

Economic Development Commission Minutes
City Council Chambers Northside of City Hall
360 Rio Communities Blvd.
August 12, 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 10:19 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 and Tom Zanolli
- Absent- Frank Logan
- Present- Deputy Clerk Amy Lopez

Approval of Agenda

- Fran Rossberg made the motion to amend the agenda for August 12, 2020. The motion was second by Loedi Silva to approve the agenda for August 12, 2020. Vote: Chairman Kuan Tikkun - yes; Vice Chairman Loedi Silva - yes; Secretary Fran Rossberg. With a 4-0 vote the agenda for the Economic Development meeting was approved as amended.

Approval of Meeting Minutes from July 22, 2020

- Fran Rossberg made the motion to approve the Meeting Minutes for July 22, 2020. The motion was second by Loedi Silva to approve. Vote: Chairman Kuan Tikkun - yes; Vice Chairman Loedi Silva - yes; Secretary Fran Rossberg, Tom Zanolli- yes. With a 4-0 vote the Meeting Minutes from July 22, 2020 for the Economic Development meeting was approved.

General Commission Discussion

- Kuan Tikkun said that we need to sign the minutes with the joint meeting with City Council.
- Kuan Tikkun said the Peggy Gutjahr wanted EDC to update the list of local businesses so that they may be contacted with a regarding the CARES act, that money can possibly be distributed to local busines through the City, and we need to update the emails to let them know that they may be eligible for that money.
- Tom Zanolli said it would make sense to send out the information while we are contacting businesses, it would be easier for the businesses to fill everything out at once.
- Loedi Silva said the CARES act would all be on-line and began a discussion.
- Tom Zanolli said if we better know our businesses, we could find grants tailored to the different businesses.
- Loedi Silva said that if we did that it would be too much for the EDC.
- Kuan Tikkun said that that might show favoritism as well and continued the discussion.
- Tom Zanolli asked if we will be talking about the draft of the business questionnaire.
- Kuan Tikkun said it is on the agenda.

Public Comment

- There were no public comments.

Social Media/Laptops

- This discussion was tabled.

Business Questionnaire

- Tom Zanolli said that he sent Fran Rossberg the questionnaire and the cover letter, which he then read.

- Kuan Tikkun said that we have a general EDC email address rather than Frank Logan's and began a discussion.
- Frank Rossberg said she appreciated the changes and said everyone's input was important.
- Kuan Tikkun asked if the letter would be revised for the next meeting and continued the discussion.
- Kuan Tikkun said it was agreed upon to change the email, now to cover the questions and began a discussion.
- Fran Rossberg said in 2016 we sent out a questionnaire to find out what businesses we have.
- Tom Zanotti said if we describe in our letter who we are and that we are trying to help, we only to ask for feedback on what is applicable and began a discussion.
- Fran Rossberg said that a shorter survey for the license registration would be better and began a discussion.
- Tom Zanotti said there should be one for new businesses and existing and began a discussion.
- A discussion began about what was on the business license.
- Kuan Tikkun said they were given incomplete business license information and would like more.
- Deputy Clerk Amy Lopez said she provided them a list of what she uses and began a discussion.
- A discussion began on questions for the questionnaire.
- Tom Zanotti asked if the topic can be tabled until they had a copy of the business license application and began a discussion.
- Loedi Silva said this survey is optional and that hasn't been mentioned and began a discussion.
- Kuan Tikkun said she is hearing that new businesses might like some support in establishing their business.
- Tom Zanotti said we are not a management firm and began a discussion.
- Loedi Silva said that existing businesses cannot be excluded from the same information and continued the discussion.
- Tom Zanotti began a discussion about putting small business information on social media and began a discussion.
- A resumed about questionnaire questions.
- Tom Zanotti moved to table the questionnaire until the August 26, 2020 meeting and integrate it with the business license. Loedi Silva seconded the motion and the motion was approved with a 4-0 vote.

Logo/Branding Update

- Loedi Silva said she is meeting with Rathi Casey by phone to discuss a company for logos and branding and what information the City should be asking when talking to a marketing firm.
- Kuan Tikkun said she was going to talk to Annmarie Henton from Albuquerque Economic Development and get some advertising ideas and have three other companies, but we need to discuss what we want and if we want community involvement.
- Loedi Silva said we were going to present the Council with cost options to see if we need an RFP and began a discussion.
- Kuan Tikkun said that we want to do branding and logo and we need public input as part of the pricing.
- Loedi Silva said we need to ask each company how they would incorporate community involvement.
- Fran Rossberg said first you present options to the public and then get them involved.
- Loedi Silva said that she thought we were getting companies ideas of what it would cost us and present it to Council and the Council will decide what they want.
- Tom Zanotti said it is not in our expertise to market the City, we can direct, give ideas, but an advertising company would best know how to proceed.
- Kuan Tikkun said she is understanding that branding is separate from the logo began a discussion.
- Tom Zanotti said we want to encourage outside money come to into the City, and that is marketing, and the logo is the image of the City and gave examples.
- Tom Zanotti said that we can have public input after we have some ideas and continued the discussion.
- Kuan Tikkun said that we would get some proposals, get ideas, go to the Council for approval, and get samples of the work the companies have done previously.

- Loedi Silva left the meeting.

Sina Medical and Pecos Homes Update

- Kuan Tikkun said she and Fran Rossberg went to the grand opening.
- Fran Rossberg said she is not sure that it is completely open, but it is nice.
- Kuan Tikkun said she thought we might want to check on what kind of services they will offer, there was not equipment in there, as of yet, when will it be ready.
- Fran Rossberg said they were shown the proposed sites for the equipment and began a discussion.
- Tom Zanotti started a discussion about what insurances would be accepted.
- Fran Rossberg said they visited Pecos Homes show house.
- Kuan Tikkun said Garth Tallman asked if he could come and talk to EDC and give us information about what he offers and began a discussion.
- A discussion began about having a meeting with Pecos Homes and when it could happen.
- Tom Zanotti said that we are doing well as a state, so maybe in a month or so the Governor would allow people to attend meetings.

Rio Communities Action Network

- Kuan Tikkun said that Rio Communities Action Network was finally approved as a nonprofit, and recognized by the State, the other issue with a nonprofit is what community event can we do; what we are wanting to do first is making a park; the City is forming a park committee and having a meeting regarding the park study; Valencia County Action Network is also looking into park and grants for parks.
- Tom Zanotti asked if there is a \$30,000 budget allocated for EDC.
- Kuan Tikkun said she has an update on our budget, it is \$5,0000 that includes our stipends and another \$2,000 for training.
- Fran Rossberg started a discussion regarding the business incubator in Los Lunas.

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