64%)	2,838 (1.66%)	3,267 (1.56%)	65.44%	2.15	00:04:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. New York	2,844 (1.60%)	2,778 (1.63%)	3,210 (1.53%)	66.32%	2.14	00:04:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Illinois	2,235 (1.26%)	2,181 (1.28%)	2,513 (1.20%)	62.40%	2.26	00:06:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Washington	2,047 (1.15%)	2,008 (1.18%)	2,336 (1.11%)	62.84%	2.29	00:05:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Ohio	1,678 (0.94%)	1,657 (0.97%)	1,845 (0.88%)	70.08%	2.07	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Michigan	1,559 (0.88%)	1,505 (0.88%)	1,812 (0.86%)	63.08%	2.35	00:07:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. Pennsylvania	1,541 (0.87%)	1,519 (0.89%)	1,701 (0.81%)	69.25%	2.07	00:03:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Minnesota	1,527 (0.86%)	1,492 (0.88%)	1,770 (0.84%)	59.83%	2.79	00:07:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. Georgia	1,442 (0.81%)	1,394 (0.82%)	1,606 (0.76%)	65.82%	2.06	00:04:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. Oklahoma	1,417 (0.80%)	1,348 (0.79%)	1,582 (0.75%)	61.00%	2.46	00:06:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. Oregon	1,362 (0.77%)	1,336 (0.78%)	1,483 (0.71%)	65.14%	2.29	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)

Location

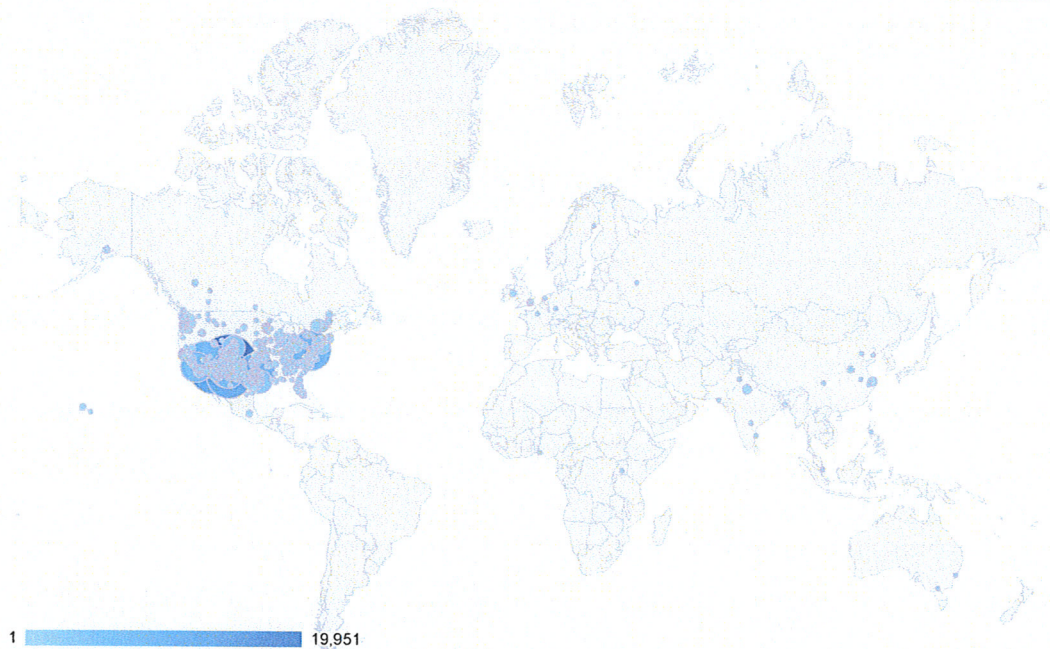
All Users
100.00% Users

LOCATION BY CITY

Apr 21, 2021 - Apr 20, 2022

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	186,555 % of Total: 100.00% (186,555)	185,094 % of Total: 100.11% (184,884)	225,196 % of Total: 100.00% (225,196)	63.82% Avg for View: 63.82% (0.00%)	2.29 Avg for View: 2.29 (0.00%)	00:05:50 Avg for View: 00:05:50 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Albuquerque	19,951 (10.20%)	18,802 (10.16%)	23,508 (10.44%)	58.89%	2.50	00:06:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Phoenix	13,492 (6.90%)	12,206 (6.59%)	16,439 (7.30%)	62.14%	2.19	00:08:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. El Paso	12,954 (6.62%)	12,444 (6.72%)	15,285 (6.79%)	56.47%	2.66	00:06:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Ashburn	8,727 (4.46%)	8,726 (4.71%)	8,737 (3.88%)	97.50%	1.04	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. (not set)	8,511 (4.35%)	8,418 (4.55%)	9,086 (4.03%)	81.29%	1.58	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Dallas	8,127 (4.16%)	7,422 (4.01%)	9,416 (4.18%)	62.74%	2.19	00:06:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Las Vegas	7,693 (3.93%)	7,088 (3.83%)	9,007 (4.00%)	61.54%	2.22	00:07:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Truth or Consequences	7,268 (3.72%)	6,265 (3.38%)	10,421 (4.63%)	58.79%	2.59	00:07:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Las Cruces	5,519 (2.82%)	5,232 (2.83%)	6,461 (2.87%)	59.62%	2.38	00:06:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Los Angeles	5,009 (2.56%)	4,619 (2.50%)	5,919 (2.63%)	61.65%	2.27	00:08:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Rio Rancho	2,921 (1.49%)	2,756 (1.49%)	3,312 (1.47%)	55.98%	2.72	00:05:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Houston	2,888 (1.48%)	2,641 (1.43%)	3,260 (1.45%)	62.12%	2.32	00:06:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Denver	2,848 (1.46%)	2,635 (1.42%)	3,178 (1.41%)	59.31%	2.49	00:06:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. Espanola	2,618 (1.34%)	2,348 (1.27%)	3,677 (1.63%)	63.64%	2.19	00:06:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Austin	2,558 (1.31%)	2,422 (1.31%)	2,954 (1.31%)	59.00%	2.53	00:07:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. Santa Fe	2,349 (1.20%)	2,246 (1.21%)	2,769 (1.23%)	54.06%	2.76	00:06:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. New York	1,734 (0.89%)	1,671 (0.90%)	1,942 (0.86%)	66.74%	2.11	00:05:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. Tucson	1,458 (0.75%)	1,403 (0.76%)	1,767 (0.78%)	51.44%	3.08	00:07:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. Chicago	1,127 (0.58%)	1,081 (0.58%)	1,264 (0.56%)	63.53%	2.08	00:07:05	0.00%	0 (0.00%)	\$0.00 (0.00%)

