

**Economic Development Commission Minutes**  
**EDC Room South City Hall**  
**360 Rio Communities Blvd.**  
**October 23, 2019**

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

**Roll Call**

- Present-, Vice Chairman Kuan Tikkun, Secretary Fran Rossberg and Loedi Silva
  - Absent- Chairman Frank Logan and Tom Zanotti
  - Present –City Manager Leisa Haynes and Deputy Clerk Amy Lopez
- ◇ Loedi Silva motioned to approve the Regular Meeting Minutes for October 9, 2019. Fran Rossberg seconded the motion. The Meeting Minutes for October 9, 2019 was approved with a 3-0 vote.

**General Discussion**

- Kuan Tikkun talked about what she learned at the City Council Meeting.
- Kuan Tikkun said the meeting time will need to be changed for the foundation meeting.
- Kuan Tikkun said she has found information for senior help and mentioned there are several people interested in community gardens.
- A discussion began on grants for the library, computers and education.

**Website Combine Header Categories**

- Fran Rossberg said she does not feel we are ready for that yet.
- Loedi Silva said it should be homework, she is willing to write down all the headers and we can sit down together and decide what to keep and what to consolidate.
- Kuan Tikkun said she does not think we should move our things to the City Website.
- Fran Rossberg said it would get more attention on the City Website and began a discussion.
- Loedi Silva said Los Lunas' website divided into four categories: home, why Los Lunas, business resources, news and contact us. She then explained how the Los Lunas website categories were broken into sections.
- Fran Rossberg said she used to place a blurb about any new business into the News Bulletin and we can do that with our website.
- Loedi Silva asked if we can legally promote businesses, Los Lunas promotes businesses on their site somehow and began a discussion.
- Kuan Tikkun asked who will be in charge of updating the website. She then said we realizes the current website is too big and asked if the task can be delegated and continued the discussion.
- Loedi Silva mentioned that visuals could take the place of paragraphs of information and began a discussion.
- Loedi Silva asked if Fran Rossberg if she would print out the categories and we can lay them all out and decide where they go and said she would type out the Los Lunas website categories.
- Kuan Tikkun said there is going to be a parks presentation on November the 12<sup>th</sup> at the City Council Meeting.
- Loedi Silva made a motion the November 21<sup>st</sup> Meeting and the December 26<sup>th</sup> meeting be cancelled due to holidays. Fran Rossberg seconded the motion. The motion was passed with a 3-0 vote.
- Kuan Tikkun said the deadline for getting the website up is March 31, so the priority to decide by December 12<sup>th</sup> who is going to do the website with an absolute deadline by January 9<sup>th</sup> and we will need to have the categories decided by November 7<sup>th</sup>.
- Loedi Silva said Frank Logan can set up the computer to the big screen, Fran Rossberg will have the categories printed from our website, and Loedi Silva will have the categories from the EDCs website.

- Loedi Silva said we would have to look into it but she knows there is a way to tie commercial properties into our site, if they are strictly in Rio Communities and began a discussion.

#### **Business Survey Question and Procedures**

- Fran Rossberg said Fran Logan and Jim Winters have already done a survey, we will need to see it to see if we want to use it.
- Kuan Tikkun said she would contact Jim Winters to get the survey but is there a want in the business survey to see if they will be selling property by owner.
- Fran Rossberg said it seems like two separate topics and began a discussion.

#### **New Expense Ideas Review. Website, Address Labels plus, Advertising and ???**

- Kuan Tikkun said the labels in the newsletter will not work because they will fall out, but Jim Winters has a list of residents we could use to mail them out and began a discussion.
- Kuan Tikkun said some insurance rates are based on zip code and Belen has terrible crime rates.
- Loedi Silva said if they recognized us as a different city, we would have no rating, would that be better.
- Kuan Tikkun said the data would be based off the Valencia County emergency code and began a discussion.
- Kuan Tikkun said we need to get the survey and the list of addresses from Jim Winters, there is no deadline for the labels, but we want to do it after the holidays, and it will cost roughly \$3,000 and began a discussion.
- Loedi Silva said she almost feels like we should spend that amount of money, EDC should send out a letter or newsletter to explain why they are receiving the labels and give the public information about the City and advertising EDC and possibly the Association, but it is a lot of money in postage. The discussion continued.
- Kuan Tikkun said there was a question of the City paying for address labels, Frank Logan and Annemarie Henton might have resources for website funding and if we want residential brochures. The discussion continued.
- Kuan Tikkun said the agenda for November 12<sup>th</sup> will include the written bid for the website, address labels and possible newsletter, business survey and website design.
- City Clerk Adair suggested to add to the agenda for the next meeting to have another meeting November 19<sup>th</sup> and explained the vote to cancel the meetings for the holidays is not valid because it was not on the agenda and began a discussion.

#### **ADJOURN**

- Fran Rossberg moved to adjourn. Loedi Silva second the motion and the meeting adjourned at 11:36 a.m. with a 4-0 vote.

Respectfully submitted,

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Date: \_\_\_\_\_

Amy L. Lopez, Deputy Clerk

Approved

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Frank Logan, Chairman

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Fran Rossberg, Secretary

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Kuan Tikkun, Vice Chairman

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Loedi Silva

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Tom Zanotti