

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
June 12, 2019

- Call to Order – Kuan Tikkun called the meeting to order at 10:04 a.m.

Roll Call

- Present- Vice Chairman Kuan Tikkun, Secretary Fran Rossberg, Loedi Silva, and Tom Zanotti
- Absent- Chairman Frank Logan
- Also present - City Manager Haynes and Deputy Clerk Amy Lopez

Approval & signing of minutes

- Fran Rossberg moved to approve the minutes the Regular Meeting on May 22, 2019 as submitted. Loedi Silva second the motion. The minutes for the Regular Meeting on May 22, 2019 was approved with a 4-0 vote.

General Discussion

- Kuan Tikkun said she called the State Bar and got nowhere. She then said she did send in the RCF announcement to the Newsletter, the Valencia County employer's breakfast was going to be on the 17th and she would attend.
- Loedi Silva said she looked through the visitors guide again, and it will need to be revisited. She then asked if we can bring a farmer's market into the area.
- Kuan Tikkun said she looked into a farmer's market 2 years ago, only one day a week was available, there weren't enough farmers in the area that weren't already doing farmers markets and others were too old, we need some new farmers. She then said there were administrative issues, such as SNAP, money disbursement to the farmers.
- Tom Zanotti asked when can the room in the back be used to bring in money.
 - Deputy Clerk Amy Lopez said City Manager Haynes is really pushing for the area to be finished and is looking into setting money aside in the budget. The discussion continued about usage of City Hall.
- Fran Rossberg asked how EDC can help with that.
- Tom Zanotti asked if in the future can we advertise the ball room for rent.
- Loedi Silva asked if there was liability if alcohol was allowed in the City for events.
- Tom Zanotti said if it was brought in from the outside it shouldn't be a problem. The discussion continued.
- Loedi Silva said the Golf Course had a license, maybe we can work together. The discussion continued.
- Tom Zanotti asked if the golf course had their restaurant opened up again. The discussion continued.
- Tom Zanotti said there would most likely be business meetings in there that wouldn't require a license.
- Fran Rossberg said we can have a job fairs, or other kinds of fairs. The discussion continued.
- A discussion about a City liquor license began.
- Kuan Tikkun said we have some questions about that room and it might be nice to have the City Manager Haynes come talk to us about when the room would be opened for rent, the advertising of the room, and the possibility of getting a liquor license. The discussion continued.

- Tom Zanotti said he does not want to be a paid commissioner and want to donate his time instead. The discussion continued.

Review EDC WEBSITE for updates

- The EDC website was brought onto screen to be reviewed.
- Kuan Tikkun asked how we want to proceed and asked should we review each of the headers. She then said that maybe we can go through the home page together and then each can take another section. She further said we can start with the home page and the vision.
- Tom Zanotti asked if we can remove the future tense component of the vision statement and make it current, explaining that we are there and are continuing to strive, rather than we aren't there yet.
- Fran Rossberg said that we will need to change all the future tense to present tense and change the population.
- Tom Zanotti said we should use an approximate number rather than an exact number. The discussion continued.
- Loedi suggested that we go over each tab.
- Tom Zanotti said under income, it should be put into context, we need to advertise it as an affordable community with high standards. The discussion continued.
- Tom Zanotti said we need to advertise us as a less packed RV spot, but really need to get more restaurants into the area if we have an RV park, no one wants to cook in an RV. We need to draw winter visitors in our community. The discussion continued.
- Loedi Silva said as a Realtor, she sees we need an RV park, senior living and a grocery store. She then said there is a rumor that Beehive is wanting to build another senior living facility in the county, and Rio Communities is the prime place for that.
- Fran Rossberg asked how we get their attention.
- Loedi Silva said we need to contact them, knock on doors, find them areas for them to build on. We need the snowbirds to come and spend their money here. The discussion continued.
- Kuan Tikkun said so far, we have done the infrastructure, websites, brochures, and the LEDA. She then said our opportunities are in how we develop what we have. She then said everyone talks of parks, grocery store, and maybe a health clinic. The discussion continued.
- Fran Rossberg said we need investors, someone to come in and build and make something of the area. The discussion continued.
- Kuan Tikkun said we need to get back to the website and assign who does what.
- The following members will review these specific categories for updating the website:
 - Tom Zanotti will take Community Profile
 - Loedi Silva will take Business
 - Fran Rossberg will take Quality of Life
 - Kuan Tikkun will take Tourism
 - EDC as a group will revise home page and Organization together, including updating photographs.
- Kuan Tikkun said Frank Logan wants to update the photos and has the pictures.
- Tom Zanotti said we need to change the first paragraph, the Vision Statement, to present tense. He then said right now it says we are not there and that is not what we want to say. The discussion continued.
- Fran Rossberg asked who is going to fix the website.