Pages

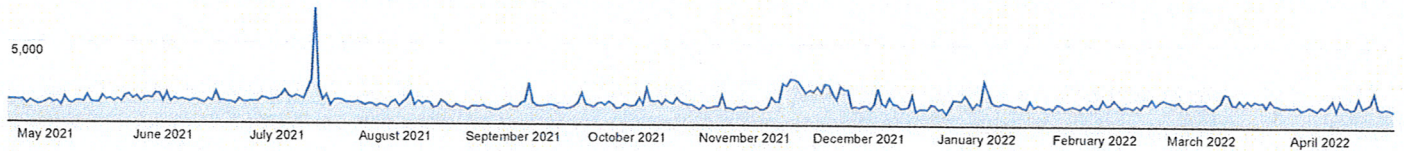
All Users
100.00% Pageviews

TOP PAGES

Apr 21, 2021 - Apr 20, 2022

Explorer

Pageviews
10,000



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	515,203 % of Total: 100.00% (515,203)	390,707 % of Total: 100.00% (390,707)	00:04:32 Avg for View: 00:04:32 (0.00%)	225,195 % of Total: 100.00% (225,195)	63.82% Avg for View: 63.82% (0.00%)	43.71% Avg for View: 43.71% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /attractions/truth-or-consequences-hot-springs/index.php	62,520 (12.14%)	43,379 (11.10%)	00:05:52	31,833 (14.14%)	50.70%	40.89%	\$0.00 (0.00%)
2. /truth-or-consequences/index.php	51,941 (10.08%)	42,995 (11.00%)	00:05:09	40,633 (18.04%)	59.56%	57.86%	\$0.00 (0.00%)
3. /index.php	19,318 (3.75%)	15,135 (3.87%)	00:02:45	12,263 (5.45%)	64.94%	55.85%	\$0.00 (0.00%)
4. /lodging/riverbend-hot-springs/index.php	17,700 (3.44%)	12,744 (3.26%)	00:07:31	3,826 (1.70%)	64.06%	45.08%	\$0.00 (0.00%)
5. /what-to-do/index.php	14,965 (2.90%)	9,345 (2.39%)	00:01:27	4,449 (1.99%)	41.72%	22.99%	\$0.00 (0.00%)
6. /attractions/elephant-butte-lake-map/index.php	14,530 (2.82%)	11,399 (2.92%)	00:06:06	8,752 (3.89%)	68.88%	57.36%	\$0.00 (0.00%)
7. /hotels/hot-spring-hotels/index.php	13,718 (2.66%)	7,829 (2.00%)	00:02:13	993 (0.44%)	49.65%	15.68%	\$0.00 (0.00%)
8. /hotels/index.php	10,377 (2.01%)	7,112 (1.82%)	00:02:11	2,113 (0.94%)	45.01%	23.34%	\$0.00 (0.00%)
9. /recreation/boating-boarding-tubing-kayaking/index.php	8,286 (1.61%)	6,179 (1.58%)	00:03:12	4,481 (1.99%)	54.18%	44.57%	\$0.00 (0.00%)
10. /lodging/blackstone-hot-springs/index.php	7,805 (1.51%)	5,832 (1.49%)	00:04:23	447 (0.20%)	71.36%	26.02%	\$0.00 (0.00%)
11. /lodging/sierra-grande-lodge/index.php	7,566 (1.47%)	5,392 (1.38%)	00:04:22	1,236 (0.55%)	55.66%	30.23%	\$0.00 (0.00%)
12. /restaurants/index.php	6,683 (1.30%)	4,146 (1.06%)	00:02:21	1,927 (0.86%)	42.29%	26.81%	\$0.00 (0.00%)
13. /recreation/fishing/index.php	6,621 (1.29%)	4,963 (1.27%)	00:04:39	4,088 (1.82%)	64.16%	54.90%	\$0.00 (0.00%)
14. /lodging/la-paloma-hot-springs-spa/index.php	6,261 (1.22%)	4,444 (1.14%)	00:03:56	486 (0.22%)	52.88%	22.31%	\$0.00 (0.00%)
15. /lodging/fire-water-lodge/index.php	6,260 (1.22%)	4,471 (1.14%)	00:03:06	297 (0.13%)	59.26%	19.73%	\$0.00 (0.00%)
16. /attractions/caballo-lake-state-park/index.php	5,686 (1.10%)	4,339 (1.11%)	00:06:41	3,042 (1.35%)	64.10%	51.83%	\$0.00 (0.00%)
17. /gosieracounty/index.php	5,201 (1.01%)	4,258 (1.09%)	00:07:22	2,812 (1.25%)	74.75%	59.08%	\$0.00 (0.00%)
18. /lodging/indian-springs/index.php	4,996 (0.97%)	3,940 (1.01%)	00:04:24	1,268 (0.56%)	61.20%	31.59%	\$0.00 (0.00%)
19. /business/hoosier-hot-springs/index.php	4,720 (0.92%)	3,749 (0.96%)	00:06:18	1,716 (0.76%)	58.68%	37.97%	\$0.00 (0.00%)
20. /ghost-towns-and-historic-villages-of-sierra-county/index.php	4,564 (0.89%)	3,257 (0.83%)	00:03:50	809 (0.36%)	55.38%	25.37%	\$0.00 (0.00%)
21. /home-of-spaceport-america/index.php	4,467 (0.87%)	3,850 (0.99%)	00:03:40	2,786 (1.24%)	79.18%	62.21%	\$0.00 (0.00%)
22. /lodging/charles-motel-and-hot-spring-spa/index.php	4,302 (0.84%)	3,163 (0.81%)	00:03:19	204 (0.09%)	55.39%	18.22%	\$0.00 (0.00%)
23. /recreation/hiking-in-sierra-county/index.php	4,111 (0.80%)	3,144 (0.80%)	00:15:44	2,055 (0.91%)	67.49%	55.39%	\$0.00 (0.00%)
24. /attractions/hillsboro-new-mexico/index.php	4,079 (0.79%)	3,196 (0.82%)	00:06:53	2,417 (1.07%)	63.14%	52.76%	\$0.00 (0.00%)
25. /attractions/spaceport-america-tours/index.php	3,854 (0.75%)	3,140 (0.80%)	00:05:59	1,949 (0.87%)	79.94%	58.38%	\$0.00 (0.00%)
26. /recreation/camp-at-our-lakes-state-parks-and-wilderness-areas/index.php	3,712 (0.72%)	2,566 (0.66%)	00:03:22	923 (0.41%)	55.25%	33.70%	\$0.00 (0.00%)
27. /attractions/chloride-new-mexico/index.php	3,695 (0.72%)	3,035 (0.78%)	00:07:23	2,261 (1.00%)	69.66%	58.32%	\$0.00 (0.00%)
28. /contact-sierra-county-tourism/index.php	3,583 (0.70%)	3,062 (0.78%)	00:05:45	1,237 (0.55%)	90.22%	56.29%	\$0.00 (0.00%)

Overview

All Users
+0.00% Users

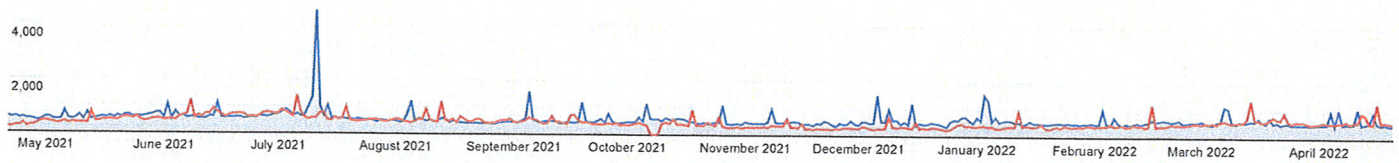
Apr 21, 2021 - Apr 20, 2022
Compare to: Apr 21, 2020 - Apr 20, 2021

MOBILE VS DESKTOP VS TABLET

Explorer

Summary

Apr 21, 2021 - Apr 20, 2022: Users
Apr 21, 2020 - Apr 20, 2021: Users
6,000



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19.06% 186,555 vs 156,685	19.03% 185,094 vs 155,503	16.26% 225,196 vs 193,693	5.68% 63.82% vs 67.67%	11.37% 2.29 vs 2.05	225.34% 00:05:50 vs 00:01:47	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. mobile									
Apr 21, 2021 - Apr 20, 2022	108,001 (58.10%)	108,146 (58.43%)	136,468 (60.60%)	63.94%	2.13	00:06:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 21, 2020 - Apr 20, 2021	96,690 (61.69%)	95,468 (61.39%)	122,720 (63.36%)	69.64%	1.87	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	11.70%	13.28%	11.20%	-8.19%	13.43%	328.63%	0.00%	0.00%	0.00%
2. desktop									
Apr 21, 2021 - Apr 20, 2022	72,638 (39.08%)	71,744 (38.76%)	82,100 (36.46%)	64.16%	2.52	00:04:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 21, 2020 - Apr 20, 2021	54,929 (35.05%)	54,971 (35.35%)	64,329 (33.21%)	64.37%	2.36	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	32.24%	30.51%	27.63%	-0.32%	6.48%	98.26%	0.00%	0.00%	0.00%
3. tablet									
Apr 21, 2021 - Apr 20, 2022	5,241 (2.82%)	5,204 (2.81%)	6,628 (2.94%)	57.42%	2.76	00:06:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 21, 2020 - Apr 20, 2021	5,111 (3.26%)	5,064 (3.26%)	6,644 (3.43%)	63.25%	2.37	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	2.54%	2.76%	-0.24%	-9.21%	16.57%	166.18%	0.00%	0.00%	0.00%

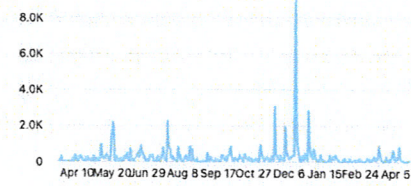
Rows 1 - 3 of 3

INSTAGRAM & FACEBOOK INSIGHTS

Reach

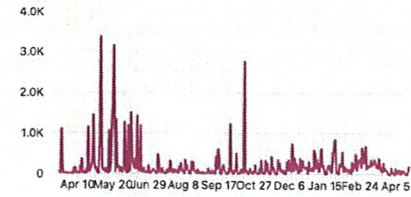
Facebook Page Reach ⓘ

42,336 ↑ 191.8%



Instagram Reach ⓘ

42,840 ↑ 618.8%



Content

Ads, Posts and Stories ▾

Export

Recent content ↑↓

Type

Reach ⓘ ↓



















Likes and reacti... ⓘ ↑↓

Sticker taps ⓘ ↑↓

Replies ⓘ

	Open-air hot springs on the bank May 6, 2021	Post	boost	10,962	503	--
	Slip into one of the ahhhazing h Fri Jan 7, 2:35pm	Reels	reels	3,927	45	--
	Great weather and a full field for t Sat Feb 26, 4:01pm	Reels		2,960	42	--
	ELEPHANT DAYS is happening no Oct 16, 2021	Reels		2,880	46	--
	Wild Coyote Arts, Antiques & Coll Fri Feb 4, 1:53pm	Reels		1,972	58	--
	If you have not checked out Black Jun 9, 2021	Reels		1,679	48	--
	Cool video by @chadaroso of an Wed Mar 2, 11:37am	Reels		1,650	34	--
	Who's ready for some holiday fun Dec 9, 2021	Reels		1,630	54	--
	Female White Velvet Ant, Windin... Jun 16, 2021	Reels		1,520	38	--
	Find original ceramics and more ... Apr 28, 2021	Reels		1,487	25	--
	"Of course you can cry over 'spilt... Jun 6, 2021	Reels		1,476	26	--
	Desert flowers are in bloom... May 21, 2021	Reels		1,414	45	--
	Have you checked out Grapevine... May 24, 2021	Reels		1,366	41	--
	The Historic Bathhouse District ... Mar 23, 2021	Post		1,353	54	--
	Pretty sure that's a #Jambi at "Fo... Jun 20, 2021	Reels		1,324	27	--
	Did you know about these amazi... Jun 2, 2021	Reels		1,297	26	--
	When in T or C, we highly recom... May 5, 2021	Reels		1,243	30	--

