MINUTES  
ECONOMIC DEVELOPMENT AND TOURISM  
THURSDAY, NOVEMBER 29, 2018 6:00 PM  
EAGLE NEST COMMUNITY CENTER

I. CALL TO ORDER – The Economic Development and Tourism meeting was called to order by Administrator Mary Berglund at 6:15 pm.

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

III. ROLL CALL – In attendance were the following: Bridgette Manakas, Cathy Bolsinger, Kim Jarigese and Administrator Mary Berglund. Absent were Chairman Mayor Richard Cordova, Randy Foust and Judy Montague. Administrator Mary Berglund informed the committee that Judy Montague has submitted her resignation and will no longer be a member of the committee. Her service to the committee throughout the years has made a difference in Eagle Nest.

IV. APPROVAL OF AGENDA – Bridgette Manakas moved to approve the agenda. Kim Jarigese seconded the motion. Motion carried 3-0.

V. APPROVAL OF MINUTES
   a. October 23, 2018 Minutes – Cathy Bolsinger moved to approve the October 23, 2018 minutes. Bridgette Manakas seconded the motion. Motion carried 3-0.

VI. OLD BUSINESS
   a. Discussion/Action – Kiosk – Jack Schweitzer reviewed the information he provided to the committee regarding the design and cost of the proposed Kiosk. He indicated the square footage of the optional design would provide more space for postings. Bridgette Manakas stated that she had located a USDA grant that we may be able to apply for to assist in the cost of the kiosk. Cathy Bolsinger asked if the Angel Fire Foundation Grant could be used for the kiosk. Administrator Mary Berglund indicated the grant application and award was for the Community Center/Village Hall and did not included the kiosk. Mary Berglund informed the committee there are 2 grant possibilities that have been located in the past month from New Mexico True and Grow New Mexico and she will be looking further into those opportunities. Kim Jarigese asked if the kiosk would quality for Lodgers’ Tax application since it will be used to promote and advertise the Village. The committee agreed they should consider Lodgers’ Tax application for the kiosk. Bridgette Manakas indicated the committee needed to decide on how the space
would be designed and get donations after the actual design is complete. The design should show specific, i.e. Village postings, events, business locations, map of Village and advertising space (which the committee could charge for to make money for future development projects. Jack Schweitzer indicated the proposal that he provided and the other material list provided by the Village are not using the same material and that should be taken into consideration when the selection is made. Kim Jarigese recommended the committee establish a goal of the higher estimate and they could adjust if funds are not raise for the entire amount. Bridgette Manakas agreed. Kim Jarigese moved to go with the zig-zag design with a fund raising goal of $7,300 for the kiosk. Bridgette Manakas seconded the motion. During further discussion Bridgette added reminded the committee we could apply for additional funding through grants to fill the gap. Cathy Bolsinger indicated the committee was putting the cart before the horse if we don’t know how much money we have to spend and where it is coming from. Kim Jarigese stated the committee is determining that by exhausting external sources. Motion failed with a vote of 2-1. Bridgette Manakas and Kim Jarigese asked Cathy Bolsinger what would help her agree with the motion. Cathy Bolsinger stated that she felt the motion indicated the kiosk would be purchased through KirbyBuilt with their design and no other option would be considered. Kim Jarigese asked if she amended the motion to state that it was the previously approved design and not indicating that KirbyBuilt was not the necessarily the purchase place. Cathy Bolsinger agreed she would prefer that type of a motion. Kim Jarigese made a motion to move forward raising funds for the previously approved design with a goal of $7,300. Bridgette Manakas seconded the motion. Motion carried 3-0.

b. Discussion/Action – 2019 Events – Administrator Mary Berglund reviewed the proposed draft of a calendar for the 2019 events and added the event calendar was based on an idea from the Sierra County event calendar. Only the events and sponsors are on the draft, but would like to receive the description and contact information for each event. Bridgette Manakas added the contact information will be very important for users. Kim Jarigese indicated that images would be helpful as well. Cathy Bolsinger stated that she liked the concept. Cathy Bolsinger moved to use the draft format for the event calendar. Bridgette Manakas seconded the motion. Motion carried 3-0.
c. Discussion/Action — Advertising — Kim Jarigese and Bridgette Manakas indicated they would like to work together to apply for Lodgers' Tax funds for advertising in the next cycle. Mary Sangster asked if billboards could be considered. Bridgette Manakas and Jack Schweitzer reviewed the billboards that were used in the past. Mary Sangster indicated that she would be interested in chipping in for a billboard. Kim Jarigese stated that she has worked with Lamar media for other billboards and will reach out to her contacts with Lamar. Jack Schweitzer added that he has eight 4x8 billboards locally that could be used. No further discussion.

VII. OTHER — Bridgette Manakas recommended Lisa Karczynsky to be added to the committee. Cathy Bolsinger suggested Mary Sangster and Mary Sangster suggested Jack Schweitzer. Administrator Mary Berglund indicated she will bring the suggested names to the Mayor for consideration.

VIII. ITMES FOR NEXT MONTH’S AGENDA — The committee discussed the date for the next meeting to be moved to January 7, 2018 at 6:00 pm due to the holidays and late January schedules.
   a. Kiosk Update
      i. Fund Raiser Update
   b. 2019 Events
   c. Advertising
   d. Website Update

IX. ADJOURN — Kim Jarigese moved to adjourn the meeting. Cathy Bolsinger seconded the motion. Motion carried 3-0. Meeting adjourned at 7:49 pm.