

Economic Development Commission Minutes  
City Council Chambers Northside of City Hall  
360 Rio Communities Blvd.  
April 28, 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 10:05 a.m.

**Pledge of Allegiance**

- Chairman Kuan Tikkun led the Pledge of Allegiance.

**Roll Call**

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

**Approval of Agenda for April 28, 2021**

- Secretary Fran Rossberg made the motion to approve the agenda for April 28, 2021. The motion was second by Mr. Frank Logan to approve the agenda for April 28, 2021. Vote: Chairman Kuan Tikkun – yes; Vice Chair Loedi Silva- yes; Secretary Fran Rossberg- 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 April 14, 2021**

- Secretary Fran Rossberg Logan made the motion to approve the Meeting Minutes for April 14, 2021. The motion was second by Mr. Frank Logan. Vote: Chairman Kuan Tikkun – yes; Vice-chair Loedi Silva- yes; Secretary Fran Rossberg- yes; Frank Logan – yes. With a 4-0 vote the Meeting Minutes from the April 14, 2021 Economic Development meeting was approved.

**General Commission Discussion**

- Secretary Rossberg said she and Vice-chair Silva have been putting together a plan to recognize businesses within the City by doing business spotlights on social media and she wrote a statement: The City of Rio Communities Economic Development Commission is delighted to announce a program that will spotlight businesses. A spotlight business is a small business recognition, designed to create awareness of private local businesses located within Rio Communities. The article will spotlight one local business periodically. The aim of this program is to raise awareness to the residents of the businesses in the community, foster pride in our community and establish a strong economy.
- Secretary Rossberg said she thought the EDC spotlight business, thinking originally spotlighting one business monthly, but changed to periodically because we do not have that many businesses.
- Vice-chair Silva said since Secretary Rossberg writes beautifully, she will be writing the articles which will be posted on social media every 6 to 8 weeks and continued the discussion.
- Chair Tikkun said that on top of having social media, she would like to have a more permanent record somewhere on the website and continued the conversation.
- Secretary Rossberg said she felt the barber shop would be a nice little start for the first spotlight and began a discussion.
- Vice-chair Silva explained the postings don't disappear on social media, but we could also post it on our website as well and began a discussion.
- Vice-chair Silva said we would like to have a new business featured every 6-8 weeks.
- Chairman Tikkun said it would be nice to have the date on there that we feature those businesses and continued the discussion.

- Manager Dr. Moore said he will discuss with the Mayor to see if we can feature businesses in our City newsletter and began a discussion.
- Vice-chair Silva read a statement that has been added to their social media accounts: “City of Rio Communities, we are here to help you. Tell us about your business, new products, new hours, and we will be your company information on our economic development website and social media. She then said she put the EDC email address and website and social media and continued the discussion.
- Chair Tikkun said we will add to the next meetings agenda the vote to agree on doing spotlights.
- Vice-Chair Silva said she will be meeting with and she will give a report on what was said at the next meeting.
- Chair Tikkun said she will add that to the agenda.
- Vice-Chair Silva said will be meeting with Steve Tomita and Kristine Gamoboa this afternoon and will report of the outcome of that meeting at our next meeting, but the goal is to start a line of communication with Belen and Los Lunas and start working with them to help all our cities and began a discussion.
- Chair Tikkun said she would like to see some development in the County.
- Vice-chair Silva said this will be more about the cities working together rather than the County.
- Chair Tikkun began a discussion regarding annexation with the industrial park.
- Manager Dr. Moore said he has checked on the rules of annexations and if 51% of the landowners are willing to annex, the process is much easier and continued the discussion.
- Vice-chair Silva said there is no update on the incubator funding with the Belen Chamber of Commerce.
- Chair Tikkun said regarding Valencia Partnership, who coordinates businesses and high schools, but Mission Graduate has had a meeting about education in business, and people are not going back to school through the pandemic and there is a new effort to have businesses use the employees they have, pay them to get higher education that the business pays for and give them a schedule that would accommodate their education, and childcare. There is another program where they go into businesses and finds mentors and gets grants so that students can be mentored and paid, where students can work on work ethic, how to dress and is not a program where the students will necessarily be hired by those companies in the end, but it does happen. She then explained there is a program through Work Force Solutions that teaches students a realistic view of why they need to work and give them a realistic approach to how much things cost.