INSTAGRAM & FACEBOOK INSIGHTS

	When in T or C, we highly recom ... May 5, 2021	Reels	reels	1,243	30	--
	Today at Elephant Butte Lake! # ... Sat Feb 19, 2:27pm	Reels		1,240	42	--
	#wildlifesighting by #guyonabik ... Sep 30, 2021	Reels		1,180	29	--
	What's the buzz tell me what's a ... Apr 22, 2021	Reels		1,122	21	--
	~nature break~ Swallows at the C... May 16, 2021	Reels		1,117	25	--
	Elephant Butte in the '60s. 📷 #th... Jun 10, 2021	Post		1,011	69	--
	Xochi's bookstore, your one stop ... Sep 16, 2021	Post		971	74	--
	This puzzle on tonight's WOF has... Mon Jan 3, 6:43pm	Post		910	68	--
	Floating season is ON! Call White ... Jun 12, 2021	Reels		697	43	--
	The perfect campfire companion ... Dec 9, 2021	Post		596	35	--
	Spaceport America - owned & op... Oct 7, 2021	Post		563	49	--
	Frameworkthy views found throug... Sep 14, 2021	Post		560	47	--
	Since before recorded history, th... Nov 16, 2021	Post		546	51	--
	Go where you feel most alive 🌲 ... Nov 23, 2021	Post		490	33	--
	Reach new heights at the Bat Cav... Apr 15, 2021	Post		454	35	--
	Today until 3, and next Saturday ... Dec 5, 2021	Post		449	36	--
	Campers at sunset 🌅 Elephan... Apr 29, 2021	Post		448	36	--
	Breakfast Beans* from Hillsboro ... Post	Post		440	32	--

CITY COMMISSION MAY 11, 2022 REGULAR MEETING MINUTES

Sierra County Recreation Tourism and Advisory Board gave a brief presentation of the services they provide, and what they use the funding for.

Sunny 505 gave a brief presentation of the services they provide, and what they use the funding for.

7. Presentations regarding the Sub-Recipient Grant Applications from the City's General Fund:

Companion Action Team gave a brief presentation of the services they provide, and what they use the funding for.

Domestic Abuse Intervention Center gave a brief presentation of the services they provide, and what they use the funding for.

Sierra Joint Office on Aging gave a brief presentation of the services they provide, and what they use the funding for.

The Club of Sierra County gave a brief presentation of the services they provide, and what they use the funding for.

D. PUBLIC COMMENT (3 Minute Rule Applies):

LaRena Miller addressed the Commission with comments related to:

- (1) The Geronimo Trail Scenic Byway. (Complete copy attached hereto and made a part hereof).

Tanya Beckler addressed the Commission with comments related to:

- (1) She read a letter from her landlords on Wyona Street in regards to George Henson. (Complete copy attached hereto and made a part hereof).

Carol Kirkpatrick addressed the Commission with comments related to a topic that was discussed during the Commission Retreat. (Complete copy attached hereto and made a part hereof).

Rick Dumiak addressed the Commission with comments related to:

- (1) The Fiesta was a great event and everyone did a great job. He was impressed by the amount of trash that was picked up. The Police Department was outstanding during Fiesta.
- (2) He thanked City Manager Swingle. It is really nice to have a professional he can talk to and not get insulted by.
- (3) The mustard weeds at Rotary Park are knee high.
- (4) He commented on City Attorney Rubin's comment about him at the last meeting in regards to the Wyona property that was presented to Planning & Zoning.
- (5) He lives on Charles and Post, and Post Street is a drag strip right now. He suggested a stop sign being installed.

VISITATION UPDATE IN TRUTH OR CONSEQUENCES/SIERRA COUNTY 2022

By LaRena Miller

The Sierra County visitors who come in are either gathering information for family that is visiting, or people who have just moved here and want to learn more about the area. The out-of-town visitors spend money here, eating in our restaurants, buying gasoline, shopping, and many spending the night in our local motels. This adds to the City revenues in lodgers tax and gross receipts tax. It is a fitting use of the Lee Belle Building to be able to attract so many visitors to our community and provide them with information on the area, and on the entire State of New Mexico.

During January through April, 3,453 visitors signed in at the Geronimo Trail Visitors Center. Broken down into statistics, January had 229 visitors from New Mexico (including 29 from Sierra County), 218 visitors from the remaining 49 States, and 30 visitors from foreign countries. The reasons for coming included: 180 stating the Hot Springs, 154 writing Spaceport America, and 342 for other reasons, including the name of the town and curiosity, lake, hiking, visiting family, vacation and leisure travel and just passing through.

February had 755 visitors, with 376 from New Mexico (34 from Sierra County), 535 from other States, and 35 from foreign countries. 196 stated they came for the Hot Springs, 97 for Spaceport America and 462 for a variety of other reasons, including those listed above. The total for ~~March~~ February 2022 was a record for February visitation over the past 12 years.

March saw another record-breaking month with a total of 1049 visitors. We had 297 from New Mexico (32 of which were from Sierra County), 695 from other States and 41 from foreign countries. 249 said they came for the Hot Springs, 85 came for Spaceport America, and 715 for other reasons, including again the name of the town and curiosity, outdoor activities, visiting and leisure travel.

April saw another visitation record broken, with 973 people signing in. There were 280 from New Mexico (including 43 from Sierra County), 688 from the other 49 States and 52 from foreign countries. They listed their reasons as 187 for Hot Springs, 204 for Spaceport America and 582 for other reasons. There were 2 special tour groups to Spaceport America in April to coincide with the Trinity Site Open House.

Lynn and Jerome Gray
725 Wyona Street
Truth or Consequences, NM 87901
(575) 313-7799
tea.or.sea@gmail.com

09 May 2022

TO WHOM IT MAY CONCERN:

We, Jerome and Lynn Gray, are the owners of the home at 725 Wyona Street, which is immediately next door to the home of the well-known found-object artist, George Henson, of 731 Wyona Street in T or C.

We're concerned about the City's harassment of Mr. Henson for the way he's chosen to participate in the lively arts scene that typifies our community. Mr. Henson's entire property is a work of art, and this has been a source of pride and delight for his most immediate neighbors and other residents on the block.

Anyone not wishing to see Mr. Henson's display should kindly be advised not to walk, bike, or drive down the 700 block of Wyona. It's a dead-end street (we intend to keep it that way), not an arterial. George receives plenty of appreciative visitors interested in his art, which we think is great. His visitors are always kind and respectful of the neighbors on the block.

One of us (Lynn) bought the house at 725 Wyona along with her late husband in 2009. We bought the property *because* we were charmed by the artwork that is Mr. Henson's property, not *despite* it.

We (Lynn and Jerome) don't reside at 725 Wyona only because work commitments require us to live elsewhere. Two young parents—Tonya Beckler and Jason Monroe—and their son, Isaiah, live there (whom we hope will reside there as long as they'd like to). Our understanding is that they enjoy Mr. Henson's sociability, neighborliness, and knowledge of the area just as we do.

Please contact us if we can be of any assistance.

Regards,

Jerome and Lynn Gray

Carol

Good Morning Mayor, Mayor Pro-tem, Commissioners, and Manager Swingle.

Not too long ago, the Commissioners and the leadership of the City had an opportunity to discuss what we felt were our greatest strengths, weaknesses, opportunities, and threats.

It was a unanimous decision by the leadership that the greatest threats to our entity were the extremely discontented and negative citizens, the inaccurate information being distributed, and in my words, dealing with those citizens who fail to contribute to the growth of the City and focus on being harmful to the City and its employees.

I want to thank the Commission and Manager Swingle for listening to our concerns and for taking serious steps to move forward. We know that our streets need repaired and that we have water leaks. As a City, we are doing our best to address those issues.

What we cannot continually focus our time, energy, and resources on are the negative comments, actions, and citizens that will never be happy or satisfied with decisions that are being made.

