

Economic Development Commission Minutes
City Council Chambers Northside of City Hall
360 Rio Communities Blvd.
January 13, 2021

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 10:01 a.m.

Pledge of Allegiance

- Chairman Kuan Tikkun led the Pledge of Allegiance.

Roll Call

- Present- Chairman Kuan Tikkun, Vice Chair Loedi Silva, Frank Logan and Tom Zanotti
- Absent- Secretary Fran Rossberg
- Present- Deputy Clerk Amy Lopez, Mayor Pro tem Peggy Gutjahr, and City Manager Dr. Martin Moore

Approval of Agenda

- Frank Logan made the motion to approve the agenda for January 13, 2021 as written. The motion was second by Loedi Silva to approve the agenda for January 13, 2021. Vote: Chairman Kuan Tikkun – yes; Vice Chair Loedi Silva – yes; Tom Zanotti – yes; Frank Logan – yes. With a 4-0 vote the agenda for the Economic Development meeting was approved as written.

Approval of Meeting Minutes from December 9, 2020

- Frank Logan made the motion to approve the Meeting Minutes for December 9, 2020. The motion was second by Loedi Silva. Vote: Chairman Kuan Tikkun – yes; Vice Chair Loedi Silva – yes; Tom Zanotti – abstained; Frank Logan – yes. With a 3-1 (abstained) vote the Meeting Minutes from December 9, 2020 the Economic Development meeting was approved.

General Commission Discussion

- No General Discussion was made.

Public Comment

- No comments were made.

City Research- Branding/Logo

- Frank Logan said Tucumcari's City Manager was knowledgeable and said they are in the process of rebranding themselves with the help of a main street grant to cover the cost. He then said he will be talking to the woman in charge of the grant.
- Tom Zanotti asked Frank to explain the Main Street Grant.
- Frank Logan explained the grant covers historical buildings, Santa Fe said Rio Communities does not qualify for the grant and continued the discussion.
- Loedi Silva said she looked at Tempe and Belen. When she spoke with Tempe, AZ and they provided their marketing budget and the turn-around for the money they spent. She continued to explain Tempe updated their slogan five years ago and change their marketing plan every six months. She then said she liked that they line out marketing areas for different seasons and year-round, they explained their digital marketing which focuses on outdoors in and around Phoenix and the college in Tempe.
- Kuan Tikkun asked what the take-away from Tempe is.
- Loedi Silva said she likes how they re-evaluate the marketing every six months, revisit marketing strategies every two years, and they really pushed tourism is their slogans and began a discussion.

- Loedi Silva said if we can look at how they focus on community activities, farmers market, art shows, they focus on family orientation like dog parks and parks and trails, and tourism is the other side of it, they have activities every single month. The discussion continued. Loedi Silva said Belen has three different sites, the City site, the Main Street, and Explore the Belen. She then said Belen works together with the Chamber and Main Street to focus on an area, such as the art district and began a discussion.
- Loedi Silva said Belen has not changed branding or logo in the past ten years and is really focused on the art district.
- Kuan Tikkun said what she sees with art districts, the old industrial areas seem to become art districts.
- Tom Zanotti said we don't have anything like that, and we would have to find a newer municipality to compare our marketing to and continued the discussion.
- A discussion began about sidewalks and the drainage study.
- Tom Zanotti asked what the parameters of occupancy of the meeting next week.
- Clerk Adair said the meeting will be virtual and if you are not able to attend virtually, we can have you here if there are not too many people and began a discussion.
- Kuan Tikkun said Las Cruces has a hundred thousand people and she found it interesting that they had different logos for different departments and explained the logos.
- Tom Zanotti said if we had a basic template of a logo, we could change it a little for each department.
- Kuan Tikkun said the priorities are growth and development which correlate with EDC's involvement and continued to explain marketing strategies for Las Cruces. She then said of what the City Manager was responsible for focusing on sustainability, tourism and the airport, while EDC's focus was on economic industry park and destination downtown.
- Kuan Tikkun said Silver City, who had almost no logo at all, did some interesting things to promote their city, including a video tour by the Mayor, they have a whole website for tourism, and they did a great thing for what the business climate was for the City is. She then said she found the videos were the most impressive thing they had done to promote the City.
- Tom Zanotti said a lot of this is not really appropriate for our community, doesn't seem to be pertinent to our situation.
- Kuan Tikkun said it might be able to meet with the City Manager and see what he wants us to do and what he will do and if nothing else, develop a logo for economic development.

Education

- Frank Logan said the International Economic Development has classes all the time and are very expensive, but most of what they have to offer is not applicable to us. He then read some of the classes available and said he does not know where to find information that would be usable for the City, we are unique and don't seem to fit in any molds.
- Kuan Tikkun said she found some classes that are more affordable classes. She then said UNM has several marketing classes, and grant writing and similar classes starting next Monday, online at the main campus. She continued to say Santa Fe City College has some business topics that are free as webinars and began a discussion.
- Tom Zanotti said that he is experienced in grant writing and is willing to help.

