

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
March 14, 2018

Call to Order – Chairman Winters called the meeting to order at 10:00 a.m.

Roll Call –

- Present: Jim Winters, Kuan Tikkun, Fran Rossberg, Frank Logan and Paul Baca
- Also present: Deputy Clerk Pam Johnson

Approval & signing of minutes –

- Fran Rossberg moved to approve the minutes of the February 28, 2018 meeting. Frank Logan seconded the motion and the minutes were approved on 5-0 vote.
- Kuan Tikkun moved to approve the minutes of the February 14, 2018 meeting. Frank Logan seconded the motion and the minutes were approved on 5-0 vote.

1. General Discussion -

- Kuan Tikkun asked if something can be done at the old Tillery location, and if some time can be spent to develop a design for what would be good there.
- Jim Winters said the only thing we can do is clean up the property. He said we've also had complaints about the Dollar Store but some of the problems there are DOT issues.
- Paul Baca said one of the architects talked about "main street" which would cover that.
- Frank Logan said we don't qualify for that program.
- Jim Winters said funding is available through the State EDC, but it comes from the Heritage Foundation and is dedicated to historic buildings. He also said there is no money in 2018 for either the Frontier or Main Street program but we could do a similar program and call it something else. He said finding a funding source would be hard, but we could do Capital Outlay.
- Kuan Tikkun asked if we could do something on the Tillery property as a "main street" project and ask the school to get someone to do it for us.
- Paul Baca suggested reaching out to the university to see if they would adopt it as a summer project. He said they contacted the UNM School of Architecture and one of the students came up with the concept for the "Becker Street" project in Belen. He said, after that, they were able to apply for funding.
- Paul Baca said we could come up with a concept of what the building could look like to use as a selling point. He also said part of the problem is that there is not an active listing on the property.
- Jim Winters said one of the problems we've had for a long time is that we've only had one commercial real estate sales person in this area. He said he and Bob asked Albuquerque Economic Development for help in doing a more concerted approach to attracting business. He said their advice was to get a commercial real estate agent who knows who we are, and they will try to attract business. He suggested bringing a commercial real estate agent here to do a presentation.
- Frank Logan asked about the old motel sign.

- Jim Winters said our ordinance requires that, within 90 days of closing, a business sign has to be removed. He said that sign and the car wash sign should be removed.
- Jim Winters said he is meeting today with State Economic Development and it is important to let them know who we are.
- Frank Logan said John Garcia is head of a home builders association and, if we have a commercial real estate agent here we should also ask Mr. Garcia to be here. He said it would be good to have Albuquerque Economic Development here as well.

- Paul Baca mentioned that Belen approved the housing development on the interstate south of Cemco. He said the infrastructure is already in and houses will be priced from \$158,000 - \$209,000.
- Frank Logan asked about the proposed 64-lot subdivision.
- Jim Winters said they may have been surprised that they couldn't use their 1961 plat. He said they were given a list of things that need to be done because there is no infrastructure so the plat they have has expired.

- Jim Winters distributed a list of things EDC worked on in 2017 and started a discussion on the status of each item.
- #1 – Website –
 - Jim Winters said Lisa promised she will add the “Lets Grow It” link to EDC’s website so we can consider it updated for now.
- #2 – Advertising –
 - Jim Winters said there is money in our budget for advertising, but he doesn’t know if it will be rolled into next year’s budget.
 - Paul Baca said we should wait until we talk to the real estate agent because it’s probably better to put money into trying to push some properties.
 - Frank Logan said we may have a better chance of keeping the money in the budget if we earmark it for a specific purpose.
 - Jim Winters said we should let Council know we have a plan and ask them to roll it over to next year.
- #3 – PNM Power Up Grant – discussion on hold
- #4 – Business contacts – complete
 - Fran Rossberg suggested having an open house for businesses and ask them how EDC can help.
- #5 – Real estate review –
 - Jim Winters said we’ve tried everything we can think of and can’t tell if any progress has been made. He said there isn’t much that can be done now.
 - Paul Baca said this will be an issue until we have our own zip code.
- #6 – Annexation – still working on annexation
- #7 – LEDA –
 - Jim Winters said Council passed the ordinances and they will be on our website soon.
- #8 – Goals of EDC – hold off discussion until later
- #9 – Rio Communities citizens address change –
 - Jim Winters said there will be an article in the next City newsletter.
 - Frank Logan said there should also be an article in the newsletter about what EDC and P&Z are doing.

- Kuan Tikkun said the EDC website should also be listed in the newsletter.
- #10 –Update on converting from Belen to Rio Communities – still working
- #11 –Trader Joe’s response – remove from list
- #12 –Mission Graduate Program –
 - Jim Winters said this is Kuan’s project and it is working well.
 - Kuan Tikkun said they will be doing introductions at the high schools from March 19 through the 30th and they need people to do mock interviews.
- #13 - Programs for members to work on – everyone is working on a program
- #14 –Brochure update –
 - Frank Logan said we need to finish the business brochure. He said work was stopped because there was talk about designing a new logo, but we need to get something out.
 - Kuan Tikkun said her understanding was that we would wait until the annexation and the LEDA ordinance were complete, then go after manufacturing businesses.
- #15 –Welcome Neighbor Program –
 - Fran Rossberg said she posted a message on Next Door again.
 - Jim Winters said something should go out frequently because of the number of people moving in. He said we haven’t done anything for welcoming businesses and we should do something for the Coffee Shop. He said we should also let the new owner of Goldie’s know we can do a little advertising for any new tenants.
- #16 –Valencia County Fair –
 - Jim Winters said this is on hold for now. He said we’ll probably do something different next year.
- #17 –Marketing on internet – on hold for now
- #18 –EDC Plan/LEDA – complete
- #19 –High speed internet for the industrial park –
 - Jim Winters said this was a program to try to increase internet speed in the park. He said we need figure out what they have now and if they’re happy. He said Century Link put fiber optic cable to the park for Keter and Valencia Power.
- #20 –Strategy for attracting target businesses –
 - Paul Baca said we need to do something to attract business because one will spur others and the commercial real estate people can help us do that.
 - Frank Logan said the business brochure should be on a fast track.

2. Strategy for attracting target businesses to Rio Communities –

- Jim Winters suggested this discussion be postponed until we talk to economic development people before we try to figure out what strategy we want to use.

3. Builders report – no discussion at this meeting

4. Look at target projects – no discussion at this meeting

Adjourn –

- Kuan Tikkun moved to adjourn. Frank Logan seconded the motion and the meeting was adjourned at 11:33 a.m.

Respectfully submitted,

Pam Johnson, Deputy Clerk

Approved

Jim Winters, Chairman

Paul Baca

Frank Logan, Vice Chairman

Kuan Tikkun

Fran Rossberg, Secretary

Date: _____