

Hang Your Hat In History

OZONA CHAMBER OF COMMERCE

& VISITOR CENTER PARK

P.O. Box 1135, 505 15th Street, Ozona, TX 76943

325/392-3737, 325/392-3485 Fax, www.Ozona.com

CHAMBER DIALOGUE

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April 2016

The Chamber of Commerce recognizes the Crockett County Water Control & Improvement District #1 as our Business of the Month

The Ozona Chamber of Commerce would like to recognize the Crockett County Water Control & Improvement District as our Business of the Month.

In April 1941 the Ozona Improvement System was purchased by the Crockett County Water Control & Improvement District No. 1 (WCID#1 / District) that was established by the Texas legislature in 1940. At that time it became a governmental agency with taxing authority (no taxes have ever been levied or collected). The first official meeting of WCID#1 was December 9, 1940, with the following Directors: J. W. North, J. D. Kirby, P. L. Childress, Jr., Boyd Clayton and H. M. Phillips. The Board employed Pat Mahan as the first manager April 4, 1941.

The current Board of Directors are Dan Davidson-President, Dennis Clark-Vice-President, Pon Seahorn-Secretary, Cole Crenwelge-Director, and Ty Allen-Director.

The District is regulated by the Texas Commission on Environmental Quality (TCEQ) that enforces rules set forth by the Texas legislature. The District has received the rating as a Superior Water System by TCEQ.

The District continued to expand as the town site of Ozona grew. In 1967, after taking care of the water/wastewater system for the Ozona Air Force Base for several years, the District purchased the water system, water rights and water/wastewater system located in Crockett Heights. The District continues to serve Crockett Heights and the Circle Bar Truck Stop and provides water, sewer and sanitation services to Crockett County.



Left to right: Doug Meador, Velma Fierro, Elva Ramirez, Dominique Perez, Ricky Ramirez, and Jacob Moran

CONTINUED ON PAGE 2-BUSINESS OF THE MONTH

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The District has had a total of 5 general managers since 1941: 1941-1942-Pat Mahan, 1942-1943-Buddy Moore, 1943-1984-W. D. (Bill) Cooper, 1984-2002-D. W. (Dee) Keilers, and 2002-Present-Doug Meador.

“In the early 1990’s with the assistance of Crockett County, the District started a grant program that would improve water and wastewater systems at minimum cost to its customers. The projects have replaced water and wastewater lines, and installed the south stand pipe and pump station. The Board of Directors continues to seek these funds,” said Doug Meador, General Manager.

“In 2002 customers voted on a bond issue for the District in which major improvements were made including new storage tanks, pipelines, pump station and fire hydrant replacement.”

Currently the District has received funding/grants from USDA for water and wastewater improvements. Work will involve a new lift station and wastewater line replacement at Crockett Heights, new water lines from First Street and Ave G to Thirteenth Street and Ave G, State Highway 163 at Monterey to Leal Street. A new line will be established on State Highway 163 south to facilitate fire protection for businesses within the District. Generators will be installed at 3 lift stations and at the North Water Pump Station. Also improvements are planned for the District’s main wastewater facility.

“Incorporated in this package is a new automatic meter infrastructure. The District is excited about this system since it includes the newest technology in automatic meter reading. Not only will this system save the District time, but will contribute to more stabilized reading dates. This system will also allow the District to monitor for excessive usages during the month and affected customers can be contacted and advised of the situation,” said Doug. “The new system also has the capacity of allowing customers to look at the meter information online.

Current employees are: Doug Meador-General Manager, Ricky Ramirez-Superintendent, Velma Fierro-Office Manager, Elva Ramirez-Accounts Receivable, part-time office employee Alysha Lara, and Juan Malacara, Foreman. Other employees include Thomas Fierro, Sergio Lugo, Dominique Perez, Jacob Moran and recently retired and missed employee is Francisco Esparza.

The Crockett County Water Control & Improvement District #1 office is located on the town square at 511 Eleventh Street. Their hours of operation are Monday through Friday 8am-12noon, and 1pm-5pm, closed weekends and holidays. You can reach them at 325/392-2730. For emergencies, you can call 325/226-1476, 325/226-4800 or 325/226-4801.

The Ozona Chamber of Commerce would like to recognize the Crockett County Water Control & Improvement District #1 office and their staff, as an asset to our community. We would like to thank them for their commitment to providing the best service possible to our local residents.