Council/EDC Agenda Items (January 20) 10 AM

- Kuan Tikkun said there are a few agenda items to discuss including she would like a park update. She then said she was told by Councilor Winters the Sawtooth area will contain a pocket park on City owned land, which has an ICIP request for the park and a walking trail.
- Tom Zanotti said there are a lot of right of ways that are potentially useful for bike and walking paths.
- Loedi Silva said if the City was able to purchase some lots that back up to those areas, it would be in their best interest to do that and began a discussion.
- Kuan Tikkun said maybe we can get whatever isn't covered by the improvement by the ICIP, we can present that cost to the City Manager to help find funding. She then said we will give Council a branding report and we will also talk about housing and long term annexation, as well as asking for a vaccination clinic.

Business Incubator Board Member

- Kuan Tikkun said Ralph Mimms has retired from Los Lunas but is still working with the Business Incubator and is asking for a board member for that.
- Loedi Silva said depending on what they are asking for, she would consider it and continued the discussion.
- Kuan Tikkun said she would let the City Manager know that Loedi Silva was willing and see if he would also like to participate.

Welcome City Manager

- Mayor Pro tem Gutjahr introduced City Manager introduced City Manager Martin Moore and explained the hiring process, narrowing down 20 applicants to 3 and narrowing it down to Dr. Martin Moore.
- City Manager Dr. Moore said he is happy to be here, he sees there are challenges but thinks Rio Communities is a great place.
- City Manager Dr. Moore said he has been introduced to some of the issues in the City and has seen the agenda and looked at the items such as branding, and he would like to help. He then said looking at where you guys started as a city and where you are now, there has been great improvement.
- Kuan Tikkun said she would love to work with the City Manager and thought it was important to have that line of communication and began a discussion.
- Kuan Tikkun said she would like to have a chance to talk among ourselves to see that kind of questions we would have for you and the joint City Council/EDC meeting would be a great place to do that, and we would like to let you know what our priorities are.
- City Manager Dr. Moore said it would be helpful to see what EDC's priorities are and he will be attending the joint meeting.
- City Manager Dr. Moore said he has a doctorate, specializing in public policy, he has been working in various areas in local government since 1993, he has 7 kids and has been married 35 years, with 9 grandchildren. He then explained that he is currently looking housing and will be completely moved within a few months, but the City wanted him to start as soon as possible so that the budget can be taken care of.
- Kuan Tikkun said that she has noticed that very little of the budget is dedicated to marketing and she feels that is important.
- City Manager Dr. Moore said he was telling Council last night and was explaining that a lot of marketing is online, and we need to bring the City up to date in that way and began a discussion.
- City Manager Dr. Moore said one of the things about himself is he is a get it done type of person, so if there is something that is high priority that has been sitting on a shelf, those items will be taken care of and continued the discussion.
- Kuna Tikkun said EDC will try to get items to you in writing.
- Tom Zanotti said we have been discussing the budget for branding and we have identified that we need a new visual logo, and we have questions about moving forward and began a discussion.
- City Manager Dr. Moore said if it has been made to appear complicated, we will do our best to uncomplicate it.
- Kuan Tikkun said we need you to make sure there is a banding/logo budget to be able to implement new marketing and continued the discussion.
- City Manager Dr. Moore said one of his tasks if to review policies and make sure everyone understands them and there needs to be an annual renewal of policy for procurement.
- Kuan Tikkun said we are doing research and we do not have any authority to do anything with it and continued the discussion.
- City Manager Dr. Moore said he would look into the policy and would give them un update, New Mexico's procurement code is complicated.
- Kuan Tikkun said her priority is having the logo updated and getting into the logo research, for us to get more homes and retail, we have to do more marketing and how to do it more effectively and continued the discussion.
- City Manager Dr. Moore said this committee should be a recommending committee to Council and continued the discussion.

- Tom Zanotti explained the research we do seems to go nowhere.
- City Manager Dr. Moore said the sign is going through the proper channels and is in due process, but we are not going to let it keep sitting there, we will make sure it happens.
- Tom Zanotti said the more people that get involved in a process, the more bogged down it gets, and nothing gets done.
- City Manager Dr. Moore said the City Council is feeling the same way, that things are not happening quickly enough, and we are working to get things completed and continued the discussion.
- City Manager Dr. Moore said people respect government more when they do what they say they will do and continued the discussion.
- Kuan Tikkun asked what else should be brought up to the City Manager and Council next week.
- Tom Zanotti said we need to follow up on branding/advertising and the sign.
- Kuan Tikkun said housing and incorporating the industrial park and began a discussion on infrastructure.
- Kuan Tikkun said housing will be a larger issue that we will have to address at a different time.

Adjourn

- Loedi Silva moved to adjourn. Frank Logan second the motion and the meeting adjourned at 11:42 p.m. with a 4-0 vote.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Date: _____

Approved

Kuan Tikkun, Chairman

Loedi Silva, Vice Chairman

Fran Rossberg, Secretary

Frank Logan

Tom Zanotti