I challenge the citizens of T or C to come to Commission meetings or at least listen to them on the radio. Help us to turn around the focus to what can be done for this City.

Thank you.

Carol Kirkpatrick

CITY COMMISSION MAY 11, 2022 REGULAR MEETING MINUTES

George Henson addressed the Commission with comments related to:

- (1) His comments at the last meeting regarding mental health issues. He has had a lot of support so he feels that his mental health is ok.
- (2) He is trying to work as fast as he can to resolve the property violation he has with the city.

Daniel Gutierrez addressed the Commission with comments related to:

- (1) He works for the New Mexico Economic Development Division. They, along with MainStreet T or C are committed to Truth or Consequences, and they contributed \$1.3 million dollars to the construction of the Foch Street Great Blocks Project as well as other projects.

E. REPORTS:

City Manager Swingle reported the following:

- There was a lot of discussion regarding Fiesta and he would also like to thank the staff David Johnson, Traci Alvarez, OJ Hechler, Sean Barns, Chief Rodriguez, and the Police Department, Benny Fuentes and his staff, Andy Alvarez and his staff, and Bo Easley and his staff in the Electric Department for their involvement in Fiesta.
- An individual named David Lang rented our Civic Center for a class, and he sent out an email thanking Dave Johnson and his staff in Facilities, and City Clerk Torres and her staff in the Clerk's Office for the staff being wonderful and heart felt. There were several teachers in the class and they are very excited to know that the Center is available for class. They enjoyed the facility and staff so much that they want to use the facility again in September.
- We received an award from NMDOT to pave Pine Street from east 5th through east 8th street. The total project is around \$313,000. The State's share is \$235,000, and the city has \$78,000 in kind services that they will provide. We are very fortunate to have received this funding. It is a small project, but we will do everything we can to help resurface the road, and bring it up to current and correct standard.
- The NMDOT Roundabout project is becoming quite costly on the city's part. The original project was about \$750,000 for the water, wastewater, and landscaping. Right now, the cost is at almost \$1 million dollars that we have to pay. This is something that we agreed to many years ago. The problem with it is that the costs are escalating, and the \$979,000 that we have are what they are estimating it at as of today. As you go in through the next year and a half to two years, that cost could increase even greater. They had a water study done, and they were recommending some larger lines for approximately 1100 ft. through this project. They want us to increase those pipes to 16 inches. If we were to do that, it would increase the cost to \$4.6 million dollars. We are not able to do that. We don't have the revenue to incur that. However, we do have some options when we do have the funding to grow those lines. The state will not let us cut the road and the

Support George Henson IV's Found Object Installation

We are writing in support of George Henson IV's found object installation on Wyona Street in downtown Truth or Consequences, NM ("T or C").

We are a diverse group of artists, neighbors, curators, community members, and gallerists from T or C and around the country. We share a deep love of T or C and a belief that art and creative expression is fundamental to a thriving community.

As everyone is aware, T or C is a unique city, and public art plays a huge role in its tourism. To an outsider, the majestic Turtle Back Mountain sets the backdrop for the vibrant murals splashed across the downtown walls and the many galleries that fill its art district. Driving through the heart of the historic district, one can't help but admire Mary Kinner's cobalt blue bottle and wire fence installment on the corner of Post. For blocks along Riverside, the street is showcased with unique, colorful ephemera artfully displayed and intertwined in fences and on the side of buildings.

If you wander down the dead end of Wyona, on the Healing Waters Trail, you might stumble across a unique ever changing, found object installation, that has been a much-admired landmark for over 15 years.

This remarkable expression of vintage relics and treasures, is featured in the award-winning documentary "Truth or Consequences", and is now featured in several out of state art tour guides. The site is visited year-round by curious tourists, local trail walkers, and fellow artists looking for inspiration and a chat with the artist himself.

It has recently come to our attention that George's exhibit is under threat due to rezoning issues. We are writing this to make it clear that we support George's artwork and believe it brings value to the community and to people visiting T or C.

If you believe in keeping our idiosyncratic town weird and diverse, and protecting George's artwork please sign this petition to show your support!

Support George Henson IV's Found Object Installation

Name: Jerome Gray 725 Wyona T or C 8-May-2022 Signature: (575) 313-7799 Jerome Gray
Name: Lynn Gray 725 Wyona St. T or C Signature: Lynn Gray 575-574-2185
Name: MARTIN MITAL Signature: Martin Mital
→ 721 WYONA ST 575-740-123

Name: Mary Cavett 721 Wyona	ST TOL	Signature: Mary Cavett
Name: Michael Schrey Colorado		Signature: [Signature]
Name: ART KUDNER 615 POST MD		Signature: [Signature]
Name: Isalah Monroe	Address	Signature: [Signature]
Name: Ionya Becker	Address: 125 Wyona St. 87901	Signature: [Signature]
Name: Jason Monroe	Address: 725 Wyona St 87901	Signature: [Signature]
Name: Allison Norton	Address: 407 Broadway Torc	Signature: [Signature]
Name: Don Hallock	Address: 410 N. Cedar, Torc. NM.	Signature: [Signature]
Name: John Johannek	Address: 415 Broadway Torc NM	Signature: [Signature]
Name: Alex Talavera	Address: 103 E. 1st Ave Torc, NM	Signature: [Signature]
Name: LAEL LLAVERIA	Address: 120 N. PERSHING " "	Signature: [Signature]
Name: Larina Angeles	Address: 120 N. Pershing st Torc, NM.	Signature: [Signature]
Name: Sylvia Norris	Address: [Signature]	Signature: [Signature]
Name: David Angeles	Address: Out of state	Signature: [Signature]
Name: Erik Nunez-Cera	Address: [Signature]	Signature: [Signature]
Name: Bruce Adams	Address: [Signature]	Signature: [Signature]
Name: Tom Gedgudas	Address: 2 Main St, Pinos Altos, NM	Signature: [Signature]
Name: Charles Schild JR.	Address: 708 S Broadway Torc	Signature: [Signature]
Name: Erich Harrison	Address: 840 Higgins 181 unit 6	Signature: [Signature]
Name: Melissa Hottel	Address: 302 ANIMOS CREEK RD	Signature: [Signature]
Name: Kyle Smith	Address: 721 Charles St.	Signature: [Signature]
Name: Mary Kinninger	Address: 602 Wyona Torc	Signature: [Signature]
Name: Silas Montoya	Address: 521 Wyona St.	Signature: [Signature]
Name: Melaphusell	Address: 501 grand st.	Signature: [Signature]
Name: Jeannie Ortiz	Address: 708 Charles St.	Signature: [Signature]
Name: Kyle Cunningham	Address: 708 Charles St.	Signature: [Signature]
Colly Cunningham	710 Charles St.	
George Herschel	731 WYONA.	
Dane Gunning	11 MAY '22 739 Wyona St, TORC 87901	

Support George Henson IV's Found Object Installation

** Please put your name, location, and your occupation / connection to T or C**

1. **Hannah Jayanti** - NY & CA, Director of the documentary *Truth or Consequences* and collaborator on the 2019 Meteoric Festival.
2. **Alexander Porter** - NY & CA, Co-writer of the documentary *Truth or Consequences* and collaborator on the 2019 Meteoric Festival.
3. **Lauren Lee McCarthy** - CA, Contributing Artist 2019 Meteoric Festival
4. **Bethany Tabor** - NM, Program Officer for the New Mexico Humanities Council
5. **Samara Chadwick** - NY, Executive Director, International Film Seminars, Inc. and collaborator on the 2019 Meteoric Festival.
6. **Jae Minard** - NY, Documentary filmmaker and film programmer 2019 Meteoric Festival
7. **Claire Hentschker** - NY, attended the 2019 Meteoric Festival and contributed additional visual effects to the documentary *Truth or Consequences*.
8. **Brian Matthew Hart** - MN, Artist
9. **Peter Mettler** - Canada & Switzerland, Filmmaker and Contributing Artist 2019 Meteoric Festival
10. **Chris Simon** - Utah, Documentary Filmmaker & Folklorist, owner of Sageland Media. Recently visited Truth and Consequences and am deeply impressed by the art featured all around town. George's Installation is part of what makes T or C unique!
11. **Tara Autovino** NY, Documentary filmmaker. Have spent months at a time in T or C, and seek out George's work whenever we're there.
12. **Jason Sebastian Russo** - NY, Documentary writer. Have spent months at a time in T or C, and seek out George's work whenever we're there.
13. **Illya Szilak, MD** Brooklyn, NY physician at Rikers Island and artist, know this work through the film. Art is integral to health and well being of communities. George's work is a big part of this for T or C.
14. **Jeannie Ortiz**. Truth or Consequences, NM. Artist, resident of T or C since 2011.
15. **Kate Amend**, ACE, Los Angeles, CA. Filmmaker, Professor and Art Historian and advisor on the documentary *Truth or Consequences*
16. **Kate K. Hall**. Truth or Consequences, NM. Artist, business owner, resident of TorC since 2018.
17. **Kyle Parker Cunningham**. Truth or Consequences, NM. Artist, Gallerist and Curator 2020. at Desert Archaic in TorC who represents George's work which sells regularly. Collaborator for MeTeORiC.

