

Economic Development Commission Minutes
City Council Chambers Northside of City Hall
360 Rio Communities Blvd.
September 23, 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 10:12 a.m.

Pledge of Allegiance

- Chairman Kuan Tikkun led the Pledge of Allegiance.

Roll Call

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

Approval of Agenda

- Frank Logan made the motion to approve the agenda for September 23, 2020 as amended. The motion was second by Fran Rossberg to approve the agenda for September 23, 2020. Vote: Chairman Kuan Tikkun – yes; Fran Rossberg – yes; Frank Logan – yes; Tom Zanotti- yes. With a 4-0 vote the agenda for the Economic Development meeting was approved as amended.

Approval of Meeting Minutes from September 9, 2020

- Tom Zanotti made the motion to approve the Meeting Minutes for September 9, 2020. The motion was second by Frank Logan. Vote: Chairman Kuan Tikkun – yes; Fran Rossberg – yes; Frank Logan – yes; Tom Zanotti- yes. With a 4-0 vote the Meeting Minutes from September 9, 2020 the Economic Development meeting was approved.

General Commission Discussion

- Frank Logan said he has been going through the minutes and listening to the meetings and would like to discuss some of the things going on within EDC and with projects but can discuss those items at a later time.

Public Comment

- No comments were made.

Social Media/Laptops

- Not discussed at this time.

Business Letter and Questionnaire

- Kuan Tikkun said Deputy Clerk Amy Lopez would be providing us with some information for businesses at the first of next year,
- Frank Logan said that is what the questionnaire is for, all the information we are needing would come from there and not from the Clerk's office.
- Kuan Tikkun clarified that the Clerk's office will not need to provide any information and began a discussion.
- Frank Logan said the letter and questionnaire will go out with the business license renewal letter and began a discussion.
- Tom Zanotti said the easier it is for the business to fill out the information for the questionnaire the more likely we will be able to get them to return the questionnaire.
- Kuan Tikkun began a discussion about needing the business owner name being in the questionnaire.
- Fran Rossberg said the original draft did say contact information and we changed it and began a discussion.

- Kuan Tikkun said another wrinkle came up in a meeting with City staff and we were told with large corporations might not want to be contacted, the franchise owner might want to be contacted and began a discussion.
- Frank Logan said we have so few franchises in the City right now, we could go in person and talk to the local owners and managers and began a discussion.
- Tom Zanotti said we can add “or designated representative” and began a discussion.
- Kuan Tikkun said she would like to get down to one draft, Fran Rossberg’s draft have a lot of the questions that we need, such as contact information and email, but Tom Zanotti’s has the business description and began a discussion.
- Frank Logan said it needs to be simple, short, just add the contact information and phone numbers, and finish it.
- Kuan Tikkun continued the discussion about questions that should be on questionnaire.
- Fran Rossberg said the City of Los Lunas is giving the small businesses grants and began a discussion.
- Kuan Tikkun went over the changes on the draft of the letter and questionnaire and said Fran Rossberg would bring a new draft, this needs to be approved by City Council in November and they will be mailed out in December and began a discussion.

Branding/Logo

- Kuan Tikkun said we need to know the budget for the branding.
- Frank Logan said that any money the will be spent on the branding will come out of the City’s fund and whatever we come up with will have to go before Council and they would be making the decisions, we need to make sure we don’t put the cart before the horse, we need to decide what our strengths are in the City, we can’t claim the river because it is not part of the City, the golf course is private, all we have is houses, what is our brand, once we have a brand the logo should be simple, we should start with a brand that we can sell the Council on and build on that.
- Tom Zanotti said we can feature diversity and began a discussion.
- Fran Rossberg said she understood that Council wanted numbers, can we get a company to give us a price.
- Kuan Tikkun said that branding is a marketing campaign and without a Mayor or City Manager, now is not the time to push this, she spoke with Mayor Pro Tem Gutjahr and we can get prices from a shoestring budget to a full blown campaign.
- Frank Logan asked if we are getting samples or putting feelers out there.
- Kuan Tikkun said she has three advertising agencies recommended by Albuquerque Economic Development and without knowing a budget, I cannot contact them and began a discussion.
- Frank Logan said we will have to go to the City and see what our options and who our options are with, and find out the scope of work the Council is expecting and what we are allowed to do, and how much money can we potentially spend to study this topic.
- Tom Zanotti said we are overthinking this, it is possible to get a basic idea to a company and ask them to give us an idea of what kind of price we are looking at, but now ad a agencies are hurting for business so it might be possible to get ideas for consideration without it costing money, we should contact agencies to find out what is possible.
- Kuan Tikkun said the agencies that were recommended and was asked what the budget is, asked should she just call them up and ask what they charge and began a discussion.
- Kuan Tikkun said she would contact sunny505 and Frank Logan would contact the other two.

Website

- Kuan Tikkun said RCAN has set up a kiosk for the Census at Oasis Café and the Coffee Shop and we can put this on the website and social media until the end of the month and began a discussion.
- Frank Logan said if anyone fills out anything on the website it comes to me and explained the junk email he is getting and is letting the group know that he will be deleting them, he got one email that was relevant a month ago but most of the email are junk.

EDC Wishlist

- Kuan Tikkun said this came up when she had a meeting with the owner of Pecos Homes about a strip mall and he asked what we would most like to see, and after telling him a grocery store, pharmacy and hardware, she didn't know; she then said she has asked Garth Tallman to come in to speak to us about a shopping mall and assisted living facility, and would also like to introduce him to the owner of Sina Medical; she will add the wish-list to the next agenda and began a discussion.

Adjourn

- Fran Rossberg moved to adjourn. Frank Logan second the motion and the meeting adjourned at 11:42 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