Happy Anniversary

The Ozona Chamber of Commerce would like to wish the following members a

Happy Anniversary and **thank them** for their support of their community, our organization and their participation in our programs and services. We would like to recognize and express our **SINCERE** appreciation to the following members who joined during the month of April:

APRIL

- Knox Floor Covering - 1965
- Crockett County Abstract Company - 1997
- Thomas Cameron, Attorney at Law - 1997
- Family Health Center of Ozona - 1998
- Charles McCleary - 2006
- J.D. Crowder Contract Pumping & Consulting - 2006
- Howard's Well Ranching Company - 2010
- Ozona Mercantile - 2010
- Giles & Becky Davidson Madray - 2010
- Robert Massie Funeral Home - 2010
- X-Bar Ranch - 2010
- Sonic Drive-In - 2011
- Randy Garrett, LLC - 2011
- Sam's Club - 2011
- Jarrett Juno Ranch - 2012
- Kelly W. Walker - 2014
- Anytime Tow Service - 2015
- Village Barber and Beauty Shop - 2015



Welcome new member

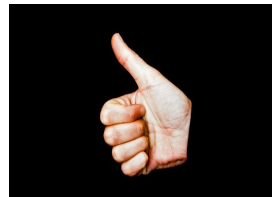
D's Liquor Store

1718 Avenue E / Hwy. 163 S, Ozona, TX 76943
325/658-8000 or 325/234-4909

Krystle Dehoyos

Open Monday-Saturday, 10am-9pm

Alcoholic beverages, liquor & beer, snack and gift items during special occasions



Best way for you to market your business and Ozona

The Ozona Chamber of Commerce markets our local and surrounding businesses and attractions using a number of social media platforms. As you know, when the oil and gas industry is NOT booming, our town then depends upon the traffic off the interstate to stop and spend money in our local businesses. **HELP US TO HELP OZONA.** Summer is just around the corner and people are beginning to make their travel plans. Visit our web site and Facebook page. Share with your family and friends, who will share with their family and friends, activities available in Ozona. Please don't be a local resident who says, "there's nothing to do in Ozona!"

YOU CAN FIND US ONLINE AT:



Go to www.Ozona.com

**LIKE AND SHARE OUR POSTS,
TWEETS & PINS WITH YOUR
FRIENDS AND FAMILY EVERYWHERE!**

Chamber seeking assistance

The Chamber is currently seeking assistance with two projects.

ATTN PHOTOGRAPHERS



First, if you go to our Facebook page, OzonaChamber, and scroll down, it will be quite obvious which posts are geared towards inviting travelers into our town. You will notice that we use actual pictures taken in Crockett County to promote and encourage travelers to stop to spend their dollars in our local businesses. We have built our Facebook fans in Houston, San Antonio, Austin, Dallas, and El Paso from 194 in January of 2014 to 3,737 as of this newsletter.

We need more photos! Our Facebook page gets the best results when we post pictures of wildlife or livestock, plant material, weather, funny pics of your kids or pets, sunsets, birds, bugs, pictures of old windmills or buildings, or just an open field of beautiful flowers-literally, anything that is authentic or representative of our county. If you have pictures of fishing in the river, or kids playing in the water, these types of “action” type photos also generate interest. Again, we are using our local assets in and around Ozona to attract people on their way to their vacation destination.

If you are a photographer, or know someone whose hobby is photography, takes a lot of pictures in Crockett County and they would be willing to share, please contact our office at 392-3737.

SEEKING VOLUNTEERS NOT AFRAID TO GET THEIR HANDS DIRTY

The Ozona Chamber has been working since 2005 developing a new attraction, the **Crockett County Interpretive Trail located across the parking lot from the Visitor Center**. The trail includes over 200 native plants, a great many of which have signs, and includes a rain harvest exhibit teaching viewers the advantages of collecting rain water for livestock, landscape or home use.

Located in the trail is a “**geocache**”. Over three million travelers across the country use their phones and GPS devices to spice up their travels by treasure hunting. Go to Geocache.com. Put in Ozona’s zip code. You will then get a list of geocache locations. You will receive clues as to how to reach your “cache”. Travelers log their visits online and comment about their finds.

Last year Texas Parks & Wildlife added the trail to their Wildlife Viewing map. This is one of a series of nine maps designed to direct travelers to the best places to view plant and wildlife in Texas. Every month we see additional visitors stopping by the trail.

The Chamber has contracted with and has a trail designer. We also work with a landscaping company that assists during critical times (after a good rain) with pulling weeds. Through the years we have had a number of volunteers come and go. We are in need of a few good volunteers who can spare a couple of hours now and then, and pick a section of the trail they are willing to help us maintain.