18. **Melissa McKinstry**, twelve year resident of TorC currently in Chicago area. Marketing professional, experience creator, Yoga Instructor, MeTeORiCer.
19. **Maida Lynn**. CA, Founder of Genuine Article Pictures, Executive Producer of the documentary *Truth or Consequences*.
20. **Sara Archambault**. Providence, RI. Filmmaker, Producer of the documentary *Truth or Consequences*.
21. **Keisha Knight**. Bennington, VT/Los Angeles, CA, Executive Director Sentient.Art.Film distributor of *Truth or Consequences*
22. **Jordyn Jackson**. Truth or Consequences, NM. Artist, Singer/Songwriter in the alt-folk duo Flagship Romance, resident of TorC since 2018.
23. **Shawn Fisher**. Truth or Consequences, NM. Singer/Guitarist/Songwriter in the alt-folk duo Flagship Romance, Photographer, Resident of TorC since 2018.
24. **Kimberly Rae Jewell** Truth or Consequences, NM. Baker of The Guesthouse Kitchen and Astrologer. Resident of TorC since 2007.
25. **Mina Kim Fitzpatrick**, Los Angeles/New York, Filmmaker, Visiting Professor; California Institute of the Arts
26. **Anne Yao**, New York, Film editor, Assistant editor on the documentary *Truth or Consequences*
27. **June Russett**, Truth or Consequences , NM, artist, resident & neighbor since 2020.
28. **Lisa Huntley**, NY and TorC homeowner since 2013.
29. **Linda Armstrong**, Truth or Consequences, NM, resident since 2012
30. **Tega Brain**, NY, Contributing Artist 2019 Meteoric Festival
31. **Sam Lavigne**, NY, Assistant Professor of Design, University of Texas at Austin, and Contributing Artist 2019 Meteoric Festival
32. **Caroline Mort**, NC, Archival Producer of the documentary *Truth Or Consequences*
33. **Jan Thedford**, Truth or Consequences resident since 2004.
34. **Eugina Shelton** wandering nomad who now finds herself a resident of T or C. Just a regular gal who respects the unusual.
35. **MaryAlice Holmes**, Milton, MA/TorC homeowner since 2018, Writer
36. **Susan Skinner**, Abq NM. As an artist and fellow collector of roadside detritus, I whole heartedly support the continuation of George's environmental space. T or C is a unique place. Don't let the developers take control.

CITY COMMISSION MAY 11, 2022 REGULAR MEETING MINUTES

concreate through the roundabouts, but what we can do some things to accomplish the work when we have the funding to do it.

- The Animal Shelter now has 50 dogs today and they have no space available for dogs in the kennels. Today is "Chip Your Dog" Day. It has been heavily advertised by the Animal Shelter. We are inviting everyone to go and get your animals chipped.
- He reviewed the 2022 SWOT Analysis that was conducted at the Commissioners Retreat.

City Attorney Rubin reported the following:

- He reported on the foreclosure sale on 724 Van Patten. We had a lien of approximately \$16,400 that had been recorded. That not only covered the cost of demolition, but it also covered the court cost, attorney fees, publications costs, and other related expenses. We went through the foreclosure process and we got a bid from someone who has offered \$17,250 what is an excess of the cost of the lien, so assuming that the courts approve the sale that would be an excellent resolution of this matter. Hopefully the closing will occur by next week or so.
- There were not any other bidders on the Jicarilla property. The city bid our lien and we will now go through the process to ask the court to approve that sale and we would then own the property, and we would then go through the process of advertising, etc.

City Commission Reports:

Commissioner Fahl reported the following:

- She thanked all of the department heads and the administrative staff for the detailed process they went through during the budget workshop. She thought that it was very informative.
- They are going to make one last effort to get some more public input on the Jornada trail. They will be making presentations to the Rotary Club, and perhaps the Chamber of Commerce to get some more input before they come to the city and the Village of Williamsburg. She put up a vendor display during Fiesta, but it didn't work out very well because it fell over during the parade. Her grandson helped her out a lot with the booth.

Commissioner Harrelson reported the following:

- She also thanked the department heads for showing up to the budget meeting. It was a good way to see what was going on, and look at the lack of the people we have and take a look at what we need within our community. We have a hard job ahead of us, and it was a really big eye opener for everyone to see what is really going in. She thinks a lot of times our community has a misconception that we have this huge department, and we have a lot of overhead, and we have a lot of people who are pulling in salaries, and that is why we can't do any of things we want to do in the community, but when you go through a budget meeting like that you learn really quickly that everyone is on a skeleton crew, and we really need to make sure that we are taking care of our people in our community first.

<u>NAME</u>	<u>DATE</u>	<u>ADDRESS</u>	<u>email ADDRESS</u>	<u>COMMENTS</u>
11 Kyle Smith	4-23-22	FZL Church Tomb 67401	Desa126@proton.com	One of the reasons I purchased here was our installation like Google we should have more such sites
12 Suzanne Smith	4-25-22	119 Oakwood St Tomb C 1101 57121	sm5000@proton.com	
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CITY COMMISSION MAY 11, 2022 REGULAR MEETING MINUTES

- The Fiesta this weekend was great. It was probably the best Fiesta she has seen in a very long time. The parade was fantastic. She ended up having to ref the entire volleyball tournament. It was a great opportunity, and everyone had a good time. She watched the basketball tournament, and went out that evening to watch the band play and eat at some of the vendors.

Commissioner Mitchell reported the following:

- She gave a shout out to Miss Fiesta and her Court who went pretty much everywhere Fiesta weekend. They took picture with the camels, and they took pictures at the rodeo and with the kids in the fishing derby. She was super active around town. She thanked Brooklynn Garcia, Jason Garcia, and Belle Garcia for making Brooklynn's presence seen at Fiesta.
- She also thanked the department heads for answering the tough questions during budget and being gracious enough to make cuts.
- This community is amazing and she is so glad to be a part of it and be a representative of it in numerous areas.

Mayor Pro-Tem Hechler reported the following:

- He gave a shout out to the Subrecipients who came out to do presentations for the Commission. They provide a lot of amenities in this community that we wouldn't have if you guys weren't here.

Mayor Forrister reported the following:

- She also commended the department heads for coming in and spending 2 days here during budget, and we are still not done. It is tough to sit here and have to try and cut money out of the budget that is already super thin. We want to give everything to our employees and to our citizens. We just have to work within our budget and it is really hard to do that, but she commends our department heads for coming in here and being very generous with the very little that they already have.
- This Fiesta weekend was very nice. Numerous people came up to her to ask who was in charge of Fiesta so they can thank them. Everyone who spearheaded the event did a fabulous job.
- She thanked Commissioner Mitchell and her swim crew for creating the Mayor's throughout the years float. It had great shade, and all of her chocolate candy didn't melt before she could hand it out to the kids.
- She commended Mayor Pro-Tem Hechler for the vendors down town. Even though it was very hot, people were still very eager to be downtown, and spend money at the vendors, and partake in all of the Fiesta activities.
- She commended Miss Fiesta Brooklynn Garcia. She was in high heel all day.
- She spent quite a bit of time at the rodeo. It was really busy Friday night, and the line was all the way wrapped around almost to the lake on Saturday. There were a lot of people who attended that event, and it was nice to see people out and about. It was the first rodeo we have had in about 6 years.
- She looks forward to Fiesta 2023.

CITY COMMISSION MAY 11, 2022 REGULAR MEETING MINUTES

F. CONSENT CALENDAR:

1. City Commission Retreat Minutes, April 19, 2022
2. City Commission Regular Minutes, April 27, 2022
3. City Commission (Day 1) Budget Workshop Minutes, May 3, 2022
4. City Commission (Day 2) Budget Workshop Minutes, May 4, 2022
5. Acknowledge Regular Library Advisory Board Minutes, April 25, 2022
6. April 2022 Accounts Payable

Commissioner Fahl moved to approve the Consent Calendar as submitted. Commission Harrelson seconded the motion. Roll call was taken by the Clerk-Treasurer. Motion carried unanimously.

G. PUBLIC HEARINGS:

1. Public Hearing/Discussion/Action: Final Adoption of Ordinance No. 730 amending the City of Truth or Consequences Municipal Code of Ordinances, by amending Section 6-77 pertaining to Storage on private property:

Assistant City Manager Alvarez explained that this ordinance was approved for publication on April 13, 2022. We are now presenting this ordinance for public hearing and final adoption. The very minor change to this ordinance was to remove the section allowing residents to store dilapidated furniture, appliances, junk or anything that is a public or sanitary safety hazard behind a fence.

City Manager Swingle pointed out the effective date on this ordinance should you choose to approve it today. He would encourage the Commission to select a date of July 1, 2022 to give us time to get it out and advertised.

