

**Economic Development Commission Minutes**  
City Council Chambers Northside of City Hall  
360 Rio Communities Blvd.  
June 10, 2020

**This meeting was streamed on Facebook Live**  
<https://www.facebook.com/riocommunities>

- 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, and Loedi Silva
- Absent- Secretary Fran Rossberg and Tom Zanotti
- Present- Deputy Clerk Amy Lopez

**Approval & signing of minutes**

- Kuan Tikkun moved to approve the meeting minutes from May 27, 2020. Loedi Silva seconded the motion and the May 27, 2020 minutes was approved with a 3-0 vote.

**General Discussion**

- Frank Logan asked that General Discussion be moved to the end of the meeting, all agreed.
- Loedi Silva asked if the ad EDC paid for is out because she would like to have that advertised on the website and social media.
- Deputy Clerk Lopez said Finance got a proof of the ad with an invoice but was not sure if it had come out yet.
- Loedi Silva asked who tracks how many people go to the City website and began a discussion.
- Kuan Tikkun asked if there was some way for the City to advertise the new EDC website on the City website for a month or two and began a discussion.
- Loedi Silva asked who the contact will be if there are calls coming in for interested parties and said EDC should be notified when new businesses apply for a license so EDC can welcome them and work to help them.
- Frank Logan said we need to have a meeting to see what we can do because we would be using City employees time to gather the information and began a discussion.
- Kuan Tikkun said we need to figure out what EDC is allowed to do to promote businesses and began a discussion.
- Loedi Silva said having the City embrace new businesses will help us grow.
- Frank Logan said once we find out what we are allowed to do, quarterly we can get a list of new licenses to create a mailer or welcome businesses personally and began a discussion.
- Clerk Adair said Council will be meeting with EDC on July 15 at 10 a.m. to discuss concerns and get answers, so please come up with questions and ideas for Council before then. She then said the magazine will not be linked to EDC, but all comments will be forwarded to EDC and began a discussion.
- Frank Logan said he will be taking a sabbatical, he is not resigning the Commission but needs a break, beginning July 1, 2020, but he will attend the meeting with Council, and explained his commission as well as Kuan Tikkun's are expired and there will need to be a process to appoint new Chair and Vice-chair, and began a discussion about ideas for new EDC members.
- Kuan Tikkun said we should put a blurb in the newsletter that we will be needing some members and began a discussion

**Complete Review of LIVE Website**

- Frank Logan introduced Rathi Casey, who will be making a presentation remotely.
- Rathi Casey covered some of the sections of the website.
- Frank Logan said there are certain areas that will need to be updated quarterly and began a discussion.
- Frank Logan said he has received several emails off the website and mostly they were spam.
- Rathi Casey said she can change a setting to prevent those emails, she will update businesses, make the map resolution clearer, add the group picture.

- Clerk Adair said the City's website should be available on the contacts on contact us, the email is going to the City from the EDC website and began a discussion.
- Loedi Silva asked if the City website can be added under contacts and left under resources as well and began a discussion.
- Frank Logan said the previous review of the website really helped resolve most of the issues, it is looking good, but the one thing is to know who our target is, it is a broad spectrum and once we go into branding, our site might need to evolve a little to attract the right attention to our site.
- Rath Casey said the website should be broad, and using social media is where you would target specific groups.

#### **Start Social Media Design with Web Interaction**

- Frank Logan began a discussion about information about media design that he had emailed the Commissioners.
- Rath Casey said she will be going over the platforms, how they differ and how to use them, we want to be consistent throughout all the platforms.
- Rath Casey said Twitter is for short messages, promoting content, driving attention to the website, putting links onto it to direct people to the website.
- Frank Logan asked how to get attention.
- Rath Casey explained using hashtags, there is a word limit on Twitter.
- Rath Casey explained Facebook, following groups, how important posting often is, it is a good way of having people respond but you have to have someone checking on that and responding right away.
- Rath Casey explained Instagram is a visual platform and it isn't the best way to share articles, but a great way to share photographs and images, and sometimes images catch people's attention, you can tag people, use hashtags, we don't want things to sound like a sales pitch, we want to sell it without being direct, sell the lifestyle and culture, when you get on this platform follow cities nearby, real estate companies,; she put questions on the side to help explain the vocabulary of these platforms, she went over boosting posts which allows you to pay to draw attention, and then explained newsfeeds, and lastly to see how well your post did, you look at engagement and reach and explained the difference between the two. She then said we want people to engage.
- Frank Logan said he has a Facebook account and he gets ads and they are irritating and asked where they come from.
- Rath Casey said we cannot get rid of the ads, but if one doesn't apply to you there is a way to get Facebook to tailor the ads more specific to you and began a discussion.
- Rath Casey went over how boosting certain post would be a good thing.
- Frank Logan asked what the cost would be for boosting posts.
- Rath Casey explained said the cost would be up to us depending on the frequency and duration of time the boost would last, \$100 bucks a month would go a long way, a little boosting to begin with at first would be a good thing to bring attention and build your audience.
- Loedi Silva asked if our website is putting out cookies?
- Rath Casey said she would have to look into that.
- Rath Casey went over how to post on Twitter, ideally the subject being posted would be tagged to someone by typing their handle, be as brief as possible and direct them to the website, use several different hashtags using several different things that might appeal to audience, and be sure to include an image to catch the eye; it is important to sound professional and leave out personal opinions and be a reflection of the City, keep it short and sweet and began a discussion.
- Kuan Tikkun said the new business that are in a public place would be easy to add, but what about the home businesses and began a discussion.
- Rath Casey went over how to post on Instagram, and explained the biggest difference is if a link was posted it cannot be clicked on so you want your link to be on your bio and then you tell them to look on your bio.
- Kuan Tikkun asked if you can do multiple pictures on Instagram.
- Rath Casey said you can post up to 10.

#### **Branding Ideas with Web and Social Media Integration**

- Rath Casey explained how to post on all accounts, that the person who sets up the accounts should be the same person who maintains all three, she will be helping make sure they are structured correctly and help improve, the logo

is something that needs to be made before we do a ton of marketing so we don't brand ourselves and then have to rebrand, but plan B for the logo would be to use the front of the building for now.

- Frank Logan said that we can come up with a couple options and I will send you who we decide to have set up the social media accounts and began a discussion.
- Kuan Tikkun asked Loedi Silva is interested in being the social media person.
- Loedi Silva said she is willing if she is able to get some help learning how to do it and began a discussion.
- A discussion began about the logo.
- Kuan Tikkun said if the City does not want to change their logo, we can create our own, but asked if Council would approve it and began a discussion.

## Adjourn

- Kuan Tikkun moved to adjourn. Loedi Silva second the motion and the meeting adjourned at 11:34 a.m. with a 3-0 vote.

Respectfully submitted,

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Amy L. Lopez, Deputy Clerk

Approved

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Frank Logan, Chairman

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Kuan Tikkun, Vice Chairman

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Fran Rossberg, Secretary

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Loedi Silva

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Tom Zanotti

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