Help us to help Ozona!



Who walked into the Chamber of Commerce & Visitor Center in March

Visitor Center

- Walk-in traffic into the Visitor Center was-587 people, 29% above same period last year.
- Where are they from? Texas Visitors-330, Out of State-160 Local-72, Foreign-25
- Top states visiting Ozona-CA, NM, AZ, MI, IO & MO
- Top cities visiting Ozona-San Antonio, San Angelo, Houston, Austin, El Paso
- Chamber related inquiries 22%, Tourism related 78%
- Week days in order of the busiest-Tuesday, Thursday, Wednesday, Monday, Friday, Saturday
- Top Requested Items: Maps, restaurants, directions, Interpretive Trail, fuel, shopping



Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 1,892 requests for information on Ozona. An additional 845 brochures have been handed out to walk-in visitors and mailed to travel information centers.

What Services are sought on the www.Ozona.com web page

For the month of March, at www.Ozona.com, there were 804 business directory searches, and 2,088 actual *member page hits*! **These are people looking for YOUR services. Following are the top twenty members that received 20 or more page hits:**

Ozona Cable & Broadband-50	Wool Growers Central Storage-49
Nana's Homestyle Cooking-47	Ozona Truck Trailer & Emergency Repair-46
KYXX Ozona 94.3 FM Real Country-42	Family Health Center of Ozona-40
Pon Seahorn Real Estate-40	Bunger Real Estate Company, LLC-39
Pizza Mia on the Square-39	Raney Garrett, LLC-38
Devon Energy Corporation-37	Venegas Construction-37
Crockett County Water Control & Improvement District #1-36	Encino RV Parks-34
Will M. Black Real Estate-29	Key Energy Services-32
The General Store-28	Barnhart Shaw's General Repair-28
Discovery Natural Resources, LLC-26	L & B Automotive-27
Dollar General-25	VIP Ranch Company-26
Sunoco Energy Services, LLC-24	Super 8 Motel & RV Park-25
Ozona Insurance-21	Triple C Hardware-22
Rusty Gold on the Square-21	Ozona Mercantile-21
Ozona Remodeling & New Construction-20	Treto's Tire & Towing-21

As demonstrated above, the Chamber of Commerce & Visitor Center is the front door to our community. ***So are you taking advantage of your member services?***

What is Ozona.com doing for our members and the community?

For **March 2016**, Ozona.com had 3,417 sessions: 2,564 new 853 returning.

Of these 3,417 sessions, there were 7,513 page views – of these 5,582 were unique (1st time views)

The 3,417 sessions were from 43 countries and 3,279 sessions were from US.

Top 5 States:

Texas	2,708
California	91
Arizona	54
Florida	41
Illinois	38

Top 5 Texas Cities:

Houston	426
Dallas	328
Austin	318
Ozona	225
San Angelo	128

Top 20 Content Searches

1. Homepage	1,257	11. Interesting Facts	102
2. Hunting	1,160	12. Chamber of Commerce	100
3. Mobile Homepage	775	13. Mobile Local Attractions	93
4. Local Attractions	185	14. Daytrips	93
5. Restaurants	177	15. Mobile Hunting	86
6. Lodging	182	16. Mobile Restaurants	79
7. Public Services	124	17. Job Postings	73
8. County Officials	116	18. Mobile Lodging	72
9. Mobile History	110	19. Hot Deals	70
10. Events Calendar	107	20. Location	64

Chamber Master (Membership Directory Data Base)

Business Directory Searches	804	Hot Deal Hits	313
Hot Deal Searches	167	Member Page Hits	2,088
Job Searches	89	Job Posting Hits	1

Social Media Pages

Facebook

3,137	Fans
1,001	New Likes
132,234	Total Paid Reach
21,239	Total Organic Reach
8,622	People Engaged
370	Daily Logged-in Page Views

Google+

1,973	Search
11	Google+ Page Views
83	Post Views
2,062	Photo Views
32	Clicks to Website
17	Clicks for Driving Directions
7	Clicks for Phone Calls

Twitter

51	Total Followers
3,085	Impressions

Pinterest

12	Total Followers
0	Total Likes
10	Repins
1,108	Impressions
575	Users Reached
12	Clicks on Tweets

Instagram

36	Total Followers
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Top Searched Chamber Master Service Categories:

Roadside Assistance	21	Real Estate	10
Oil & Gas Services	17	Taxidermy	10
Variety Store	13	Clothing	9
Feed Store	11	Hunting	9
RV Parks	11	Restaurants/Fast Food	9