



Resolution 2013-18

A RESOLUTION AGREEING TO ASSIST WITH THE PROMOTION OF THE SALT MISSIONS TRAIL SCENIC BYWAY

WHEREAS, the Salt Missions Trail Scenic Byway (Byway) connects over nine communities in three counties, including Torrance County, in the east central part of New Mexico; and

WHEREAS, the Salt Missions Trail Scenic Byway was designated as a Byway in order to generate a sense of regional community, increase opportunities for economic development, and spur preservation of appropriate historic and cultural resources in the area; and

WHEREAS, the goal of the Byway is to bring together the communities along the Byway to enjoy and share their cultures with each other and visitors from the rest of the State and the Nation; and

WHEREAS, sharing information about the Byway will increase the opportunities for residents and potential visitors to learn about the communities and events along the Byway; and

WHEREAS, the Salt Missions Trail Scenic Byway Committee includes members representing the various communities and organizations along the Byway; and

WHEREAS, the Salt Missions Trail Scenic Byway Committee has developed a new logo for the Byway and incorporated it into the Byway web presence and social media effort; and

WHEREAS, use of the Salt Missions Trail Scenic Byway logo by communities along the Byway will increase awareness of the Byway and enhance the regional effort to promote tourism, as well as specific events.

NOW THEREFORE BE IT RESOLVED that the Torrance County Board of County Commissioners hereby

1. Agrees to provide a link to the Salt Missions Trail Scenic Byway website that utilizes the logo for the Byway, as shown in ATTACHMENT A, and
2. Agrees to incorporate the new logo graphic into community and event promotional material, as appropriate.

ADOPTED and passed this 22nd day of May, 2013.

TORRANCE COUNTY COMMISSION



Lonnie Freyburger, District 1

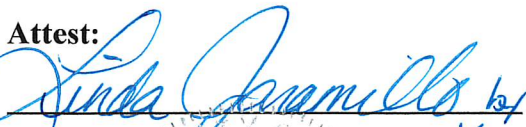


Leanne Tapia, District 2



LeRoy M. Candelaria, District 3

Attest:



County Clerk

*Yvonne Steers
A.A.I.*