- Kuan Tikkun said that the City Clerk would do that. The discussion continued.
- Fran Rossberg said we will have to have a whole meeting to go through it.
- Kuan Tikkun asked if we had a release to show the homes on our website
- Tom Zanotti asked why we have to say the City of Rio Communities every time we mention Rio Communities.
- Kuan Tikkun said it is because we are having trouble being recognized as a City, but as a part of Belen, and we want to promote our city. The discussion continued.
- Loedi Silva asked if the whole website will be rebuilt.
- Kuan Tikkun said it is being switched over to a completely new website and we want to fix all the problems and update the information while we are switching over. The discussion continued.
- Loedi Silva said she agrees with Tom Zanotti in being careful not to mention other communities often, there needs to be a balance. The discussion continued.
 - ❖ City Manager Haynes Joined the meeting.
- Tom Zanotti asked if we now have a Police Force to add to the brochure.
 - ❖ City Manager Haynes said we are the safest community in Valencia County, but she was told Albuquerque and Los Lunas are sending their criminals down here and to expect a crime wave. The discussion continued.
- Loedi Silva explained that we are looking at the City's website to see how theirs has been updated and use it for possible ideas for EDC's website. The discussion continued.
 - ❖ City Manager Haynes said she has hired a professional photographer to come and take pictures for the City. The discussion continued.
- Tom Zanotti asked if we have permission from the homeowners to have a picture of their homes on our website. The discussion on permissions continued.

Review "Residential" Brochure for updates

- Tom Zanotti said he doesn't feel that we need to put how many residents we have.
 - ❖ City Manager Haynes said we do need that because matters to businesses coming in here.
- Tom Zanotti said we should just say six thousand residents. He then said the word vision says that we don't have anything, it should be amenities or lifestyles, it is something we ascribe to, not something we are.
- Kuan Tikkun says she disagrees, it is our picture for the future, what the goals are.
- Tom Zanotti said the we could say that we change the wording to bring it into the present tense, we need to suggest that we presently have benefits, and in the future will have more.
- Kuan Tikkun said we need to bring it into future tense. The discussion continued.
- Tom Zanotti said we should focus on what we have. He continued to say we have industry and golf course, some medical (a dentist and ambulance), and police.
- Fran Rossberg asked if there were any medical professionals interested in the Ron Gentry building.
- City Manager Haynes said the Ron Gentry gets a few calls about the building every week. The discussion continued.
 - ❖ City Manager Haynes said in the flyer under demographics you need to have it as 50,00 within a 10-mile radius. She then said people from 62 miles away have to come to Rio Communities to get to anywhere, such as Mountainair, and that should be include. She continued to say she has other figures that EDC should have. She further said she made a presentation in Taos and she is about 95% sure we will be getting a grocery store here soon. She is filling out a grant to prepare the land behind the Welcome to Rio Communities sign for retailers to come in, and it was explained to her

how to entice the grocery store here. She explained what businesses she would like to draw into that prepared site. The discussion about the site continued.

