MINUTES
ECONOMIC DEVELOPMENT AND TOURISM
TUESDAY, MARCH 26, 2019 6:00 PM
EAGLE NEST COMMUNITY CENTER

I. CALL TO ORDER – Economic Development and Tourism meeting was called to order by Chairman Mayor Richard Cordova at 6:02 pm.

II. PLEDGE OF ALLEGIANCE – The Pledge of Allegiance was led by John Pollard.

III. ROLLCALL – In attendance were the following: Chairman Mayor Richard Cordova, Mary Sangster, Bridgette Manakas, Lisa Karczynski, Cathy Bolsinger, Kim Jarigese and Administrator Mary Berglund as secretary.

IV. APPROVAL OF AGENDA – Cathy Bolsinger moved to approve the agenda. Bridgette Manakas seconded the motion. Motion carried 5-0

V. APPROVAL OF MINUTES
a. February 26, 2019 Minutes – Bridgette Manakas moved to approve the February 26 2019 minutes. Lisa Karczynski seconded the motion. Motion carried 4-0 with Kim Jarigese abstaining.

VI. NEW BUSINESS
a. Discussion/Action – Eagle Nest Branding – Mayor Cordova discussed the importance of branding and the benefit the Village could receive from a good branding program. Lisa Karczynski reported that she would be contacting an individual to provide research for branding of Eagle Nest. Branding is very detailed and a lot of work. Mayor Cordova agreed. Lisa will bring additional information to the next meeting. No further action was taken.

VII. OLD BUSINESS
a. Discussion/Action – Kiosk – Mayor Cordova reviewed the information for the kiosk from the February meeting. Bridgette Manakas indicated that she would be willing to bring the kiosk information to the next council meeting. Kim Jarigese asked if we are keeping the same design that we voted on. The committee agreed the same design would be used. Bridgette Manakas indicated that she hoped to have the kiosk by this summer. Discussion continued regarding the rental of space for advertising. The advertising space would need to be split February through July and August through January. Additional discussion included having sections divided as: Side 1. Eagle Nest Map, Side 2. Events,
Side 3. Village Notices, Sides 4, 5 and 6 for advertising. Bridgette Manakas suggested the 6 month rental will be the best option. Cathy Bolsinger asked if it would be better to have monthly, quarterly or other options. Mary Sangster stated that she felt the semi-annual option would be a better option. Guest John Pollard agreed. John Pollard asked if someone could rent a whole side. Bridgette Manakas stated we would need to have rules in place. The kiosk would need to be marketed and if there were extra spots then they can have additional spaces, but not recommended to offer a whole section at one time. Kim Jarigese suggested a 15x22 size space. That would allow 4 per section. Bridgette Manakas suggested $25/month would be $150 for 6 months. Mary Sangster indicated that she would like to have the ability to change during the 6 month rental time period. The committee agreed that no campaign or political ads should be allowed. The committee would like to set a time limit to get ads. There may be 2 extra months for the first advertisers. Bridgette Manakas moved to take on 12 sponsors at $150 for the first 6 months (which would be up to 8 months if the kiosk is complete sooner). Kim Jarigese seconded the motion. Motion carried 5-0.

b. Discussion/Action – 2019 Events – Mary Berglund reviewed the events that have been placed on the Chamber calendar of events and any other the Village was aware of. The are as follows:

i. May 11, 2019 – Children’s Fishing Derby
ii. May 17-18, 2019 – Run for the Wall
iii. May 18 – September 29, 2019 Summer Long Pike Fishing Contest ($500 largest, $1,000 State Record)
iv. June 1-2, 2019 Pike Tournament
v. June 22-23, 2019 – Paddle-It
vi. June 22 - Gone Fishing
vii. June 28, 2019 – One Night to Unite
viii. June 28-30, 2019 – 2nd Annual Eagle Nest Cowboy Fest (Idlewild
ix. July 4, 2019 – Independence Day Parade, Fireworks and Celebration
x. July 5, 2019 – E-Town Roast
xi. July 6, 2019 – Billy Dawson’s 5th Annual Nashville to New Mexico
xii. July 27-28, 2019 37th Annual High Country Arts and Crafts Fest
xiii. Kids Rodeo - ???????
xiv. August 3, 2019 - Cimarron River Roundup
xv. August 16-18, 2019 – 4th Annual EagleFest Music, Balloon, 5K and Soapbox Festival
xvi. September 21-29, 2019 - Fish Fest
xvii. September 28, 2019 – Fish Fry and Worm Eating Contest
xviii. December 2019 – Holiday Lighting and Home Lighting Contest

The Friends of Eagle Nest Lake and Cimarron Canyon State Parks may hold their 2nd annual Disc Golf Tournament, but the date has not been determined. No further action was taken.

c. Discussion/Action – Volunteer Program – Cathy Bolsinger stated that she has been working on the volunteer program and has met with John Pollard, Mary Sangster and Mary Berglund. Cathy has started to reach out to churches, and the RV parks. Kim Jarigese indicated that she can place a notice in the Idlewild spring newsletter and also share the events for the summer. The information will be needed by mid-April for the May 1st print date.

d. Discussion/Action – Rural Pathways Project – Mary Berglund reported New Mexico Tourism is reworking the program and we will need to wait until they have completed the update to the program to apply. Some of the proposed changes includes reducing the number of hour required for the stakeholders training, the type of projects they are looking for, which includes smaller projects due to the inability for small communities to meet the current requirements of a 1:1 match for the large projects they were seeking. No action was taken.

e. Discussion/Action – Advertising/Lodgers’ Tax Update – Kim Jarigese reported the Lodgers’ tax committee and Village Council has approved the allocation of funds for the 10x40 billboard on I25, just off of highway 64. Kim shared the image of the proposed billboard. The caption is “Stay and Play in Eagle Nest”. The billboard will have the Museum/Visitor Center URL “visiteaglenest.org” on the lower corner as a place to get additional information. The committee reviewed the visual of the lettering and Kim Jarigese stated she would use the information provided. Kim also indicated the contract will need to be signed in the near future.
a. The committee discussed the fencing for the park and the difficulty of placing the t-post in the ground. Mayor Cordova indicated the Village is looking at different options for the fencing.

b. Mayor Cordova reviewed the Capital Outlay that has been placed on the bill for the Governor to approve.

IX. ITEMS FOR NEXT MONTH’S AGENDA

   a. Branding, Logo and Mission Statement
   b. Billboard
   c. Volunteers
   d. Rural Pathways Project
   e. Kiosk
   f. Events

X. ADJOURN – Bridgette Manakas moved to adjourn the meeting. Lisa Karczynski seconded the motion. Motion carried 5-0. Meeting adjourned at 7:40 pm.

Administrator Mary Berglund, Secretary