

Economic Development Commission Minutes
City Council Chambers Northside of City Hall
360 Rio Communities Blvd.
June 24, 2020

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

Call to Order

- Chairman Frank Logan called to order the Economic Development Commission meeting at 10:00 a.m.

Pledge of Allegiance

- Chairman Frank Logan led the Pledge of Allegiance.

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 of Agenda

- Loedi Silva made the motion to approve the agenda for June 24, 2020. The motion was second by Fran Rossberg to approve the agenda for June 24, 2020. Vote: Chairman Frank Logan - yes; Vice Chairman Kuan Tikkun - yes; Secretary Fran Rossberg - yes and Loedi Silva - yes. With a 4-0 vote the agenda for the Economic Development meeting was approved.

Approval of Meeting Minutes from June 10, 2020

- Fran Rossberg made the motion to approve the Meeting Minutes from June 10, 2020 as amended. The motion was second by Loedi Silva to approve the agenda for June 10, 2020. Vote: Chairman Frank Logan - yes; Vice Chairman Kuan Tikkun - yes; Secretary Fran Rossberg - yes and Loedi Silva - yes. With a 4-0 vote the agenda for the Economic Development meeting was approved as amended.

General Commission Discussion

- Kuan Tikkun asked for more information about the next meeting.
- Frank Logan said the next regular meetings are on July 8, 2020 and July 22, 2020 with a joint meeting with City Council on July 15, 2020 and began a discussion.
- Frank Logan said that he will be taking a six-month sabbatical from the commission, coming back after the end of the year.
- Frank Logan said we are looking at promoting businesses including welcoming businesses, and there is a list of the businesses, new businesses are highlighted in green if we wanted to welcome them.
- Fran Rossberg said that we were welcoming businesses, but we ran out of money for that.
- Frank Logan said we can use some of the money Councilor Brown gave us to do that and began a discussion.
- Frank Logan said that as a commission, we would have to vote, and be added to the agenda for next time if we want to add money to welcome businesses and continued the discussion.
- Frank Logan said that if we get a list once a quarter, we can welcome them as they come in and continued the discussion.

- Loedi Silva said we need to address what we would like to do to welcome the businesses, how we will spend the money to do so, and have it on the agenda.
- Frank Logan said in thinking about what we should do, we don't always have to do something that costs a lot of money or asking others for donations and began a discussion.
- Kuan Tikkun said Valencia Partnership is really trying to come up with a way to promote businesses, wanting to make videos, wanting to get high school students involved in letting businesses know what kind of careers they want to go into so businesses know, and began a discussion.

Public Comment

- There were no public comments.

Start social media discussion

- Frank Logan said he spoke with Rathi Casey and it was suggested that we use his city email as the social media address so that we can keep some of the workload off the City Clerk; there should be a posting every week or two giving some kind of update.
- Fran Rossberg asked if what we put on Facebook needs to go through Council for approval.
- Frank Logan said he did not think so.
- Kuan Tikkun said we can put that on the agenda for our joint meeting with Council and said we might look at working with Valencia Partnership to help promote businesses, adding them to our social media and began a discussion.
- Loedi Silva said once we have our account set up, we will become friends with others and will be able to share other's post and began a discussion.

Branding ideas

- Frank Logan asked if we want to promote ourselves as a golfing community, a retirement community, or maybe an outdoor community with the river and future trails and began a discussion.
- Loedi Silva said we are not doing our job promoting our community if we are not even being recognized for having a golf course, we are the only golf course in Valencia County.
- Kuan Tikkun said we need to be giving out business brochures and business cards.
- Fran Rossberg asked how we would get added to the lists.
- Loedi Silva said we can call those places and speak with their advertising department and ask to be added and began a discussion.
- Frank Logan said we are not going to get anywhere if we don't put ourselves out there, we need to define who we are and work to make it happen, we have opportunities with the golf course and river, our goals will affect our activities.
- Loedi Silva said we really need to talk to Council and see what direction we, as a City, want to go and work together to make that happen and began a discussion.
- Frank Logan said that this is a big thing we need to speak with Council about on July 15, 2020 and continued the conversation.
- Kuan Tikkun said as an agenda item we should come up with eight to ten words to describe Rio Communities and what we want to be branded as and began a discussion.
- Fran Rossberg said Rio Communities should have some art to identify ourselves.
- Loedi Silva said incorporating some on the electronic sign would be nice and began a discussion.

LOGO ideas

- Frank Logan said he does not have any good ideas for that, but after talking to Mayor Pro-temp Gutjahr, it is not illegal for is to have a different logo from the City, but whatever we come up with would have to be approved by Council.

New Business – Commission Discussion and Consideration Action

VOTE: next year's Chairman and/or temp

- Frank Logan nominated Kuan Tikkun to be Chairman.
- Kuan Tikkun thanked Frank Logan for having served on EDC for 8years and began a discussion.
- Kuan Tikkun said that she has been having health problems and would really need a Vice-chair.
- Frank Rossberg made a motion to make Kuan Tikkun the temporary Chairman.
- Frank Rossberg made the motion to appoint Kuan Tikkun as temporary Chairman and Loedi Silva the temporary Vice-Chairman. The motion was second by Loedi Silva. Vote: Chairman Frank Logan -yes; Vice Chairman Kuan Tikkun -yes; Secretary Fran Rossberg -yes and Loedi Silva-yes. With a 4-0 vote the motion was approved.
- Loedi Silva said that she has a lead on a potential commissioner for EDC and she would continue to talk to her again.
- Frank Logan mentioned Claudine and Art might be willing, and others have mentioned a couple others that might be interested in joining.
- Kuan Tikkun mentioned that there will be a letter of intent in the newsletter 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 4-0 vote.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Approved

Frank Logan, Chairman

Kuan Tikkun, Vice Chairman

Fran Rossberg, Secretary

Loedi Silva

Tom Zanotti

Date: _____