

Economic Development Commission Minutes
City Council Chambers Northside of City Hall
360 Rio Communities Blvd.
May 26, 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

- Mr. Frank Logan 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 May 26, 2021

- Mr. Frank Logan made the motion to approve the agenda for May 26, 2021. The motion was second by Fran Rossberg to approve the agenda for May 26, 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 May 12, 2021

- Mr. Frank Logan made the motion to approve the Meeting Minutes for May 12, 2021. The motion was second by Secretary Fran Rossberg. 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 May 12, 2021 Economic Development meeting was approved.

General Commission Discussion

- Chair Tikkun said she and the City Manager met with Garth Tallman and other interested parties regarding an RV park and began a discussion.
- Chair Tikkun said something close to the city might be ideal because those big RV park companies like being close to golf courses.
- Vice-chair Silva said an RV park would help us as a city, not just because all other RV parks in the County are full, but it would also bring in lodger's tax.
- Vice-chair Silva asked Mr. Logan if anything is coming out of Albuquerque Economic Development.
- Mr. Logan said they have not put anything out that is relevant to us and began a discussion.

Public Comment

- No public comments were made.

Vote on Spotlight for Business/Newsletter

- Chair Tikkun said the deadline to get anything in the newsletter is Friday and asked if there was anything you want to be put in there.
- Vice-chair Silva said she was talking about voting to approve the business spotlights, and if we move forward to approve it, she will post an ad on social media.
- Secretary Rossberg made the motion to approve Spotlighting businesses in the area on social media and the EDC website. 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 motion to Spotlighting businesses was approved.

- Vice-chair Silva said she will coordinate with Secretary Rossberg to get the article and first business spotlight sent out and continued the discussion.
- Chair Tikkun said regarding the newsletter, she spoke with Universal Waste, Oasis Plaza and left a message for the nail salon and let them know the deadline is Friday to place a grand opening in the newsletter and only Universal has responded.

Update joint Belen, Los Lunas, Rio Communities Efforts

- Vice-chair Silva said it was a very nice meeting, where it was decided that the cities do need to work together, there will be a presentation of each city next meeting to plan strengths and weakness of all cities and continue from there to figure out how to work together and promote all cities. She then said she will give another update after the next meeting.
- Chair Tikkun said she would like to see them working together to get connecting bike trails using federal money.
- Vice-Silva said it would be great if there is the money for that, there are ditch banks that we can utilize those and if that is the case, we need to involve the conservancy. She continued to explain that Los Lunas had already created some trails on the ditches. The discussion continued.
- Vice-chair Silva said that would be outside our scope as Economic Development and continued the discussion.

Branding Questions

- Chair Tikkun asked Manager Dr. Moore if it would be a good idea to put our marketing plans in the newsletter.
- Manager Dr. Moore said once a consulting firm gets involved, we might recommend that the public be included, and at that point we might have EDC help with that and continued the discussion.
- Manager Dr. Moore said he would be concerned about putting something in the newsletter without having hired a consultant and have something to present the public.
- Vice-chair Silva said she did put it on social media and got two responses, one who did not want us spending money on marketing, and the other one that was happy about it but hopes we don't drag our feet. The discussion continued.
- Chair Tikkun said she could put in that the City will be hiring someone.
- Mr. Logan said we should wait until next newsletter and maybe by then, we will have someone hired and continued the discussion.
- Vice-chair Silva said once we do get a consultant, we can use social media to spread the word and began a discussion.
- Chair Tikkun said we won't move forward with the branding now but maybe we can get it out in the next newsletter.

Social Media for Businesses

- Vice-chair Silva said she reached out to Chris Garcia at the VC and got no response. She then explained she did reach out to Rathi Casey, who suggested on have three different training sessions and said the training would be \$100- \$200 a session. She then said she did not know how many people would go through the training to make it worth the costs.
- Vice-chair said there are several YouTube how to videos that we could post links on our social media sites and began a discussion.
- Mr. Logan said we can send an email out to the businesses and see who would be interested and continued the discussion.
- Vice-chair Silva said we misunderstood businesses were asking for social media advertising rather than training and continued the discussion.
- Vice-chair Silva said she is looking into getting Facebook to do some training for us as well and continued the discussion.
- Manager Dr. Moore said he just googled YouTube/Facebook marketing and found several courses, these social media platforms love to put these out because the more people using their platform the more advertising money they get, so they might be willing to work with us.
- Chair Tikkun asked if it would be training for just businesses in Rio Communities or residents as well.

- Vice-chair Silva said it would need to be for businesses and continued the discussion.

Internet Map

- Chair Tikkun said the best thing she has come up with is an interactive map and it did not have the information we needed.
- Manager Dr. Moore said MRCOG might be able to help.
- Secretary Rossberg began a discussion about Welcome Neighbors, saying she does need to have those finished by June 1rst.

Adjourn

- Secretary Rossberg moved to adjourn. Mr. Logan second the motion and the meeting adjourned at 11:50 p.m. with a 4-0 vote.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Approved

Date: _____

Kuan Tikkun, Chairman

Loedi Silva, Vice Chairman

Fran Rossberg, Secretary

Frank Logan