

Minutes of the Work Session of the Gallup City Council, City of Gallup, New Mexico, held in the Council Chambers at City Hall, 110 West Aztec, at 5:00 P.M. on Thursday, October 14, 2010.

The meeting was called to order by Mayor Harry Mendoza.

At such meeting, the following were present, constituting a quorum:

Mayor:	Harry Mendoza
Councilors:	John J. Azua Mike Enfield Allan Landavazo E. Bryan Wall
Also present:	R. David Pederson, City Manager & City Attorney

Presented to the Mayor and Councilors were the following discussion items:

1. Presentation on the Choice Neighborhoods Community Revitalization Proposal – Pete Kelly, Economic Development Director

Mr. Kelly said the Economic Development Department, in a partnership with CARE 66 and the Gallup-McKinley County School District, is submitting a \$21 million application to the Housing and Urban Development (HUD) Choice Neighborhoods grant program. The grant proposal includes the following three low income housing projects in the downtown area: Lexington Hotel, Liberty Hotel and Chuska 2 project. Mr. Kelly credited Sanjay Choudrie, Executive Director of CARE 66 and Kevin Killough, Grant Writer, for working together on the grant proposal.

Mayor Mendoza asked about the chances of being awarded funds for the projects. Mr. Kelly said there will be many applicants applying for the available funds; however, many applicants do not have the resources to pull together applications for the first or second cut and felt Gallup's application will be competitive in the process.

Councilor Enfield asked if the City will be the recipient of the funds or the fiscal agent. Mr. Killough said the City is the co-applicant in the process since the City has experience in neighborhood planning; a required component for the application. If the funds are awarded, Mr. Kelly and Mr. Killough said the funds will be administered by CARE 66 and will be used to improve existing properties owned by CARE 66. Mr. Killough said 15% of the funds will be set aside in an endowment fund to subsidize long term support for services and operation of the facility.

Councilor Wall said he originally brought the program to the Mayor and Councilors' attention on three occasions in which soft funds from the City were finally awarded for the project. He provided an overview of Mr. Choudrie's efforts in applying for a grant for

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the low income housing project beginning late last year and the City's response in providing its share of funds to show interest in the project. He asked if the City provided the remaining \$150,000 to CARE 66 for the housing project. Mr. Pederson responded no as the City has until June 30, 2011 to provide the funding. Mr. Pederson also said CARE 66 received \$100,000 from the City last fiscal year and CARE 66 was to approach the County for additional funding. Councilor Wall said there is nothing new with this project and has already provided soft funds for the grant application submitted by Mr. Choudrie. Mr. Kelly said the grant proposal that is currently being discussed is the Choice Neighborhood Grant Application, which is a separate grant application from another funding source other than the pending Low Income Housing Tax Credit Program Grant Application that Councilor Wall is referring to. Rhonda Berg, Housing Development Director for CARE 66, provided clarification on the housing projects conducted by CARE 66. Ms. Berg said CARE 66 received \$300,000 from HUD, \$300,000 from Congressional Outlay Funds and \$225,000 from the State for the Lexington Hotel renovation project. CARE 66 also received \$300,000 from HUD, \$300,000 from the Veteran's Administration and \$187,000 from the Congressional Outlay Funds for the Liberty Hotel renovation project. The focus of the Low Income Housing Tax Credit Program Grant Application will be for the Chuska 2 project, which is for the construction of a new 42-room multi-family complex. Mr. Kelly said if CARE 66 receives funding through the Choice Neighborhoods Grant, it would accelerate the time lines for completion of the projects. If the CARE 66 does not receive the Choice Neighborhoods Grant, CARE 66 and the City will continue its partnership to seek funding elsewhere.

### 2. Presentation on the Four Corners Region Geo-Tourism Project – Bob Kuipers, Northwest New Mexico Council of Governments

Mr. Kuipers provided an overview of the geo-tourism map-guide project which emerged from the Northwest New Mexico Trail of the Ancients Scenic Byway Association. Representatives from New Mexico, Arizona, Utah and Colorado are working with National Geographic Magazine to develop a map-guide and interactive website to promote and market the four corners region as a world class destination. The four corners region is one of thirteen maps generated internationally which will most likely attract international tourist to the four corners region for extended periods of time. The project launched on September 17, 2010 and will continue for about one year. The first four months will be a nominating period for sites in the four corners area to be included on the map-guide. Mr. Kuipers presented supporting documentation concerning geo-tourism and the site nominating process. A copy of the documentation is attached hereto and made a part of these official Minutes. Mr. Kuipers also presented an overview of the Four Corners Region Geo-Tourism Map-Guide website, which can be found at [www.fourcornersgeotourism.com](http://www.fourcornersgeotourism.com).