Mayor Forrister opened the public hearing.

Opponents:

Diane Gunning: She appreciates the work that all of you do, and even if she may not agree about certain things or if she is against certain things, she is not against any of you. In fact quite the contrary. Complete copy of comments attached hereto and made a part hereof.

Rick Dumiak: This is a tricky ordinance. His main concern is who is going to interpret what is junk and what is not. You are really getting into something when you go behind someone's fence. He loves yard art, and he had a place in Santa Fe had an acre and he had sculptures all over the yard. He considered it yard art, and his neighbors loved it, but somebody could have easily drove by and considered it as junk, so his main concern is who is going to interpret what it is. He wants the places in town to be cleaned up. He lives across the corner from a place where there has been 30 garbage bags that have been stacked up against the fence for at least a year and a half. Nobody has lived in the house for a year. The place is a wreck, so he does want things to get cleaned up,

Discussion for hearing on Agenda Item #; G-1
Public Hearing and Final Adoption Ordinance 730
Truth or Consequences City Commission Meeting, 11 May 2022

by Diane Gunning, 709 Wyona Street, T or C, NM, 87901

Good Morning Madam Mayor, City Manager and City Council Members,

mayor Pao Tenny

+ other distinguished
city representatives

My ~~opposition~~ ^{problem with} to Ordinance 730 begins with the Agenda Request Form to amend Section 6-77
Pertaining to Storage on private Property. The seven words at the end of the Agenda Request Form
Summary/Background are: "creating a public health and sanitation issue."

Section 6-77 does not pertain to public health and sanitation issues. The sections relating to
public health and sanitation issues are Sec 6-74 – Unsanitary premises, and Sec 6-75 –
Hazardous premises. Section 6-77 only relates to storing items broadly defined as "junk", not to
refuse emitting foul odors or breeding flies or rodents or injurious to public health.

Then, within Sec – 6-77 - Storage on private Property, ^{new word} "Junk" is the only word used in that
section ^{which} that is defined in Sec 6-42 – Definitions.

However, the word Storage is not defined.

According to Cambridge Dictionary online, **storage** is "the putting and keeping of things in a
special place for use in the future". Britannica dictionary online says storage is "the act of
putting something that is not being used in a place where it is available, where it can be kept
safely, etc.: the act of storing something"

Trash is what you throw away, what you don't want. Items that some people may call *junk* are
what some people may want to preserve for later use, and that is why they are storing it and
not throwing it away. Therefore these items that some might call junk might have a useful
purpose to the owner.

Moreover, some items are important enough for their owners to arrange them and to display
them. These items are not random piles of trash junk at this point. If arranged in an
aesthetically pleasing manner they can even count as works of art. The items may be being
stored until they can be organized and arranged. At the point the items are organized and
arranged, they are ^{no longer} not intended for future use, they are being used as part of an art display at
the very time that they are arranged and displayed. At The point of display, these items
are no longer being stored

The display may be solely for the enjoyment and satisfaction of the owner of the private property, say behind a fence, or they may share their creations with the public by not hiding the objects behind a fence. They may even be displayed on a fence or as part of a fence.

Since one man's trash is another man's treasure, who is to decide what is trash and what is treasure?

I propose that there should be an amendment to Sec 6-77 that creates an exemption for artfully arranged items being displayed on private property. If a property owner is being challenged by the City for what the City or an individual may consider unsightly junk, the property owner should be allowed a hearing before the Truth or Consequences Public Arts Board. This board could determine whether the display can reasonably be considered **art** or not. The Public Arts Board could then make a recommendation to the City Commission whether to allow the display or not.

Furthermore, the neighbors in the immediate area of the owner of the property displaying the items in question should be contacted to find out whether they support or oppose the display. Their opinions should carry weight in any decisions made about the display. Neighbors who move into an area in which the art display existed prior to them moving there should be assumed to be in support of the display unless there have been unexpected and undesirable changes that have since been made.

It should be noted that all immediate neighbors of George Henson, 731 Wyona Street, are in unanimous support of his art display installation. His entire home is an art installation and gives many people pleasure. He has been featured in a movie and gets visitors who consider his home a destination. Such displays should be embraced by the City. Most tourism in this town centers on art and art galleries, after the hot springs, of course. The artsy nature of the town, especially in the hot springs district ^{is} are what drew me and likely many other people to this town.

Moving on to the proposed changes in amendment to Sec 6-77, the removal of the exempting phrase: *"and which are not completely enclosed within a building or dwelling, or behind a privacy fence."*

The Agenda Request Form states that the purpose of this amendment is to eliminate the section of code which allows residents to store "junk" BEHIND A FENCE. Minutes of the 13 April 2022 City Commission meeting say "City Manager Swingle explained that covering the items with a fence does not alleviate the issue, and the public health and safety hazard is still there whether it is fenced or not fenced. That is the main purpose of the amendment to this ordinance."

Again, while the City Manager mentions public health and safety hazard, there is no mention in Sec 6-77 of public health and safety hazard, while there is mention of a privacy fence. And if the main purpose of the amendment to the ordinance is removing the phrase "or behind a privacy fence.", then why is the portion of the phrase "*and which are not completely enclosed within a building or dwelling*" being removed as well? Is this like saying, items deemed "junk" are not even allowed behind a privacy fence, nor are they even allowed in a completely enclosed building or dwelling?

Minutes of the 13 April 2022 City Commission meeting also discuss the approval of the City paying \$10,000 every 3 years for Pictometry Imagery Services for aerial photography of Truth or Consequences. He is quoted in the minutes: "The benefit would be to community development, *code enforcement*, fire, police, all utility departments, and parks. The program is incredible. It actually allows you to see the debris and waste on a property in almost real time." This seems to be the main draw of the photography, then, to see what objectionable items are on private property.

Not only does the City want to remove the rights of a home owner to protect their items from public view and therefore prosecution under the code by means of a privacy fence, but they intend to invade home owner's and resident's privacy from above to enforce the codes! And just how do they intend to enforce the code if items are enclosed within a building or dwelling? Search warrants for "junk" maybe?

On top of the inconsistencies in the proposed amendment to Section **6-77** is the fact that there is no "trigger" mentioned for starting the process of implementing punitive measures of this code. Does the City need a complaint from an individual or multiple individuals in order to investigate prohibited storage on private property? Will the aerial pictures alone be a basis to start a complaint? What amount of "junk" will be required to start a complaint? One washer or dryer, or a single cracked deck chair, or a sheet of plywood or an old bathtub being used as a planter? Or maybe at least two from one category, or some combination of items from more than one category. Who determines this? Will certain homeowners be selectively targeted?

can't help feeling
I am convinced that the recent flurry of amendments to ordinances, starting with the prohibition of owning more than four pets, to this amendment to Sec 6-77, as well as Ordinance 732 amending the Article pertaining to motor vehicles on private property, *passing* *targeting* are *new* *He* all a result of the development currently going on and projected for Wyona Street.

Developers on Wyona Street have perhaps persuaded the City that they will not be able to sell their new homes unless the character of our street is changed to suit their prospective buyers. We love our street, that is why we live there. Our hopes are that anyone who buys a home on the street will be as happy with things as they are now, just as we current residents are.

B"H

I would like to add that I appreciate all
you do, your jobs are not easy ones. I
Thank you for your consideration. might be against certain things
But I am not against you!

Sincerely,

Diane Gunning

Diane Gunning

Attachment:

copy of 2 page survey of neighbors so far in support of George Henson's art display/home

To Whom it May Concern:

We the undersigned are not opposed to the found object collections of George Henson on his private property, both inside and outside his fence, at the dead end of Wyona St, 731 Wyona St, Truth or Consequences, NM 87901 and may even find it artistic and interesting: *Paint & Sign*

<u>NAME</u>	<u>DATE</u>	<u>ADDRESS</u>	<u>email ADDRESS</u>	<u>COMMENTS</u>
1 DIANE Gunning <i>Diane Gunning</i>	25/4/22 20/2/22 04/05/22	709 Wyona St Torr 709 Wyona St TORC	diane.tomminger@gmail.com	Very artistic, like the 50's, I like I think it looks great
2 Robert Cunningham				
3 Wally Nelson <i>Wally Nelson</i>	4-25-22	625 Gray St. Torc	nclsljody@yahoo.com	Free Expression!
4 Dominic Lauzier	4-25-22	625 Wyona St.	bananabelted@gmail.com	in Torc
5 Mary Kinninger	4/25/22	602 Wyona	thetac.art@gmail.com	I am an artist and love Torc's art.
6 Jodie KASAKA MARTIN MIJAL	4/25/22	913 LOCUST	juliakm7@gmail.com	George's ART = wolf meow!
7 Martine Mayap Mary Cavett	4/25/22	721 Wyona St.	Martin Mijal@yahoo.com	We approve of George's art.
8 Mary Cavett	4/25/22	721 Wyona St TORC	onlyonewind@yahoo.com	I moved here to be near artists and cowboy bohemians.
9 Garza Monre	4/25/22	725 Wyona St	DMhurts@hotmail.com	people travel out of state to see his exhibition. He is in several tour guide books and in a documentary about Torc. He Boeing Business here!
10 Tonya Becker	4/25/22	725 Wyona St	"N/A"	
11. DENISE CUNNINGHAM	4/25/22	780 VANDERBILT		
12. Rick Dunlap	4/25/22	705 CHAUNCEY	TORC ADVANCE GMAIL.COM	

