

Economic Development Commission Minutes
City Council Chambers Northside of City Hall
360 Rio Communities Blvd.
March 10, 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 10:00 a.m.

Pledge of Allegiance

- Frank Logan led the Pledge of Allegiance.

Roll Call

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

Approval of Agenda

- Mr. Frank Logan made the motion to approve the agenda for March 10, 2021. The motion was second by Secretary Fran Rossberg to approve the agenda for March 10, 2021. Secretary Fran Rossberg. Vote: Chairman Kuan Tikkun – yes; Frank Logan – yes; Tom Zanotti – yes. With a 4-0 vote the agenda for the Economic Development meeting was approved as written.

Approval of Meeting Minutes from February 24, 2021

- Mr. Frank Logan made the motion to approve the Meeting Minutes for February 24, 2021. The motion was second by Secretary Fran Rossberg. Vote: Chairman Kuan Tikkun – yes; Frank Logan – yes; Tom Zanotti – yes. With a 4-0 vote the Meeting Minutes from the February 24, 2021 Economic Development meeting was approved.

General Commission Discussion

- Mr. Zanotti mentioned in the minutes there was suggestion for a drone park within the City, but the air space might be an issue because of the military flying pattern in the area and began a discussion.
- Chair Tikkun said RCAN will have a trash pick up day March 19, 2021 at Hillandale and Manzano Expressway. She then said asked Council what to do with the information from Henry Rau.
- Secretary Rossberg went to MMRB and asked if they would like to add something to the welcome neighbor bag and they did give us a menu and offered a free roast when \$100 is spent and began a discussion.
- Secretary Rossberg began a discussion about shopping locally.
- Tom Zanotti began a discussion about donations and advertising.

Public Comment

- No comments were made.

City Manager Update

- Manager Dr. Moore said we had the Council meeting last night and we want to make sure we are taking pride in our community and we have proper and consistent follow through with calls and worked hard on the budget but with cuts from the State it is a little lean this year. He explained Council approved a .25% GRT increase so that we can meet some of the needs in the City. He further said as a City we have been approached by some developers and we are needing to know where to locate all the infrastructure, such as water, gas and sewer capabilities.

- Chair Tikkun said she understood from last night's meeting, making these things known to developers is a complete 180 degrees from the past, others who were not willing to do this.
- Manager Dr. Moore said we cannot show where their mains and valves are, but we can point developers in the right direction.
- Mr. Logan said we don't have to know where all the valves are just where the lines are and continued the discussion.
- Manager Dr. Moore said talking to the developers would like to see something nice and neatly packaged that we can hand to them, no matter what type of business, and have all the information and contacts they need to make it easy for them to come in.
- Chair Tikkun said that is what they are working on with the S.W.O.T. report and one thing we don't have up to date maps and continued the discussion.
- Manager Dr. Moore said Council is happy that EDC is working on getting that information together and continued the discussion.
- Chair Tikkun began a discussion about Henry Rau and editing the presentation.
- Mr. Zanotti began a discussion about internet improvement.
- Mr. Logan asked if there was any new information on the second PNM solar field and began a discussion.
- Manager Dr. Moore began a discussion about the budget.
- Chair Tikkun asked if there was money budgeted for marketing.
- Manager Dr. Moore said it has not yet been eliminated but carryovers are still going to be discussed next week.
- Mr. Logan said a lot of the branding ideas are lumped in with marketing and continued the discussion.
- Manager Dr. Moore explained there might be some grant opportunities for marketing, we have to be on the map in the Albuquerque area and in the State, and we will start taking steps to get there. The discussion continued.
- Mr. Zanotti said we are often confused with Rio Rancho and began a discussion.
- Chair Tikkun said she would like the Commissioners to review Mr. Rau's presentation and pick out top five strengths and weaknesses so it can be discussed next meeting and began a discussion.
- Manager Dr. Moore said in Lea County was able to place a nice sign in a common area in the town and it was great to let the community know what was going on. He explained the City had budgeted for \$10,000 for a sign but that will not be enough and began a discussion about how to come up with more money to put into a nice, high quality sign.
- Mr. Logan said we need to pick a sign and move forward with it and continued the discussion.
- Mr. Zanotti said he came to EDC two years ago and we are still stuck in the same place we were back then, and he does not like being unproductive and began a discussion.
- Chair Tikkun said she would like a clear map with City boundary with most roads that we can send out to developers by email and continued the discussion.
- Tom Zanotti began a discussion about paving and electrical conduits.
- Chair Tikkun delegated getting coverage maps for internet services in the area to add to the presentation and began a discussion.

Business Questionnaires

- Secretary Rossberg explained she has received 22 responses to the business license survey and has found that most of the business has been here for a while, most don't advertise but those who do advertise online, use social media, the phone book or the newspaper. She further explained the comments left by the businesses: bring in more housing, more business and clean the City, advertise, provide grants, and get our own zip code.
- Chair Tikkun said for all the online consumers and businesses that advertise online, we need them to realize they need to use Rio Communities for their address so the GRT goes to the City and not Belen and began a discussion.
- Mr. Zanotti said any communication going out from the City should have our stamp with incorporation date and began a discussion.
- Secretary Rossberg said most of the businesses want things we are already working on.
- A discussion began regarding potentially having a barbeque for businesses.

- A discussion began regarding City cleanup and trash dumping.
- A discussion began regarding New Mexico Economic Development.
- A discussion began regarding the Main Street grants.
- Chairman Tikkun said as a community we need to plan for conservation, drought and heat and explained Las Cruces has a Green Chamber of Commerce and began a discussion.

GRT Tax Flyer

- Chair Tikkun said Vice-chair Silva will be discussing this next meeting.

Parks

- Chair Tikkun said Mr. Logan will attend that meeting.

Business Incubator

- Chair Tikkun said Vice-chair Silva will be discussing this next meeting.
- A discussion began regarding the closure of Sina Medical.

Adjourn

- Mr. Logan moved to adjourn. Mr. Zanotti second the motion and the meeting adjourned at 11:52 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