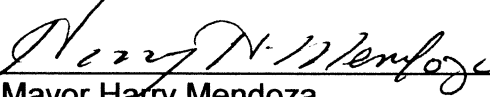
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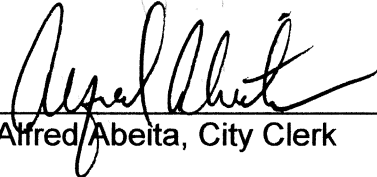
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Councilor Landavazo said he would like to see certain sites selected that will be day trips for tourists staying in Gallup. He asked how the sites will be selected. Mr. Kuipers said the Geo-Tourism Stewardship Council will have influence in the selection process; however, National Geographic Magazine will make the final decision. Regarding costs for the project, Councilor Landavazo asked if there is overwhelming support from the four corners region for the project. Mr. Kuipers said the project will cost \$250,000 in which \$180,000 has already been leveraged and does not anticipate having any problems in generating the remaining \$70,000 needed in the upcoming months.

Due to time limitations, the Work Session adjourned.

  
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Mayor Harry Mendoza

ATTEST:

  
\_\_\_\_\_  
Alfred Abeita, City Clerk

Approved 11/9/2010

# NATIONAL GEOGRAPHIC



## ***What is Geotourism?***

Tourism that sustains or enhances the geographic character of a place, its environment, culture, aesthetics, heritage, and the well-being of its residents. Geotourism encompasses a range of niches including adventure and nature-based travel, eco- and agri-tourism, cultural and heritage travel.

## ***What is the MapGuide?***

Trail of the Ancients - Four Corners Area Geotourism Project will generate a website and a printed MapGuide, offering destination information that identifies natural, cultural, and historic attractions that define the Trail of the Ancients within the Four Corners Area. Residents of the region will provide information for the online and print MapGuides during a three month "nomination period."

## ***How will the website and MapGuide be developed?***

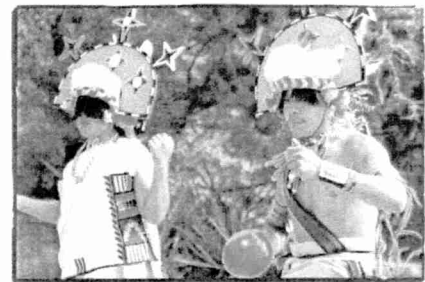
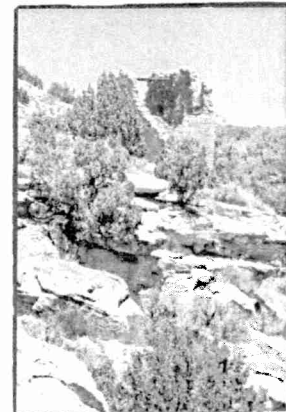
First, the Trail of the Ancients - Four Corners Area organizations will convene working groups (Geotourism Council) of local residents and community leaders, historic preservationists and environmentalists, agricultural interests and business owners, artists and artisans to oversee the project. Next, the Trail of the Ancients - Four Corners Area working groups will sponsor public forums and presentations around the region to encourage community involvement in the project. During the nomination period, the working groups will collect recommendations from local residents and visitors for the website and print MapGuide. Nominations may include historic structures and archeological sites, scenic landscapes and wildlife viewing areas, trails and outdoor recreation, local cuisine and culture, festivals and events, artists and river guides—the people and destinations that contribute to the Trail of the Ancients Byway's unique beauty and diversity in the Four Corners Region. Finally, the National Geographic and Geo Council will review the nominations, edit the material, and design a high-quality National Geographic-branded map and website.

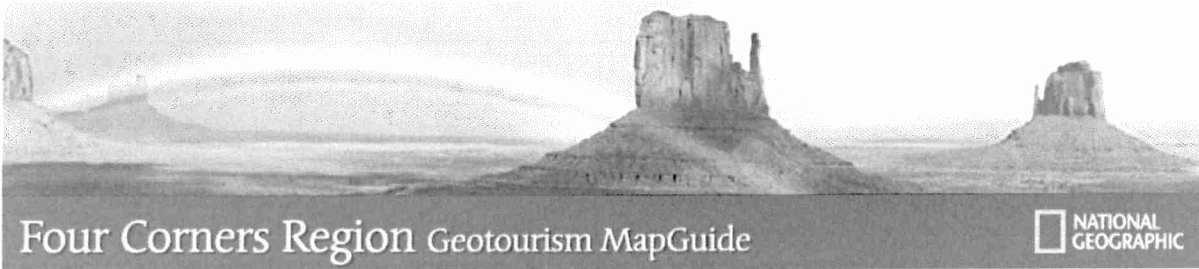
## ***What is the role of a Geotourism Council?***

The council will encourage community participation in the nomination process; ensure the nominations reflect the diversity of the region; identify themes; and work with National Geographic to edit and design the website and MapGuide. Once the website is completed, the council will oversee and distribute the print MapGuide, and develop a marketing plan for the website. In addition, the council will work with the diverse communities of the Four States region to contribute fresh material for the website, and develop cooperative efforts to better promote the Trail of the Ancients Byway as a premiere tourism destination.