<u>NAME</u>	<u>DATE</u>	<u>ADDRESS</u>	<u>email ADDRESS</u>	<u>COMMENTS</u>
13 Kyle Smith	4-25-22	721 Charles Tor C NM	DesertZebra@earthlink.net	One of the reasons I purchased here was art installations like George's. we shouldn't lose such gifts
14 Susan M. Smith	4-25-22	719 Charles St Tor C NM	smsw@earthlink.net	
15 Lynn Gray	5-8-22	725 Wynona St, Tor C	shunahoy@yahoo.com	
16 Jerome Gray	8-May-2022	725 Wynona TorC	shunahoy@yahoo.com	George George is a great next door neighbor
15				
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he just is a little scared of who is going to be the one to say that this is junk and this is not. Particularly when you start talking about a building. If you have money to afford a building then yeah, you can put your junk inside the building, but if you don't have the money to build a building, you don't get to keep your junk.

George Henson: His name has been brought up a few times here. He appreciates that you are listening. He is also opposed of privacy fences. We happen to have a few of them coming up, and it is a blank brown scene when we have a beautiful Desert to live in. He's hoping that we can focus on health and sanitation. We have an old grocery store that needs to be updated because it is an unsanitary building. As a person who has lived in Aspen Colorado, and Palm Springs California, he has seen places go up and down, and here we have issues with gas prices to get here. We need to support what is here. He feels like he has been semi-successful. He has support, and he thinks it's soon to improve.

Proponents:

None.

Mayor Forrister closed the public hearing.

Commissioner Harrelson stated that she is an artist herself, and she understands the concern about making subjective decisions on coding, but she also thinks that in the respect of the Code Compliance Officer and the Police Chief, they can clearly see the difference between what is art work and what is a hazard. We have some opponents that are really stating some things about art work and she understands that. She thinks that maybe we are looking at two completely different situations. In this situation we are talking about property becoming overrun with debris vs art work, and then the other situation is maybe we are discussing easements and city owned property being infringed on by debris. She thinks that needs to be clearly stated here that these are two different subjects.

Mayor Forrister that we are making the amendments to this ordinance because we have all of these things piled up in somebody's yard such as couches and trash bags which is actually junk, not art, and people are just putting a fence around it and saying well you can't see it anymore, and they continue to pile up the junk and it is collecting. Our previous Code Enforcement couldn't do anything because they had a fence around the trash and debris. This is just cutting the section out of the code that allows the feces, trash bags, couches and washers piled up etc. as long as you have a fence around it because those type of things are a health and safety hazard for our community, and it is infringing on the personal property rights of your neighbors, and she thinks that's what this ordinance is supposed to be addressing, not the easement that we are talking about.

City Attorney Rubin stated that is correct, and the scope of what we are doing today is actually already in our books, and if you deny this amendment, Ordinance 677 will still

be in the books and it already says that we prohibit dilapidated furniture, appliances, machinery, equipment, building material, junk, etc. All we are talking about today is the issue of the fence.

Mayor Pro-Tem Hechler moved to approve adoption of Final Adoption of Ordinance No. 730 amending the City of Truth or Consequences Municipal Code of Ordinances, by amending Section 6-77 pertaining to Storage on private property with an effective date of July 1, 2022. Commissioner Fahl seconded the motion. Roll call was taken by the Clerk-Treasurer.

Hon. Shelly Harrelson, Commissioner voted aye

Hon. Destiny Mitchell, Commissioner voted aye

Hon. Amanda Forrister, Mayor voted aye

Hon. Rolf Hechler, Mayor Pro-Tem voted aye

Hon. Merry Jo Fahl, Commissioner voted nay

Motion carried with a 4-1 vote.

2. Public Hearing/Discussion/Action: Final Adoption of Ordinance No. 732 amending the City of Truth or Consequences Municipal Code of Ordinances, by amending Article 5 Pertaining to Motor Vehicles:

Victor Rodriguez, Chief of Police explained that this ordinance is up for final adoption to amend the article pertaining to motor vehicles, and addresses a lot of the issues that kind of go with the last issue that we talked about which is trying to beautify our city.

Commissioner Harrelson asked what Chief Rodriguez looks for while trying to enforce this ordinance.

Police Chief Rodriguez stated that they will evaluate the situation and environment, has the vehicle been moved, is it full of weeds, is it the only vehicle on the property, are there multiple vehicles on the property. There are different factors that will go into it. A lot of the time the nature of the complaint that comes in will typically notate whether or not the vehicle has been there for a long time or if vermin's can make a habitat out of it. Those kind of things. There is not enough time in the day, and there is not enough resources the city has to address Code Enforcement. Every property probably has some sort of violation of our city ordinance at some point and that is not what we are looking for. What the city is looking to address is premises, and properties that are creating an unsanitary or hazardous condition either to the community or to their neighbor, which is a quality of life issue. We get a lot of those type of complaints. The majority of these issues are addressed through compliance before we even issue any type of criminal action through the courts. Most people are very good at addressing the issue.

Mayor Forrister opened the public hearing.

Opponents:

George Henson: He commented on the art on his property. He commented on cleaning up his property. He'll have to do it after they dismiss his court case because it is the wrong court. It is not a cheap thing for the city. It is not easy on his mental health. On one street you can be less than 4 feet from an easement. He has antiques on his property. The model of art he has, have been in Super Bowl commercial and blockbuster movies. He needs to prove he has an act of interest. He might be able to afford a \$200,000 budget someday, but until then he has to protect what he has.

Rick Dumiak: He appreciates everything the Chief said as far as the exceptions and there are ways around this and everything, but he is wondering if there is any kind of appeal process because we have appeals for everything else. He hopes that there is an appeal process for this somewhere down the road where we can maybe come before a board like the Planning & Zoning Commission because we are getting into interpretations. He is all for getting rid of the junk cars, but there should be some kind of an appeal board.

Mayor Forrister explained that the "appeal" would be through the court.

Rick Dumiak: He would like for the appeal to go through someone else rather than the court because of the fees that are involved through court.

Police Chief Rodriguez explained that every time someone has a disagreement with Code Enforcement, we have what we call an informal review process. That is what the Chief of Police and the City Manager is there for. We often have people come to us with their concerns and we look into it. Our Code Enforcement Office is very good at consulting him about the cases she has so he can give her his opinion on whether or not he feels like it is a code violation. It is not unusual for us to have different eyes that look at these things. That doesn't mean that we are undermining our Code Enforcement Officer. She is very good at her job and she is a very competent person.

Mayor Forrister added that they can voice their concerns to the Commission as well.

Proponents:

None.

Mayor Forrister closed the public hearing.

Mayor Pro-Tem Hechler moved to approve adoption of Final Adoption of Ordinance No. 732 amending the City of Truth or Consequences Municipal Code of Ordinances, by amending Article 5 Pertaining to Motor Vehicles. Commissioner Mitchell seconded the motion. Roll call was taken by the Clerk-Treasurer. Motion carried unanimously.

H. ORDINANCES/RESOLUTIONS/ZONING:

1. Discussion/Action: Resolution No. 56 21/22 Budget Adjustment Resolution:

Carol Kirkpatrick, Finance Director reviewed the Budget Adjustments provided in the packet.

Commissioner Fahl moved to approve Resolution No. 56 21/22 Budget Adjustment Resolution. Commissioner Harrelson seconded the motion. Roll call was taken by the Clerk-Treasurer. Motion carried unanimously.

2. Discussion/Action: Resolution No. 58 21/22 Supporting Rio Vaqueros, Inc.:

City Manager Swingle explained that there is a typo on the resolution. The date on the first whereas should be 2022. Many years ago, the adobe hills shooting association now known as Rio Vaqueros, Inc. worked with the city, and a lot of community leaders to get the land dedicated from the BLM to the city for a shooting range. Over the years, maintenance and improvements to the facility have been hit and miss based on the limited funding that the city had. What the Rio Vaqueros group would like to do is go out and solicit donations for the improvements to the property, and they thought if we passed a resolution that basically says that we support them, and encourage gun enthusiasts and users to donate to them, they would turn around and work with the city for improvements on the city property. This is a resolution that was drafted to create support for the Rio Vaqueros, so they can create a sort of friends of the range, and solicit those donations because we just don't have the revenue to make the improvements that the range truly needs to make it a much more attractive location.