#### **Public Comment**

- No public comments were made.

#### **Council/EDC meeting follow-up**

- Manager Dr. Moore said the Council approved a little more that \$58,000 for a sign for outside of the building and explained the types of signs that might be used and began a discussion.
- Chair Tikkun asked if it was possible to have the daily temperature because it would create a habit of people looking at the sign.
- Chair Tikkun asked Manager Dr. Moore to speak about the map.
- Manager Dr. Moore said it would have that capability.
- Manager Dr. Moore said he was going to try to label the different pieces of the boundary on the map so that is clearer and began a discussion.
- Chair Tikkun said once we have a better map, we need to add it to the website and continued the discussion.

#### **EDC visibility**

- Manager Dr. Moore asked what the commission would like to see done with the S.W. O. T. report and began a discussion.
- Secretary Rossberg said she thought it would be on the website.
- Mr. Logan said we would have the short one on the website and a well-rounded one for the developers that are coming in asking questions.

- Manager Dr. Moore said having objectives and goals using those reports is an outstanding idea and continued the discussion.
- Manager Dr. Moore asked what the commission would like to see done with the S.W. O. T. report.
- Mr. Logan said we would have the short presentation on the website and a well-rounded report for the developers that are coming in asking questions.
- Manager Dr. Moore said having objectives and goals using those reports is an outstanding idea and continued the discussion.
- Chair Tikkun said she would like to see how we can help local businesses with their social media.
- Vice-chair Silva said that would be a huge undertaking, we could help promote them on our social media, but we do not have the resources to help individual businesses.
- Manager Dr. Moore said there are programs that could help with that and began a discussion.
- Chair Tikkun said she wonders what UNM VC could do to help us with our businesses.
- Vice-chair Silva said she is already waiting for some information from them and continued the discussion.
- Chair Tikkun asked if we ask Chris Garcia to come to our meeting next time.
- Vice-chair Silva said maybe we could get our developer to do a zoom meeting to give a presentation as a donation of her time.
- Manager Dr. Moore said maybe she could develop some video that we could place on the website to help businesses and began a discussion.
- Vice-chair Silva said we can provide a resource to the community, but we cannot go much further than that.
- Secretary Rossberg said she is trying to work on the Welcome Neighbors but is having difficulties getting businesses to participate.
- Vice-Chair Silva asked if Secretary Rossberg could do a small write up she could post on social media to get the cooperation from the businesses and began a discussion.
- The discussion continued regarding Welcome Neighbor bags
- Chair Tikkun asked Manager Dr. Moore to review branding and logo.
- Manager Dr. Moore said Council is in agreement, branding does need to be done and we will be discussing it by the second Council meeting in May. He then explained we will make sure you are involved in that discussion.
- Chair Tikkun said nothing happened with branding for a long time.
- Manager Dr. Moore said there will be deadlines and explained there are procurement guidelines that have to be followed. The discussion continued.
- Chair Tikkun asked if branding will be Council's decision or will we have a say in it.
- Manager Dr. Moore said you have approached Council that you want branding, it is now on Council to go through the process, but it is the Council's job to follow up on your recommendations and began a discussion.
- Chair Tikkun asked if we want to put that we are branding in the newsletter and give the public any output. She then said she learned at the meeting last week was that we are a commuter and retirement community, but we need to define what we want to be in the future, and Councilor Brown gave some of the State's goals and we can possibly use some of those same goals for our City and began a discussion.
- Chair Tikkun said we can put something out in the newsletter saying the City will start a branding campaign and continued the discussion.
- Chair Tikkun said there will be branding questions on the agenda at the next meeting.
- Chair Tikkun asked if we wanted to add anything for grand openings to our next meetings to be able to meet the deadline to put any grand openings in the newsletter on May 14, 2021 and began a discussion.

### **Adjourn**

- Secretary Rossberg moved to adjourn. Vice-Chair Silva second the motion and the meeting adjourned at 11:50 p.m. with a 3-0 vote.

Respectfully submitted,

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Amy L. Lopez, Deputy Clerk

Approved

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

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Kuan Tikkun, Chairman

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Loedi Silva, Vice Chairman

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Fran Rossberg, Secretary

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Frank Logan

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Tom Zanotti