MINUTES
ECONOMIC DEVELOPMENT AND TOURISM
THURSDAY, OCTOBER 11, 2018 6:00 PM
EAGLE NEST COMMUNITY CENTER

I. CALL TO ORDER – The Economic Development and Tourism meeting was called to order by Mayor Richard Cordova at 6:01 pm.

II. PLEDGE OF ALLEGIANCE – The Pledge of Allegiance was led by Cathy Bolsinger.

III. ROLL CALL – In attendance were the following: Chairman Richard Cordova, Judy Montague, Cathy Bolsinger, Kim Jarigese, Bridgette Manakas and Administrator Mary Berglund as secretary. Absent was Randy Foust.

IV. APPROVAL OF AGENDA – Cathy Bolsinger mover to approve the agenda. Bridgette Manakas seconded the motion. Motion carried 4-0.

V. APPROVAL OF MINUTES - July 24, 2018 Minutes – Bridgette Manakas moved to approve the July 24, 2018 minutes. Judy Montague seconded the motion. Motion carried. 4-0.

VI. NEW BUSINESS
   a. 2019 Events
      i. EagleFest – Mary Berglund reported that she had been contacted by the balloonist to possibly hold the balloon event and Eaglefest together again in 2019. Will wait to decide until we hear from the Chamber. Discussion continued for determination of the date. The consensus was to hold the event on the weekend of August 27 and 28, 2019. Additional planning will be at the next meeting.
      ii. Other
         1. Nashville to New Mexico – July 6, 2019 – Items that need to be worked on for the 2019 event includes the stage, tent, lighting, sound, fencing and vendors. The lineup has been arranged by Billy. Mary Sangster showed some pictures of a stage that she had seen at the Red River Aspencade event and asked if anyone thought it could be built by volunteers. She also mentioned the stage trailer that can be rented for the entire summer from an individual from Texas. Mayor Cordova indicated that at the price for renting the stage trailer we could apply
those funds towards the purchase of a trailer. The committee will continue to explore.

2. Kids Rodeo – Will check with the ministerial alliance (maybe on July 5, 2019)

3. Chamber Events
   a. July 4th fireworks
   b. High Country Arts Festival – July 27-28, 2019
   c. Chuck Wagon - ?

4. Friends of Eagle Nest Lake and Cimarron Canyon State Parks
   a. Polar Bear Challenge – January 1, 2019
   b. Ice Fishing Tournament – January 26, 2019
   c. Kids Fishing Tournament – May 11, 2019
   d. Disc Golf Tournament - ?
   e. Paddle It - ?
   f. May have an event each month during the summer.

5. Enchanted Gateway Museum
   a. Fiesta de las Montanas – Fiesta of the Mountain - The board of the museum would like to organize such a weekend cultural celebration here in the Moreno Valley early in June 2019. We trust such a celebration would not detract from your long-running late July event. The working title of the event is ¡Fiesta de las Montañas!
   b. Paddle It – Coordination with Friends of Eagle Nest Lake. – Mid June.
   c. 2019 Eagle Nest Car, Truck and Motorcycle Shows - Enchanted Circle Gateway Museum (a 501 (c) 3 non-profit) are pleased to extend an invitation to your club to participate in our 2019 Eagle Nest Village Car, Truck & Motorcycle Shows. We are coordinating our shows for Summer 2019 and would very much like your club to participate. An 8-weekend schedule is proposed in June and August based on club interest and participation. We anticipate themed shows as well Single
Interest Car Club Shows. For example, there will be a Route 66 – The Mother Road Show showcasing vehicles of all types from the inception of Route 66 in 1926 until the start of the Interstate System in 1956 until it was replaced by Interstates in 1970.

<table>
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<tr>
<th>Show Facilities</th>
<th>Tentative Show Schedule</th>
<th>Weekend of</th>
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<tr>
<td>• NO COST TO SHOW YOUR CAR!</td>
<td>• Meet and Greet from 5-7 PM Friday Evening</td>
<td>• June 1 - 2,</td>
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<tr>
<td>• 44’ - 17' x 30' Paved Display Areas</td>
<td>• Show 9-4 Saturday</td>
<td>• June 8 - 9</td>
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<td>• Plus Additional Park Lawn Display Areas</td>
<td>• Main Street Parade 4:30</td>
<td>• June 15 - 16</td>
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<td>• Public Restrooms - Public Water</td>
<td>• Show 9-1 Sunday</td>
<td>• June 22 - 23</td>
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<td>• 30’ x 50’ Pavilion</td>
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<td>• August 3 - 4</td>
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<tr>
<td>• Village &amp; Museum Meeting Facilities</td>
<td></td>
<td>• August 10 - 11</td>
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<tr>
<td>• Vendor Space at reasonable cost</td>
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<td>• August 17 - 18</td>
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<td>• August 24 - 25</td>
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6. Advertising – The committee discussed the options for advertising all events and handling all of the advertising within the committee. Additional discussion included where to advertise, how to advertise (Radio, Website, TV, Billboards and Banners). The committee discussed applying for Lodgers’ Tax funds specifically for advertising. Mary Berglund discussed the RFP for the Village website is nearing completion and asked Kim Jarigese to review the RFP and give her opinion on the information being requested. Kim agreed to review the RFP.

7. Enchanted Circle Marketing Cooperative – Mary Berglund reported the ECMC will be launching a new website and we will need to have all of the event dates for 2019 as soon as possible. They will be placed on the event calendar with links to the group holding the events for further details.

8. Enchanted Circle Legislative Day – March 6, 2019 – Mary reported the ECMC has scheduled the EC Legislative day for March 6, 2019. Eagle Nest did not have a representation at the 2018 legislative day and we need to have a table to promote Eagle Nest. Kim Jarigese asked if we had a display to have at the event. Mary replied that we do not, but we hope to purchase one in the future. Cathy Bolsinger, Kim Jarigese and
Bridgette Manakas (if available) volunteered to man a table at the legislative day.

9. Grants and Sponsorships – the committee discussed different options for grants to help support the summer events. It was decided that a book should be ordered by the library for grants and each committee member find a grant that can be applied for as soon as possible. The committee determined that the sponsorships should be sought soon. Mayor Cordova suggested that we also look for large sponsors. Bridgette Manakas also suggested the committee look as applying to New Mexico True grants.

VII. OLD BUSINESS
a. Discussion/Action – Kiosk
   i. Cathy Bolsinger reviewed the history of building the Kiosk. The committee determined that it would be better to purchase one that is made with durable materials and can arrive prior to the 2019 season. The committee discussed the number of sides, lighting and color. Bridgette Manakas moved to order a 4-sided Kiosk. Cathy Bolsinger seconded the motion. Motion carried 4-0. Kim Jarigese and Mary Berglund agreed to research different options and provide the committee with the information.

b. Discussion/Action – Brainstorming – Covered in new business under Events, Other.

VIII. OTHER
a. Cathy Bolsinger asked about Air BNB and VROB homes in Eagle Nest and are they paying Lodgers’ Tax at this time. Mayor Cordova stated the Village has not received LT from anyone in Eagle Nest that has their homes listed that we are aware of. Cathy suggested that it is easy to find out who has their homes listed and the Village should collect those funds. Mayor Cordova indicated the LT committee is working on an Ordinance to have in place so the process can start.

IX. ITMES FOR NEXT MONTH’S AGENDA – Events, Advertising, Kiosk

X. ADJOURN – Cathy Bolsinger moved to adjourn the meeting. Bridgette Manakas seconded the motion. Motion carried 4-0. Meeting adjourned at 7:25 pm.