## ***How will this project benefit Trail of the Ancients - Four Corners Area communities?***

The Geotourism project seeks to promote and enhance the areas natural, historic, and cultural sites to domestic and international visitors seeking authentic travel experiences. The project will encourage sustainable economic development and promote long-term stewardship of Trail of the Ancients - Four Corners Area distinctive communities, businesses, working landscapes, and natural areas that appeal to this growing market niche.





### **Get on the Map!**

National Geographic is partnering with the Four Corners Region to develop a mapguide and interactive website that promotes authentic places, people, and experiences. The project launched on September 17<sup>th</sup> at the dedication of the new Four Corners monument and plaza.

The Site Nomination period is now open and totally community-driven (September 17 – December 17).

To nominate a site, get on the map, or get more information, check out:

[www.fourcornersgeotourism.com](http://www.fourcornersgeotourism.com)

### About Geotourism

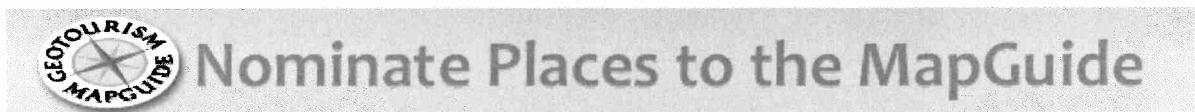
Geotourism is defined as "tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents."

Geotourism goes beyond "drive through" travel. It involves regional communities in providing the visitor with an authentic, enriching experience. It acquaints tourists with local culture and traditions and offers them in-depth opportunities to enjoy the area's unique natural beauty and biodiversity.

### Four Corners Region MapGuide

The Trail of The Ancients Scenic Byway–Colorado program has partnered with the National Geographic Society to capture the history and heritage of the Four Corners Region through an interactive Web site and print map. The Four Corners Region Geotourism Project seeks to celebrate the Four Corners region as a world-class destination, while contributing to the economic health of the region by promoting sustainable tourism. History buffs and adventurers, backpackers and foodies, birders and sightseers can discover unique destinations based on recommendations from those who know best—residents of the Four Corners region.

Four Corners Region residents and visitors, community organizations, tourism stakeholders and local businesses nominate sites for inclusion in a print MapGuide and interactive Web site. Unlike any other mapping project, a favorite local restaurant, farm, winery, hiking or biking trail, swimming hole, museum or artist gallery are samples of the type of nominations National Geographic and its project partners will be seeking. The Web site will target a variety of growing travel niches—adventure and nature tourism, cultural heritage travel and agritourism—and allow for residents to select the one-of-a-kind places integral to a distinctive character of place.





## TRAIL OF THE ANCIENTS – FOUR CORNERS AREA GEOTOURISM

### **Nomination Guidelines**

The Geotourism Council is working with the National Geographic Society to create Trail of the Ancients – Four Corners Area Geotourism MapGuide and Web site. National Geographic defines geotourism as *“Tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage and the well-being of its residents.”*

#### **An Opportunity for You!**

Four Corners residents and visitors, community organizations, tourism stakeholders and local businesses are asked to nominate sites for potential inclusion in the print MapGuide and interactive Web site. Help us identify destinations and experiences most distinctive of your locale, those people, places and things that capture the region’s unique character and beauty, by completing an online or print *Nomination Form*.

A test for inclusion on the MapGuide: *“Is the spot, attraction, business, activity or experience distinctive to our town, area or region, and is it authentic to the Trail of the Ancients – Four Corners Area”*

- Remarkable natural areas and geologic features such as creeks, lakes, canyons and forests
- Distinctive wildlife habitats and notable species of birds, mammals, flowers or trees
- Places featuring local cuisine or agricultural products: farmers markets, shops and restaurants
- Events, ceremonies, festivals that highlight the community’s heritage and traditions
- Cultural experiences: heritage sites, museums, theaters, music and performing arts
- Artist studios and galleries, craft workshop, shops featuring handmade items
- Outdoor experiences such as rafting, hiking, climbing, horseback riding and fly fishing
- Historic places such as mining camps, trails, homesteads and distinctive local architecture

- Scenic routes including hiking trails, bike routes, birding trails and Scenic Byways
- Community stewardship projects, land trusts, conservation or restoration initiatives
- Locally owned and family businesses like a cafe, pub, craft shop, winery, unique lodging
- Local artist or artisan, storyteller, outdoor guide or historian

Once you identify a potential site, consider what makes the site unique:

- What story does this site or experience help tell?
- Are there significant historic, cultural or natural features associated with the site?
- Is it under-appreciated by local residents and visitors, or is it already crowded or at capacity?
- Does the site offer a unique experience? Is there local awareness and pride in this place?
- Do the community and local businesses benefit from and support visitation at the site?
- Is interpretive or educational information available at the site?

#### **Nominating a Site**

To nominate a site, fill out an electronic site nomination form on <http://www.fourcornersgeotourism.com/>

National Geographic will work closely with the Trail of the Ancients – Four Corners Area Geotourism Council to select the sites and themes that will appear on the map. National Geographic will make the final determination on wording and site selection.

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