Commissioner Fahl made a motion to approve Resolution No. 58 21/22 Supporting Rio Vaqueros, Inc. Commissioner Harrelson seconded the motion. Roll call was taken by the Clerk-Treasurer. Motion carried unanimously.

3. Discussion/Action: Resolution No. 59 21/22 Relating to Loan No. PPRF-4968 with NMFA for \$2,475,799:

Carol Kirkpatrick, Finance Director explained in 2019 the city refinanced a prior loan and added new money for technology, vehicle, HVAC units, and roofing. We had 2 years to spend that money, and we wanted a little more time so we could decide what the priority needs to be. We asked for an extension until August 30, 2024. In addition trying to find money to fund the Roundabout Project and cost. We thought about \$50,000 from this loan would help us pay for some of it so we are asking to repurpose \$50,000 of it.

Mayor Pro-Tem Hechler moved to approve Resolution No. 59 21/22 relating to Loan No. PPRF-4968 with NMFA for \$2,475,799. Commissioner Harrelson seconded the motion. Roll call was taken by the Clerk-Treasurer. Motion carried unanimously.

I. NEW BUSINESS:

1. Discussion/Update: Update of the 2024-2028 Infrastructure Capital Improvement Plan (ICIP) and Capital Outlay Request Process:

Assistant City Manager Alvarez reviewed the 2024-2028 Infrastructure Capital Improvement Plan (ICIP) and Capital Outlay Request Process. (Complete copy attached hereto and made a part hereof).

2. Discussion/Update: Update on the 3rd Quarter Financial Reports:

Carol Kirkpatrick, Finance Director reviewed the 3rd Quarter Financial Reports. (Complete copy attached hereto and made a part hereof).

3. Discussion/Action: Amendment to the expiring contract with Tyler Technologies:

Carol Kirkpatrick, Finance Director explained that Tyler Technologies is the software we are currently using for the accounting and utility billing. The contract ends June 30, 2022 and we wish to extend the contract for one more year, and then renew the contract on an annual basis.

Commissioner Fahl made a motion to approve the expiring contract with Tyler Technologies. Commissioner Harrelson seconded the motion. Roll call was taken by the Clerk-Treasurer. Motion carried unanimously.

4. Discussion/Action: Sierra County Swim Team Agreement:

Commissioner Mitchell was recused from discussion and the vote.

OJ Hechler, Community Services Director explained that this agreement would allow the swim team to utilize the swimming pool at a reduced cost in exchange for services that are listed on the agreement.

Commissioner Fahl asked if OJ was totally in favor of this agreement.

OJ Hechler, Community Services Director stated that the Sierra County Swim Team has 35 to 45 kids that will be utilizing the swimming pool, and it offers these kids some exercise, some activities, some recreation, and the potential to become a junior certified

lifeguard, and then they get to also compete at meets. The way we designed this agreement wouldn't affect the pool hours as they're scheduled right now. The negative about is that we can't change our pool schedule during that time frame, and if we wanted to open up a little early, or stay open a little later, we wouldn't be able to do that. Either way I could see the benefits that it does provide for the for the community, but at the same time too we did approve these fees last year, and the swim team previously were allowed to use the swimming pool under the old resolution for \$50 power week, and now it's \$50 per hour. We did do research through other Municipalities to get the prices we came up with. Some modifications to the agreement would be that the organized swim lessons are for 14 members so people would not get confused that they are offering swim lessons to the public, and it will also be added to the agreement that the team would provide their own certified lifeguards.

Discussion ensued regarding whether or not this would be fair to others, what the benefit to our community would be, and the question whether or not they should charge the set fees.

The largest debate was how this would benefit our community, so the Commission asked that language be added to the agreement stating that the swim team would provide swim lessons to the public.

Commissioner Fahl made a motion to table the Sierra County Swim Team Agreement until the next meeting. Commissioner Harrelson seconded the motion. Roll call was taken by the Clerk-Treasurer.

**Hon. Amanda Forrister, Mayor voted aye
Hon. Rolf Hechler, Mayor Pro-Tem voted aye
Hon. Merry Jo Fahl, Commissioner voted aye
Hon. Shelly Harrelson, Commissioner voted aye**

Hon. Destiny Mitchell, Commissioner was recused from this item.

Motion carried with a 4-0 vote.

5. Discussion/Action: Approval of the Planning & Zoning Board's recommendation to appoint Rick Dumiak to serve as a member on the board:

City Clerk Torres explained that the Planning & Zoning Commission currently has 2 vacancies on their board, and there will be one more vacancy come June 2022. At the April 7, 2022 Planning & Zoning meeting, the board recommended the appointment of Rick Dumiak to serve as a member on their board. Since then, we have received 2 other applications to serve on the board. The applications will be submitted to the Planning & Zoning Commission at their May 19th meeting.

CITY COMMISSION MAY 11, 2022 REGULAR MEETING MINUTES

City Attorney Rubin handed everyone a petition by George Henson. Mr. Henson owns property at 731 Wyona, and the city owns an easement which is contiguous to his property. Mr. Henson placed a large volume of personal property on our easement to an extent that we can't even use our easement. The situation has worsened by the fact that we hired a contractor regarding a potential development of the area, and the contractor's inability to access the easement is costing us money. Therefore, he (*City Attorney Rubin*) wrote a letter to Mr. Henson demanding that he remove his personal things within 5 days. In response, Mr. Henson then filed a law suit claiming that he wanted more time. We are using our other City Attorney John Appel, and he has filed a motion to dismiss the law suit, and there is a hearing scheduled for May 25, 2022. Looking at the documents, the first sentence says To Whom It May Concern, we are writing in support of George Henson's found object installation on Wyona Street in downtown Truth or Consequences. We are not opposed of the found collection from George Henson on his private property, both inside and outside his fence at the dead end of Wyona Street, 731 Wyona Street, Truth or Consequences, NM 87901, and may even find it artistic and interesting, and below that are a list of names who apparently signed this document. It is not totally clear of what property we are talking about. He is assuming the reference in the document handed to the Commission is the same property that is subjecting the lawsuit. Otherwise, why would Mr. Henson have given it to him? The implication of Mr. Henson handing him the document, he is assuming that Mr. Henson is going to use the document in court. Otherwise, why would he be showing it to him? The concern he has is that he is seeing Mr. Dumiak's name on that list. Therefore, his concern is a matter of public perception that anyone who signed that document would be taking the position that is adverse to the city or at least adverse to our financial interest as far as the litigation. He is always concerned with the idea of public perception. He is not saying if he was served, it would necessarily be a conflict of interest as per your financial insurance or whatever, but there could be a perception of being adversarial to the city.

Mayor Forrister stated that is a good question because once you serve on one of these boards, you are serving on behalf of the city.

Mayor Pro-Tem Hechler stated that he has a lot of respect for Mr. Dumiak, he has done a lot of good things for this community, and he appreciates his application, but the point that City Attorney Rubin brought forth does look like a conflict.

Rick Dumiak stated that George Henson is his neighbor and he doesn't mind what is out there, and he would recuse himself if he was voting and it came before him. He doesn't think it affects it one way or another.

Commissioner Fahl made a motion to table the appointment of Rick Dumiak to serve as a member on the Planning & Zoning Commission until the 1st meeting in June which is after the George Henson court date. Commissioner Harrelson seconded the motion. Roll call was taken by the Clerk-Treasurer. Motion carried unanimously.

CITY COMMISSION MAY 11, 2022 REGULAR MEETING MINUTES

J. EXECUTIVE SESSION:

- 1. Threatened & Pending Litigation (Ron Fenn vs. City of T or C) pursuant to 10-15-1(H.7).**

Mayor Pro-Tem Hechler made a motion to go into executive session at 11:05 a.m. to discuss Threatened & Pending Litigation (Ron Fenn vs. City of T or C) pursuant to 10-15-1(H.7). Commissioner Fahl seconded the motion. Roll call vote was taken by the Clerk-Treasurer. Motion carried unanimously.

Mayor Forrister reconvened the meeting in open session at 1:12 p.m.

Mayor Pro-Tem Hechler certified that only matters pertaining to Threatened & Pending Litigation (Ron Fenn vs. City of T or C) pursuant to 10-15-1(H.7) was discussed in Executive Session.

No action was taken.

J. ADJOURNMENT:

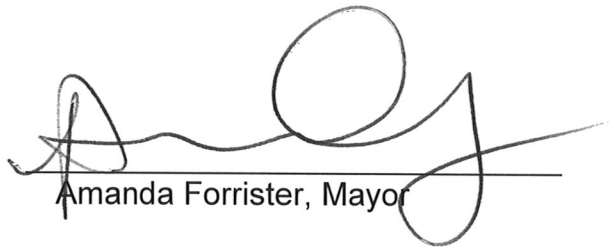
Mayor Forrister adjourned the meeting at 1:13 p.m.

Passed and Approved this 25th day of May, 2022.

ATTEST:



Angela A. Torres, CMC, City Clerk



Amanda Forrister, Mayor