

Economic Development Commission Minutes  
City Council Chambers Northside of City Hall  
360 Rio Communities Blvd.  
January 27, 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 10:06 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- City Manager Dr. Martin Moore and Deputy Clerk Amy Lopez

**Approval of Agenda**

- Frank Logan made the motion to approve the agenda for January 27, 2021 as amended. The motion was second by Loedi Silva to approve the agenda for January 27, 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 January 13, 2021**

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

**General Commission Discussion**

- Frank Logan said he has asked for a budget analysis for EDC, no one has provided us a ledger sheet, he would like to know what our remaining and began a discussion.
- Tom Zanotti asked for an update on the sign.
- Kuan Tikkun said they have found that we cannot use the large sign because it does not have electricity, so they are going with a smaller sign by the road in front of City Hall and began a discussion.
- Kuan Tikkun said she will not be here the next meeting.

**Public Comment**

- No comments were made.

**City Review EDC Council meeting**

- Loedi Silva said she tried to listen to it on Facebook and had a hard time hearing the City Manager.
- Frank Logan said he took away from the meeting that we will need to use an outside source for the branding and logo and who we go through will be up to the finance department.
- Tom Zanotti asked if the branding and logo were going to require an RFP and began a discussion.
- Kuan Tikkun said she understands there are State funds for branding and the City might apply for those and continued the discussion.
- Frank Logan said EDC is on hold until the City decides what they want to do.
- Tom Zanotti said there are State vendors, and we could ask that part of the criteria for choosing a company to do the branding should be that they are a New Mexico based company.
- Loedi Silva said this project is out of our hands now and thinks the right thing to do would be to table this until we get further direction from Council. The discussion continued.

- Kuan Tikkun said we should give our input, such as vendor criteria and continued the discussion.
- Frank Logan said we need to let Council continue the process and then we jump in once they have decided what they want and make recommendations. This discussion continued.
- Tom Zanotti said we need a new logo, a strategy for developing through advertising or contact messaging.
- Kuan Tikkun said branding is our identity and what you are talking about, which is my focus, is a marketing campaign saying what we have to offer and continued the discussion.
- Loedi Silva says one of the criteria should be that one company develop the logo and the marketing and continued the discussion.
- Kuan Tikkun said Council gave us a lot of information about parks and road and asked Loedi Silva wanted an overview.
- Tom Zanotti began a discussion regarding marketable strengths for Rio Communities.
- Loedi Silva said she was able to listen to most of it and began a discussion.
- Kuan Tikkun asked if the Commission would agree to spend the \$8,000 on marketing.
- Frank Logan said we might have a decision on our zip code soon and began a discussion.
- Loedi Silva said no, that is money the City should budget for and began a discussion.

### **Strengths, Weaknesses, Opportunities, Threats-Rau Review**

- Frank Logan said we need to identify ourselves and began a discussion.
- The commission began to review the SWOT report.
- Loedi Silva said we have been spinning our wheels and this would have helped us.
- Tom Zanotti agreed this is a good starting point.
- The Commission continued to review SWOT report.
- Kuan Tikkun said we need to add medical facility as a strength and began a discussion.
- The Commission continued to review SWOT report.
- Loedi Silva asked if we will be updating the SWOT Report.
- Frank Logan said some of the things can be updated.
- Kuan Tikkun said we can update internet providers, phone service and items like that and continued the discussion.
- Kuan Tikkun said the report is very complete, with great information, it just needs to be updated.
- A discussion began on population demographics, including age, wage, and poverty level.
- The Commission continued to review the SWOT report.
- Kuan Tikkun said we did not want to start promoting the Industrial Park until we are annexed.
- Dr. Moore said the City will be talking to the Industrial park; it has the potential to strengthen the communities and continued the conversation.
- Loedi Silva said some of the Industrial Park owner are hesitant to annex when the City has not presented them with a good marketing strategy and began a discussion.
- Frank Logan mentioned that we had wanted to provide a helipad and a fire department that is able to handle hazmat and continued the discussion.
- Kuan Tikkun said we can add the solar farm to the report, and we need to update available commercial areas and continued the discussion.
- Loedi Silva began a discussion about what the City would be allowed to present without overstepping what is legal.
- Dr Moore asked if there was an active spur, and said with a spur, we would have the highway, a spur, close access to Rio Communities and the Sunport.
- Tom Zanotti said we have one of the few Easterly access points because the main line goes through Mountainair, and for manufacturing it would be a shorter shipping distance. The discussion continued.
- The Commission continued to discuss changes that need to be made to the SWOT Report.
- Tom Zanotti said the county still has the money to build our hospital and asked where our hospital is.
- Frank Logan said there was an article in the paper saying they are doing another study and began a discussion.
- The commission continued to review the SWOT Report.

**Re-adopt City's Open Meeting Act (Council: Resolution 2021-03 Open Meetings Act)**

- Kuan Tikkun asked for any questions on the Open Meetings Act. Frank Logan made the motion to Re-adopt City's Open Meeting Act (Council: Resolution 2021-03 Open Meetings Act). The motion was second by Tom Zanotti. Vote: Chairman Kuan Tikkun – yes; Vice Chair Loedi Silva – yes; Tom Zanotti - yes; Frank Logan – yes. With a 4-0 vote the motion to Re-adopt City's Open Meeting Act (Council: Resolution 2021-03 Open Meetings Act) was approved.

**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,

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Amy L. Lopez, Deputy Clerk

Date: \_\_\_\_\_

Approved

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Kuan Tikkun, Chairman

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Loedi Silva, Vice Chairman

\_\_\_\_\_  
Fran Rossberg, Secretary

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Frank Logan

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Tom Zanotti