

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
February 12, 2020

- Call to Order - Frank Logan called the meeting to order at 11.39 a.m.

Roll Call

- Present- Chairman Frank Logan, Vice Chairman Kuan Tikkun, Secretary Fran Rossberg, Loedi Silva and Tom Zanotti
- Present- Deputy Clerk Amy Lopez

Approval & signing of minutes

- Fran Rossberg moved to approve the minutes January 8, 2020 as submitted. Loedi Silva seconded the motion and the minutes for January 8, 2020 was approved with a 4-0 vote. Fran Rossberg moved to approve the minutes January 22, 2020 as submitted. Loedi Silva seconded the motion and the minutes for January 22, 2020 was approved with a 4-0 vote.

General Discussion

- Kuan Tikkun said she was upset about the Economic Development Ad and began a discussion.
- Kuan Tikkun said she, as part of the Valencia Partnership, asked for capital gains funding but was not aware of the whole process and did not get funding.
- Kuan Tikkun said there is a possibility of RCAN partnering with Whitfield, deadline for the proposal is April 9, 2020.
- Kuan Tikkun said she learned through Valencia Partnership about how to market to different generations and wants to use it to help us market homes to Gen-X and Millennials and began a discussion.

Discuss Real Estate Project postponement

- Frank Logan asked if anything is going to become of the real estate project.
- Loedi Silva said we should but we have to find sponsorship and began a discussion.
- Frank Logan asked if we should pursue talking to the developers.
- Loedi Silva explained we have interest, but they are waiting to see if the situation with the City stabilized and began a discussion.
- Loedi Silva said we need to have clarity on what the City can do and what we cannot and began a discussion.
- Kuan Tikkun said she would like us to continue making the books and asked what is involved in making them.
- Loedi Silva explained we would need to create them near an event because the listings change so quickly and began a discussion.
- Frank Logan asked if there was something, we can have prepared in advance without including the real estate listings.
- Loedi Silva said she would bring what she thought needed to be included at the next meeting.
- Tom Zanotti said we should have it online and began a discussion.
- Loedi Silva said she put the brakes on everything until we have a date and began a discussion.
- Frank Logan said if we have everything ready for getting the labels mailed, we can start stuffing envelopes from not to next week, we can meet Monday, February 17, 2020 around 10:00 and Tuesday, February 18, 2020 at 1:00.

Submit website homework: pictures, lists, names, and maps

- Frank Logan said he spoke with Rathi, who is building the website now, but needs information to fill some holes, she will be here next meeting and will go over the finished site for review and began a discussion.
- Tom Zanotti asked if the golf picture was the only picture and began a discussion.
- Frank Logan said we will need a new map and began a discussion.
- Kuan Tikkun asked if the opportunity zone was in red and began a discussion.
- Tom Zanotti said he was confused about the city statistics.

- Frank Logan said they are place holders for now and continued the discussion.
- Frank Logan asked if there were any other changes that might need to be made.
- Kuan Tikkun asked if we could high-light the solar farm because it is a selling point.
- Frank Logan said a different map will show that, we are trying to keep that map clean.
- Loedi Silva mentioned we might want to include large corporations on future maps and began a discussion.
- Loedi Silva said she had to leave because the meeting was on a delay.
- Kuan Tikkun said she was going to look up the history of Rio Communities from the News Bulletin for the website and began a discussion.
- Frank Logan went over the 'About Us' section of the website.
- A discussion began about the medical center next door.
- Frank Logan said we need to do a write-up on the incubator, NM ED and Invest NM and began a discussion.
- Tom Zanotti asked if we could add a picture of the medical center and began a discussion.
- Frank Logan said we do not have anything for upcoming events, and we can just put 'Under Construction' on our website and began a discussion.
- A discussion began about email.

Branding suggestions

- Not discussed at this meeting.

Social Media discussion

- Not discussed at this meeting.

Adjourn

- Fran Rossberg moved to adjourn. Tom Zanotti second the motion and the meeting adjourned at 12:58 p.m. with a 3-0 vote (Loedi Silva was not present at vote).

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Approved

Frank Logan, Chairman

Kuan Tikkun, Vice Chairman

Fran Rossberg, Secretary

Loedi Silva

Tom Zanotti

Date: _____