

Economic Development Commission Minutes
City Council Chambers Northside of City Hall
360 Rio Communities Blvd.
July 22, 2020

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

Call to Order

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

Pledge of Allegiance

- Chairman Kuan Tikkun led the Pledge of Allegiance.

Roll Call

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

Approval of Agenda

- Loedi Silva made the motion to approve the agenda for July 22, 2020. The motion was second by Fran Rossberg to approve the agenda for July 22, 2020. Vote: Chairman Kuan Tikkun - yes; Vice Chairman Loedi Silva - yes; Secretary Fran Rossberg. With a 3-0 vote the agenda for the Economic Development meeting was approved.

Approval of Meeting Minutes from July 8, 2020

- Loedi Silva made the motion to approve the Meeting Minutes for July 8, 2020. The motion was second by Fran Rossberg to approve. Vote: Chairman Kuan Tikkun - yes; Vice Chairman Loedi Silva - yes; Secretary Fran Rossberg. With a 3-0 vote the Meeting Minutes from July 8, 2020 for the Economic Development meeting was approved.

General Commission Discussion

- Kuan Tikkun explained the City has been discussing whether to have a City Manager or a City Administrator and explained the difference; she would like to see more cooperation with which ever they decide and began a discussion.
- Fran Rossberg asked Loedi Silva if the developer has been able to sell any houses based on the model home that is being built.
- Loedi Silva said there is one being built, and August 1, 2020 is supposed to be when the house will be open for tours.
- Kuan Tikkun we need to get information on the open house for Sina Medical and began a discussion.

Public Comment

- There were no public comments.

EDC Observations

- See comments below

City Council Meeting

- Fran Rossberg said she felt the meeting was positive but felt decisions needed to be made regarding what project we want to work with Council with and present Council with a plan.
- Loedi Silva said she liked the idea of working on the marketing points of the City and the possibility of hiring someone to create a logo or branding and began a discussion.
- Fran Rossberg said Council seems to be happy that we are using social media.
- Kuan Tikkun said it seemed like Council was alright with us to reach out to the industrial park to check on them.
- Fran Rossberg began a discussion about what was allowed for advertising businesses.

- Loedi Silva said the questionnaire will be a tool that will help us with our businesses and began a discussion.

Questionnaire for Businesses

- Loedi Silva said there would need to be communication between us and the Clerk's office, we would want some leading questions about the their business: what type of business, such as online, in store, advertising options, check marks to indicate retail or commercial, how can we help you, maybe some type of disclosure saying what type of help we would be able to offer.
- A discussion began about what the City is allowed to do to help businesses.
- Loedi Silva said an introduction to the survey could say who we are and what we can do.
- Kuan Tikkun said we could also ask if they would like to network with other businesses and asked if there was something else, we could provide our businesses.
- Loedi Silva said with their email addresses we could forward any information we get on grants and opportunities that we come across.
- Loedi Silva said we could ask new, existing, or relocating, and began a discussion.
- Kuan Tikkun said we need to include a question asking how they are doing during Covid-19 and began a discussion.
- Kuan Tikkun asked if we should ask them on the questionnaire what their vision is for the City for branding purposes.
- Loedi Silva suggested getting the questionnaire finished and then ask the company who would be branding if they would be interested in getting community input and began a discussion.

Logo

- Loedi Silva said we can start investigating marketing companies, look at other cities' marketing plans, and costs and began a discussion.
- Kuan Tikkun said she could call Annemarie Henton from Albuquerque Economic Development and get some information and began a discussion.
- Kuan Tikkun asked Loedi Silva how the social media was going.
- Loedi Silva said she tries to spend ten minutes or more at a time to figure out who we should follow and is trying to build a following and began a discussion.

Adjourn

- Loedi Silva moved to adjourn. Fran Rossberg second the motion and the meeting adjourned at 12:00 p.m. with a 3-0 vote.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Date: _____

Approved

Kuan Tikkun, Chairman

Loedi Silva, Vice Chairman

Fran Rossberg, Secretary

Frank Logan

Tom Zanotti