

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
May 27, 2020

- Call to Order – Frank Logan called the meeting to order at 10:06 a.m.

Roll Call

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

Approval & signing of minutes

- Fran Rossberg moved to approve the meeting minutes from March 11, 2020. Kuan Tikkun seconded the motion and the March 11, 2020 minutes was approved with a 3-0 vote.

General Discussion

- Kuan Tikkun said everything needs to be virtual as Plan A or Plan B, that is the new norm and began a discussion.
- Loedi Silva said the Urgent Care is coming along and she likes the paint on the exterior and began a discussion.
- Frank Logan said being seen is important and our electric sign would help, the Council has put the sign on the budget and are looking at options.
- Kuan Tikkun began a discussion about grant funding for projects.
- Frank Logan said we could look into grants, and when he spoke with Bill Brown, we decided that EDC would pass those along to Council, but he is not sure how we can really help.
- Kuan Tikkun said we need to have email addresses for businesses within the City so that we can send information to them and asked Amy Lopez to provide a list. The discussion continued.

Complete Review of LIVE Website

- Frank Logan said we were going to have a virtual meeting with Rath Casey, but she had a family emergency, and we will be having a meeting with her on June 10th.
- Frank Logan asked if the commissioners looked at the live website and asked for input.
- Kuan Tikkun mentioned the mobile website was lacking features the full website has and began a discussion.
- Frank Logan said that Henry looked at it and send me issues that he found and forwarded to Rath Casey, and they were taken care of.

Start Social Media Design with Web Interaction

- Frank Logan said Rath Casey sent him a list, a tutorial, to send to the commission to teach them how to post on social media sites.
- Kuan Tikkun said with Instagram and twitter, you have to have information and opinions and have to generate something on a regular basis to gather a following, we don't have enough going on; she doesn't see how it could be used to further progress, and began a discussion.
- Frank Logan said social media is how people communicate, he is going to speak with Annemarie from AED and see how they use social media.
- Kuan Tikkun began a discussion about AED meetings.
- Frank Logan said that even without AED meetings, they still send us businesses interested in land, the industrial park. The discussion continued.

Branding Ideas with Web and Social Media Integration

- Frank Logan said we need to brainstorm for some ideas for next time.
- Fran Rossberg said that we could have the real estate showcase in the spring of next year and began a discussion.
- Frank Logan said he would like to come up with a wish list of ideas we would like to see done.

- Kuan Tikkun said it is hard to plan when we have so many unknowns, but we can do the research and began a discussion.
- Loedi Silva said that New Mexico is booming right now.
- Kuan Tikkun said that is the kind of information should be on the website.

Group Picture of EDC Committee

- Amy Lopez took picture of the present members of the commission.

Adjourn

- Kuan Tikkun moved to adjourn. Fran Rossberg second the motion and the meeting adjourned at 10:42 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: _____