MINUTES
ECONOMIC DEVELOPMENT AND TOURISM
MONDAY, APRIL 22, 2019 5:00 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 Cathy Bolsinger

III. ROLL CALL – In attendance were the following: Chairman Mayor Richard Cordova, Mary Sangster, Kim Jarigese, Cathy Bolsinger and Administrator Mary Berglund. Lisa Karczynski was absent.

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

V. APPROVAL OF MINUTES
   a. March 26, 2019 Minutes – Kim Jarigese moved to approve the March 26, 2019 minutes. Cathy Bolsinger seconded the motion. Motion carried 3-0.

VI. NEW BUSINESS
   a. None

VII. OLD BUSINESS
   a. Discussion/Action – Kiosk – Mayor Richard Cordova reported the Village Council approved the location recommended by the committee. Kim Jarigese asked if the business card information was correct on the form. The committee decided to revisit the information next month. Cathy Bolsinger indicated it needs to be affordable but agreed the committee needs to relook at it next month.
   b. Discussion/Action – 2019 Events – Rocky Sullivan reported that he was worried about the stage for Cowboy Fest and doesn’t feel it is the Chamber’s responsibility. The committee discussed the rental vs. purchase of a stage. Mary Sangster report the Amarillo guy is $4,000 for back to back weekends. Rocky reported they have a number of big entertainers for Cowboy Fest including R. W. Hampton, Broken Chair, Gary S Pratt and more. Rocky also report that everyone seems to be excited about the Soapbox Race, but they are still working on the rules.
   c. Discussion/Action – Volunteer Program – Cathy Bolsinger reported that she has not been about to get with the churches. She is trying to get more volunteers but is hasn’t
been easy so far and she may coordinate groups at the senior Center. Kim Jarigese suggested we may need to have program in June at the Senior Center to encourage interest. Kim also suggested looking for students that need community service hours with the Cimarron and Moreno Valley School Systems.

d. Discussion/Action – Rural Pathways Project – Mary Berglund reported we are waiting for the state to complete their reorganization.

e. Discussion/Action – Advertising/Lodgers’ Tax Update – Kim Jarigese reported the billboard should go up in May and is hoping for the marketing coop grant to expand the number of months for the placement. It was suggested the village participate in trade shows in the future. Cathy Bolsinger indicated she would see if she could get more information.

f. Discussion/Action – Branding, Logo and Mission Statement – Mayor Cordova shared the Frontier Community branding information with the committee. Cathy Bolsinger suggested a contest for the logo. Suggestions included the incorporation of mountains, lake and an eagle in the logo. The committee also wanted to look at revising the mission statement. Kim Jarigese indicated that we may not want to use the same tag line as the visitor center.

VIII. OTHER

IX. ITEMS FOR NEXT MONTH’S AGENDA

X. ADJOURN – Cathy Bolsinger moved to adjourn the meeting. Kim Jarigese seconded the motion. Motion carried 3-0. Meeting adjourned at 7:10 pm.