

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
October 9, 2019

- Call to Order – Chairman Frank Logan called meeting to order at 10:07 a.m.

Roll Call

- Present- Chairman Frank Logan, Vice Chairman Kuan Tikkun, Tom Zanotti, and Loedi Silva
 - Absent- Secretary Fran Rossberg
 - Present –City Manager Leisa Haynes and Deputy Clerk Amy Lopez
- ◇ Kuan Tikkun motioned to approve the Regular Meeting Minutes for September 25, 2019. Loedi Silva seconded the motion. The Meeting Minutes for September 25, 2019 was approved with a 4-0 vote.

General Discussion

- Kuan Tikkun said she attended the City Council Meeting and discussed the website.
- Kuan Tikkun said she mentioned about the community gardens and she is trying to get people to attend a parks presentation which will discuss accessible playgrounds on November 12th at 6 pm and began a discussion.
- Kuan Tikkun also spoke to the council about the needs of seniors.
- Loedi Silva said there are pockets off the green belt and there is an idea to obtain grants to have community gardens or plant shrubs or trees and have the community take care of it and began a discussion.
- Kuan Tikkun mentioned the City is now hiring Public Works and is working with the prison to have inmates clean.
- Tom Zanotti began a discussion about drainage.
- Kuan Tikkun said there will be a Rio Communities Association Meeting on October 25, 2019 at 4 pm at the Coffee Shop.
- Frank Logan said he should have information about the survey soon and began a discussion.

Website Reconstruction Discussion

- Not discussed at this meeting.

Possible visit with UKUU designers

- Frank Logan introduced Rathy Casey from UKUU and said we have a link on the City's website, and we want it to be more visible but ours will still be a standalone website.
- Tom Zanotti said if we had multiple access points, instead of going through the main website we want tag words to link back to us.
- Frank Logan said he spoke with Annemarie Henton with AED who referred Rathy Casey to us.
 - Rathy Casey said that she has been doing work with Annemarie Henton and she has had experience with economic development and is familiar with Rio Communities. She then explained her company is a design and tech company and began a discussion.
 - Rathy Casey explained her proposal said the more links and visibility you have the more people you will be able to bring to your site, a starting point would be going through the website to see what you want to keep, get rid of and add.
- Kuan Tikkun said Lisa Adair can make some changes to the City's site and wanted to know if we will be able to do basic changes.
- Frank Logan said the proposal includes a fee to maintain the site, logo refinement, tag words, and social media.
 - Rathy Casey said the AED is wonderful about posting economic development and if you can get them to post something for you it will draw people to your site and began a discussion.

- Rathy Casey said we want to streamline your website so that it is easy to navigate, and most people look things up on their phones, so it needs to be phone-friendly and began a discussion.
- Tom Zanotti asked if we could post job openings and began a discussion.
 - Rathy Casey said social media is a great opportunity to share without changing the website and began a discussion.
- Frank Logan said we are looking at close to \$6,000 dollars and began a discussion.
 - Rathy Casey listed the priorities: ease of navigation, simplification, look attractive and have social media interaction and began a discussion.
- Kuan Tikkun asked who we want to focus on drawing in.
 - Rathy Casey said you need to present everything to live work and play here and began a discussion.
 - Frank Logan said we can do an alphabetical business listing of current businesses with city licenses.
- Kuan Tikkun said that she wants businesses broken down by category and began a discussion.
- Rathy Casey said the difference between a \$5,000-\$6,000 website versus a \$2,000 website is the ability to do maps and graphics and began a discussion.
- Kuan Tikkun said she understands social media can give people the idea to come here and began a discussion.
 - Rathy Casey asked if EDC would keep her informed and began a discussion regarding an RFP.
- Kuna Tikkun said we need to be up and running by May because of an ad in a national magazine.
 - Rathy Casey said she would need about two months and began a discussion.
- Frank Logan said we need to find out who will be writing the RFP and began a discussion.
 - Rathy Casey's contact information: rcasey@ukucreative.com and 510.894.5060
- A discussion began about RFPs.

Other BUDGET expense ideas

- Frank Logan mentioned we should put the return labels in the newsletter and began a discussion.
- Loedi Silva asked the cost on the labels, maybe the newsletter printer could print them and began a discussion.

ADJOURN

- Kuan Tikkun moved to adjourn. Tom Zanotti second the motion and the meeting adjourned at 11:36 a.m. with a 4-0 vote.

Respectfully submitted,

Date: _____

Amy L. Lopez, Deputy Clerk

Approved

Frank Logan, Chairman

Fran Rossberg, Secretary

Kuan Tikkun, Vice Chairman

Loedi Silva

Tom Zanotti