



September 11, 2025

Hotel Willa Cold Plunge
c/o Taos Hotel Associates, LLC
233 Paseo del Pueblo Sur
Taos, NM 87571

NOTICE OF VIOLATION

Dear Hotel Willa,

This letter is to inform you that you are in violation of the New Mexico Public Aquatic Venues Regulations 7.18.1 NMAC.

Information received by the department indicates an aquatic venue (cold plunge) located at 233 Paseo del Pueblo Sur in Taos, New Mexico was installed/constructed and operating without first submitting a construction permit application to the Department, obtaining a permit to construct an aquatic venue, and operating said venue without a permit to operate issued by the Department.

Violation

7.18.1.12 CONSTRUCTION PERMITS:

- A. No person shall construct or substantially alter a public aquatic venue or part thereof, or convert a private aquatic venue without first:
1. Submitting a construction permit application that shall include plans, specifications, supporting material, and other information required by the department;
 2. Receiving a construction permit; and
 3. Paying all applicable fees.

7.18.1.14 OPERATING PERMITS:

- C. No person shall operate an aquatic venue without:
1. Receiving a construction permit from the department, if applicable;
 2. Obtaining an approved final construction inspection, if applicable;
 3. Initially applying for a permit to operate such aquatic venue;
 4. Successful completion of a department inspection
 5. Receiving a permit from the department; and
 6. Paying all applicable fees.



MICHELLE LUJAN GRISHAM
GOVERNOR

JAMES C. KENNEY
CABINET SECRETARY

Compliance

1. Immediately cease operation of the cold plunge located at 233 Paseo del Pueblo Sur.
2. Submit plans and specifications to the department per the Public Aquatics Venue Regulations 7.18.1 NMAC. The regulations may be obtained from the New Mexico Environment Departments website under Swimming Pool Program.
3. Submit to the department your intentions on how you are going to correct this violation.

Penalty

7.18.2.56 PENALTY: Any person who violates any provision of this rule shall be subject to the penalty provisions in NMSA 1978, Section 74-1-10 of the Environmental Improvement Act, in addition to any other penalties provided for in the public swimming pool rules.

Please submit the required information as soon as possible.

Pursuant to the NMED Delegation Order dated November 26, 2024, the Cabinet Secretary has delegated the authority to issue a Notice of Violation to the Bureau Chief of the Environmental Health Bureau.

Please note that your facility will appear on the Department's Enforcement Watch as a result of this NOV (see: <https://www.env.nm.gov/enforcement-watch/>). Further, the Department will issue a press release to local media highlighting your facility as appearing on this webpage. Your facility will remain on the Enforcement Watch website as an active matter until this matter is fully resolved, including the payment of the assessed civil penalty.

If you have any questions, please contact Stephanie Neff at 505-819-7451 or aquatics.program@env.nm.gov.

Sincerely,

Marci Nevarez (approval to sign by John Rhoderick for Bureau chief)

cc: Thomas Vigil, District Manager
Anai Hernandez, Staff Manager
Aquatics Program
File