

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
February 26, 2020

- Call to Order - xx called the meeting to order at 10:08 a.m.

Roll Call

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

Approval & signing of minutes

- Kuan Tikkun moved to table the minutes to be amended. Loedi Silva seconded the motion and the February 12, 2020 minutes was approved with a 3-0 vote.

General Discussion

- Frank Logan said if we can, we need to finish stuffing envelopes and

Complete Review of Website for Posting

- Frank Logan gave the floor to Rathi Casey.
 - Rathi Casey explained the changes: weather widget, larger icons on the banner, pictures, maps, larger numbers, bottom of the footer, resources still needs to be worked on, pending information from EDC.
- Kuan Tikkun thinks the Comprehensive Plan for the City can be used under the resource tab and began a discussion.
 - Rathi Casey explained the search bar and the events page.
- Loedi Silva said we can add the Ribbon Cutting to the news page and began a discussion.
- Kuan Tikkun said we can add the mailing labels as an event.
 - Rathi Casey went over Rio Communities About Us changes: brightened picture, changed front sizes.
 - Rathi Casey said once the website is finished, the mobile site will take about 2 weeks, and explained how the sites will be kept current, adding articles or news, etc. on a monthly basis.
- Loedi Silva said it should be an agenda item for every months' second meeting and began a discussion.
- Rathi Casey continued to go over the Community changes: recommendation for pictures of churches, stats and data highlights.
- Loedi Silva said the solid waste will need to be changed because the City just approved Universal Waste and began a discussion.
- Rathi Casey went over Activities: spelling error and adding icons next to the activities.
- Loedi Silva said we need to add the Rio Grande River.
- Rathi Casey went over changes to Maps: taking numbers off the zoning map.
- Loedi Silva asked if we can add overlays of the Opportunity Zone and the solar farm and began a discussion.
- Rathi Casey went over the Business section and began a discussion.
- Rathi Casey went over Partnerships, Read More and Business Highlights and began a discussion.
- Rathi Casey went over Contact Us and explained the email will go to admin email and get forwarded to EDC and began a discussion about staff photos.
- Loedi Silva said we should have the burn day number under contacts.

Start Social Media Design for Posting

- Frank Logan asked what we should do with that to work with the website.
 - Rathi Casey said she could put something in writing for that to separate the different types of social media and began a discussion.
- Frank Logan said we will need a separate price for the social media part.
- Kuan Tikkun asked if we will be using the City logo or our own and began a discussion.

Start Social Media Design with Web Promotion

- Not discussed at this time.

Branding Ideas with Web and Social Media Integration

- Not discussed at this time.

Adjourn

- Loedi Silva moved to adjourn. Kuan Tikkun second the motion and the meeting adjourned at 11:29 a.m. with a 3-0 vote.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Approved

Frank Logan, Chairman

Kuan Tikkun, Vice Chairman

Fran Rossberg, Secretary

Loedi Silva

Tom Zanotti

Date: _____