

# MAYOR MAX

(951) 659-0283 MAYOR HEADQUARTERS OFFICE  
 (951) 659-9400 MAX'S HOME  
 (949) 525-0100 PHYLLIS MUELLER, CAMPAIGN MANAGER  
 MAX@MAYORMAX.COM • WWW.MAYORMAX.COM

## Happy Holidays Dearest Idyllwild Community!

Here are the wonderful highlights for the holiday month of November!

Special Note from October 31st: I had planned to be in the Halloween parade as a Mini Me, however, I had another medical emergency that resulted in a surgery off the Hill from which I have now fully recovered.

**November 1.** Forest Folk Meeting. I had a great time attending the always-very-fun Forest Folk meeting at Town Hall. Forest Folk is now a tax-exempt non-profit organization that can accept your donations. We are fully committed to re-establishing a Senior Center in Idyllwild. If you would like to help us create the new Senior Center, we would love to have you join our group. You can also help by sending your donation to Forest Folk at PO Box 260, Idyllwild, CA, 92549. Thank you.

**November 1-23.** Tree Lighting Ceremony (TLC) Preparation Meetings and Promotion. There were many meetings to plan and prepare for the TLC on the 24th. The Senior Management Team Members of the TLC Committee are Phyllis Brown, Diane Burt, Ken Dahleen, Karen Doshier, Denise



(L to R) The Team That Put Up the Tree Lights on November 12th: Phyllis Mueller, Oscar Ramirez, Rafael Ramirez, Hal Dahlstrom, Omar Solorio, Jim Manietta, and Paul Riggi. Also, Steve Kunkle and Ray Frey were also on the team this day but had to leave just prior to the photo opportunity.

Edmiston, John Edmiston, Mike Lackey, Virginia Lumb, Jim Manietta, Phyllis Mueller, Marge Muir, Barbara Rayliss, Paul Riggi, Omar Solorio, John Stonitsch, Bryan Tallent, Gary Taylor, Chris Titus, and Glenn Warren. These individuals coordinated a team of more than 300 companies and individuals that donated either their time, their financial resources, or both to make the TLC happen. I helped to keep up morale by posing in my Santa suit, offering a friendly tail wag and paw to all that would visit with me, and attending patiently in the MayorMobile while meetings were held. I want to sincerely thank every

company and individual that made this year's Tree Lighting Ceremony a wonderful success.

My staff from the Office of Mayor Max (Phyllis Mueller, Glenn Warren, Melanie Faurie, and Mitch Minert) spent the month designing promotions, outreaching, and promoting the TLC on a 7x24 basis. To mention only a few of the promotions, we (1) contacted 30,000 CEOs and invited them, their companies, families, friends, and associates to Idyllwild and the Tree Lighting Ceremony, (2) contacted 30,000+ media contacts via press release, (3) called and sent promotions to SoCal casinos, tour bus companies, radio and TV stations (Note, we were picked up by 81 television and radio stations who posted our press release live on their web sites and many of whom also did free PSAs to promote our event.), (4) made personal appearances with Mayor Max, and (5) created, designed, printed and handed out 2000 programs for this year's event.

**November 9.** Mountain Paws Grand Opening Event. I and my staff attended the Mountain Paws Grand Opening Event at their new store. What a beautiful store with lovely gifts for pets. I highly recommend you stop by to purchase presents for the pets that you and your friends know and love! You cannot have too many presents for the pets. It just never gets old. © Thank you, Diane and Edie, for letting me imbibe in all the cheese that day. I tried to hold back, but I just couldn't. Thanks for not kicking me out of the store!

**November 12.** Tree Lights Go Up. We had a delightful day putting up the tree lights. The weather was perfect all day. Paul Riggi very ably headed up the "Tree-Lights-Go-Up Team. Omar Solorio expertly braved



(L to R) Lucky, Diane Thompson, Mayor Max, and Edie Hoberg at the Mountain Paws Grand Opening. Lucky and I were honed in on the cheese!

the tree climbing. Paul and Omar were assisted by the team (see photo). It was intense and fun. I got to observe from the MayorMobile. Everyone worked very hard and did a great job. Thank you, team.