- ❖ City Manager Haynes said she is trying to get the Tilery building donated or have it torn down and we are going to go after them with the Code Enforcer. The discussion continued.
- Fran Rossberg asked how EDC can help.
 - ❖ City Manager Haynes said the grants that I am going for, EDC has to be on the grants and for that we all need to be on the same page. She explained she will be needing to make a presentation to the New Mexico Partnership, this will be for the grant to get the property ready for development.
- Loedi Silva asked if a turning lane will have to be added.
 - ❖ City Manager Haynes said not yet. The discussion continued.
- A Discussion started about the sale of the car wash.
 - ❖ City Manager Haynes said the railroad does not want the land the car wash is on driven on because there is a huge diesel pipeline under it.
- Kuan Tikkun said it is a safety development issue that will need to be investigated. The discussion continued.
- Loedi Silva said the brochure is going to come along as we do the website, because it is the same information.
- Kuan Tikkun said we need to add titles to the pictures on the brochure. The discussion continued.
 - ❖ City Manager Haynes stated she made a presentation at an economic development meeting in Taos and read some of the presentation. She then said by 2020 she is trying to get 40 homes built, her landlord has agreed to build 10 to 12 and she is talking to another developer to build twenty more. She continued to say rooftops are very important to businesses wanting to come in. She then said she was told other places, like Albuquerque, and Los Lunas are filled up with businesses, and have no room to grow, and the businesses will come here next. She further said she has money in the budget for the incubator in Los Lunas and Ralph Mimms is dropping names of businesses wanting to come in. The discussion continued.
- A discussion about opening up Manzano Expressway all the way to Isleta.
- Kuan Tikkun asked what else was in the presentation.
 - ❖ City Manager Haynes said Rio Communities is expected to grow by 5-6% and continued to read her presentation.
- Fran Rossberg said she like how City Manager Haynes did not list the other communities, but instead said, "Go through other towns to get to I-40," because we want to promote ourselves rather than what is around us.
- Kuan Tikkun asked where the electronic sign for our building is.
 - ❖ City Manager Haynes said the sign is being fixed, and electricity for the sign is being fixed as well.
- Kuan Tikkun explained there was supposed to be a separate electronic sign to advertise City events and important information and the electricity was going to be ran with the sprinkler system when it was put in.
 - ❖ City Manager Haynes said they are checking into a digital sign. The discussion about the sign continued.
 - ❖ City Manager Haynes listed some tourism sites in or near Rio Communities. She said we are the only access to the Bosque del Apache Nation Wildlife Refuge, the Cottonwood/Willow Forest, the Golf Course. She then listed modes of transportation as being air, Commuter rail, freight, general aviation, interstate highways. She then said she has asked to P&Z to develop a landscaping ordinance to beautify the City, and she told the site people there is something beautiful to see

anywhere you look. She talked about income, schools, local businesses, and insurance rates. The discussion about her presentation continued.

- ❖ City Manager Haynes said she is going to try to get our City paths linked together and is looking in to developing the Sawtooth area cleaned up and ready for bicycles and pedestrians with benches in the area. The discussion continued and the Sawtooth area was looked up on the City Map.
- ❖ City Manager Haynes said we are going to do a 25,000 Park study done this year and continued to say we will be adding a park this year. She then said she is wanting to buy the Land next to City Hall and will be making an offer to them, it has five mature trees, and there is a grant we can apply for to buy playground equipment. A discussion continued about parks.
- Ton Zanotti suggested the City place some king of water feature, such as a pond, because people loved the pond we used to have, it attracted waterfowl, and it would add so much to the City. The discussion continued.
- Loedi Silva said there was land donated at the end of Hillandale, and that could be used as a park. The discussion continued.
 - ❖ City Manager Haynes said there is a big piece of land the County was willing to give us on del Fuego and we would use some of the land as a pocket park. The discussion continued.
 - ❖ City Manager Haynes asked DOT if the City can break up the concrete on the medians and add some plants.
- Fran Rossberg said there are some Horizon benches Paul Baca said we could have for the Sawtooth area. The discussion continued.

Discuss Membership and Officers, renew and recruit.

- This topic was not discussed.

Adjourn

- Tom Zanotti moved to adjourn. Fran Rossberg second the motion and the meeting adjourned at 11:22 a.m. with a 4-0 vote.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Approved

Frank Logan, Chairman

Fran Rossberg, Secretary

Kuan Tikkun, Vice Chairman

Loedi Silva

Tom Zanotti

Date: _____