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

II. PLEDGE OF ALLEGIANCE- The Pledge of Allegiance was led by Mayor Cordova.

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

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

V. APPROVAL OF MINUTES
   a. July 23, 2019 Minutes – Mary Sangster moved to approve the July 23, 2019 minutes. Cathy Bolsinger seconded the motion. Motion carried 3-0

VI. NEW BUSINESS
   a. None

V. OLD BUSINESS
   b. Discussion/Action – Kiosk – Administrator Berglund presented a report of the businesses that have submitted sponsorships for the Kiosk. The letters were sent to businesses that are currently register businesses with the Village of Eagle Nest. The committee recommended the letters be sent to additional businesses. Cathy Bolsinger stated the sponsorships will only raise approximately $3,500. Discussion continued regarding the cost of the kiosk and the limited number of volunteers that may be willing to assist if constructed locally. Agnes Gibson stated she could contact BU Terry to see if he is interested. Agnes will report at the next meeting the response from Mr. Terry.
   c. Discussion/Action – Volunteer Program – Cathy Bolsinger reported she has a list of individuals interested in volunteering for different events and other needs. Cathy is in need of additional information and details required for the tasks. Cathy asked Agnes Gibson if the museum/visitor center is in need of volunteers and what days of the week and hours would be requested. Agnes indicated the days of the week and hours vary
from week to week but she would work with Cathy to provide her with the information required. Cathy also stated that she has volunteers that have community service requirements, such as Boy Scouts, Girl Scouts and High School Seniors. The community service volunteers could receive a letter of reference to be used to further their future profession or school applications.

d. Discussion/Action – Branding, Logo and Mission Statement – Lisa Karczynski was not present to provide information regarding branding that she has been collecting. The committee discussed different ideas which include:
   i. Keeping the logo simple and not too many colors.
   ii. Terms that relate to Eagle Nest such as:
      1. Undiscovered
      2. Eagle's
      3. Hidden gem
      4. Northern New Mexico Gold
   iii. Suggested phrases include
      1. Undiscovered Beauty of Northern New Mexico
      2. Eagle Nest – The Hidden Gem of New Mexico

Cathy Boisinger showed the committee different drawing that she had been working on with her daughter. The first drawing of an eagle – Kim Jarigese suggested it needed to be softened. The second drawing of an eagle was well liked by the committee with additional changes suggested. Cathy indicated she would work on the designs with the suggestions in mind.

e. Discussion/Action - EagleFest – Update – Administrator Mary Berglund reported the 2019 EagleFest Event was a success. She also thanked Trini Bradley for the $1,000 donation roundup she did just prior to the event to help to meet the funding goal and suggested the entire committee reach out to Trini and thank her for her contributions. Mary also reported that thanks to Golden Eagle RV Resort and Grill title Sponsorship, the dinner and advertising. The only expenses for the dinner was the beverages. The balloonist were happy with the weather and the enthusiasm for the event and we received a number of very positive comments regarding the music lineup. The vendors were happy with their sales on Saturday and hope to be invited back next year. The soapbox race was a good start for a first year event and the 5K remained steady.
Additional work needs to be done for volunteers and assistance during the event, possible traffic control and parking for the balloon event (maybe along Valley View Drive) and we may need “Special Event” signs from NMDOT. Mary has reached out to the balloonist for confirmation on next year’s dates. Thank you for everyone’s hard work and dedication to the event.

f. Discussion/Action - U.S. Capital Christmas Tree Project – Mary reported the US Capital Christmas Tree – has been selected. It is located in the Red River area. Carson National Forest plans to hold a harvest event around November 6, 2019. Eagle Nest will be fortunate enough to be the 2nd stop on the “Whistle Stop Tree Tour”. Currently the tree is scheduled to be in Eagle Nest on November 11th from 11:30-12:30. Eagle Nest Elementary and Middle School has been contacted to make ornaments for the tree and a tentative community ornament making date has been scheduled for September 14th at Eagle Nest Community Center. Cathy Bolsinger stated that she would help go through the Senior Center Craft items for ideas for the Senior’s to participate.

VII. OTHER - None


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