**November 20.** Goldspotted Oak Borer Beetle Meeting. I attended the entire meeting at the Idyllwild Nature Center about the Goldspotted Oak Borer Beetle problem now in Idyllwild. I and my office plan to take an active role in preventing the spread of this beetle in Idyllwild by starting with the publishing of a "paid advertisement" public service announcement in the *Idyllwild Town Crier*. I will be working with the *ITC*, the Department of Earth Sciences at the University of California, and the CAL FIRE Battalion Chief, Julie L. Hutchinson, to prepare this information for the public. To immediately find out more about what you can do about this problem, go to [www.GSOB.org](http://www.GSOB.org) or call Kevin Turner, Goldspotted Oak Borer Coordinator, at 951.452.6427, or email: [kevint@ucr.edu](mailto:kevint@ucr.edu). Thank you.

**November 22.** Thanksgiving! Being the chow hound that I am, I attended three Thanksgiving dinners in Idyllwild in back-to-back succession. I attended dinners at the American Legion, Soul Kitchen, and a potluck with friends. All of these dinners were fantastic, and we enjoyed the camaraderie with everyone in Idyllwild. I ate more turkey this day than any other day of my life. It was delicious!

**November 23 and 24.** Harvest Festival. I loved being in my MayorMobile while Phyllis and Glenn attended the Harvest Festival on both days. Thank you for taking care of me, Lou Padula, while Phyllis did her shopping. Annamarie's fruit cakes were the best, and we purchased 15 of them to date! Phyllis also purchased Christmas ornaments and a beautiful holiday quilt, to mention just a few of the items. This event is a must-attend. If you have never been before, please mark your calendars for next year's event!

**November 24** – Idyllwild's 52nd Annual Christmas Tree Lighting Ceremony. I attended this event all day. It was and will always remain a supreme highlight of my life. I got to meet hundreds of people who just loved petting me in my Santa suit. The entire day in town was magical with the caroling of The Caroling Company and the Idyllwild Community Choir, the music of David Jerome and Ken Dahleen's music program on stage, and all of the performances during the Ceremony itself. The non-profit booths were great fun too, and

Santa's Workshops delighted more than 375 children who visited with their parents and families.

I also spent time by the ARF booth and met with visitors and handed out Mini Me's to the children. All the ARF staff are so wonderful and dedicated to saving animals. I love them so much. If you know anyone that would like to adopt a pet or foster a pet or simply volunteer at ARF for a few hours a week, please contact ARF at [www.idyllwildarf.com](http://www.idyllwildarf.com) or call 951.659.1122. Thank you. Also, please note the following:

**ARF SEARCH AND RESCUE:** Robert Hewitt now handles ARF's Search and Rescue for missing dogs on a 7x24 hour basis. Please note the following two numbers below when you either find a missing dog or are requesting a status update on a missing dog. Thank you!

**Report missing dog: 951.663.6642**  
**Missing dog status: 626.833.2311**

**November 1-30.** We also attended many other meetings this month including Idyllwild Chamber of Commerce meetings, a planning meeting for the Idyllwild Film Festival, meetings regarding the planning of Santa's suite, Banning Mayor Don Robinson's surprise birthday party, and I made a house call to cheer up a local Idyllwild resident who had recently undergone surgery. I know how he feels. ☺

In closing, my staff and I wish you the happiest of holidays and the best of everything in the New Year and all years to come!!



Love always,

**MAYOR MAX**

Office of the  
Mayor  
of Idyllwild

P.O. Box 1848  
Idyllwild, CA  
92549



(L to R) Santa Claus visiting with children at Santa's Workshop—Santa and Mrs. Claus visited with 375 children to hear the children's Christmas wishes for this holiday season. Thank you, Santa and Mrs. Claus.



(L to R) Max, Olivia Henning, and Mini Me holding hands at the Monument.



(L to R) Max and Coni Santa Maria of Rancho Fruit Market—bringing holiday cheer to Temecula.



(L to R) The Paparazzi and Mayor Max at the Tree Lighting Ceremony.



(C) Max with Rocky Raccoon at the Transfer Station—Remember to Recycle—It's important, and you do make a difference! (Also, to the gentleman to whom I promised to text this picture, please call me at my office number, 951.659.0283, and let me know your number again, and I will text it to you! Thank you!)



(L to R) Niyah Randolph, Mayor Max, Yasmin Knotts-Short, and Jasmyn Williams visiting Idyllwild from Palmdale.