

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
March 28, 2018

Call to Order – Jim Winters called the meeting to order at 10:25 a.m.

Roll Call

- Present - Jim Winters, Fran Rossberg, Kuan Tikkun and Frank Logan
- Also present – Deputy Clerk Pam Johnson
- Absent – Paul Baca (excused)

Approval & signing of minutes

- Frank Logan moved to accept the minutes of the March 14, 2018 meeting. Fran Rossberg seconded the motion and the minutes were approved as submitted on 4-0 vote.

1. General Discussion –

- Jim Winters said a State Economic Development representative for our area announced that we have a LEDA plan and an EDC plan and are open for business. He said Workforce Solutions has failed in their attempt to find staff for businesses in the industrial park and they should get a head hunter there to create some competition.
- Kuan Tikkun said the business brochure should be the next thing we work on.
- Jim Winters said there is an undercurrent in the city regarding the Solid Waste Ordinance. He said he has heard there is a group that think it is their right to choose their own trash hauler. He said that controversy may come to Council and Council has asked EDC to get involved but all we should say is that the city needs to be clean and we need to have compulsory pick up.
- Kuan Tikkun said the argument is that people want freedom of choice but there is cost involved to repair the roads which will cause an increase in city taxes.
- Frank Logan said if people complain because they want another vendor, that's one thing but it's different if they're complaining because they don't want to be forced to have trash pick-up at all.
- Jim Winters said he talked to the new owner of Goldie's and they're redoing the bakery and talking to someone about a coffee shop that would move into the bakery. He said he told them not to forget the Mennonites and encouraged them to have some of their goods and spices there. He also said they are going to divide the old real estate office and have space for two tenants and they're thinking about dividing the space at the end of the building for a laundry and a restaurant. He said he also encouraged them to find a men's barber. He said they will re-roof the building in April and want to re-do the front of the building in the same style planned for city hall. He also said he told them we welcome new business and will help them with a party or advertising when they're ready and we'll do the same for each business they bring in.

2. Revisit op 20 list and update –

- Jim Winters distributed the list of subjects EDC worked on last year and went through the list with changes discussed at the last meeting.
- #1 – Website – remove from the list

- #2 – Advertising budget
 - Fran Rossberg said we need to work on the advertising budget, what we want to say and where to advertise.
 - Kuan Tikkun said we need the State Economic Development people to talk to us about marketing.
 - Jim Winters said we have money in our budget and need to decide where to spend our advertising dollars.
 - Frank Logan suggested we need to also get Albuquerque EDC here.
- #3 – PNM Powerup Grant – remove from the list
- #4 – Business contacts: personal contacts with existing businesses – keep as on-going
 - Jim Winters said we should visit all new businesses
- #5 – Real estate review
 - Jim Winters said we’re still fighting this issue and will probably have to fight at a bigger level. He explained that someone from the senior park was here and said they have been through CID for permits and all addresses were listed as Belen.
- #6 - Annexation procedures - remove from the list
- #7- LEDA/Revenue Bonds/Property Tax/GRT – remove from the list
- #8 – Goals of EDC
 - Jim Winters said we need to ask for space in the city’s newsletter to put some of our goals.
 - Frank Logan said we need to put something together now for the next newsletter.
 - Jim Winters said the best thing to do now is to decide what we want to say about EDC.
- #9 – Rio Communities citizens address change – on going
- #10 – Real estate update on where we are in conversion from Belen to Rio Communities – on hold
- #11 – Trader Joe’s response – remove from the list
- #12 – Mission: Graduate – continue updates
 - Kuan Tikkun said there is interest from employers to create an internship program. She also said employers from the industrial park have been recruited and are working with high school juniors and seniors interested in industrial park programs.
- #13 – Establishing programs for member to work on
- #14 – Brochure update
- #15 – Welcome Neighbor program and business open house programs – remove from list
- #16 – Valencia County Fair – on-going
- #17 – Marketing on internet – included in #2
- #18 – EDC/LEDA – remove from the list
- #19 – High Speed Internet for the industrial park – in progress
 - Jim Winters said this could be an EDC project if we could put together a meeting with Plateau and the people in the industrial park.
- #20 – Strategy for attracting target businesses – on-going

3. Updates on all programs

- Kuan Tikkun said she has attended two career days with Mission: Graduate - one at Los Lunas High and one at Infinity and they will meet in April to discuss the results. She said Clariant, Keter and Aristech were there, and Facebook was at the one in Los Lunas.
- Fran Rossberg asked about the possibility of getting Mission: Graduate involved with the fire department.

- Kuan Tikkun said she introduced L.E. Rubin to the head of Mission: Graduate at Valencia County Workforce. She also said she got the requirements for the fire department and EMT but there was not a way for her to advertise so she didn't make a presentation.
- Jim Winters said if we had a fire chief and an EMT here five days a week they can do recruitment. He said he suggested to L.E. Rubin that he start recruiting at the industrial park.
- Kuan Tikkun said she needs more clear information regarding requirements and training for the fire department that could go out to the companies in the industrial park.

Adjourn –

Kuan Tikkun moved to adjourn. Frank Logan seconded the motion and the meeting adjourned at 11:45 am on 4-0 vote.

Respectfully submitted,

Pam Johnson, Deputy Clerk

Approved

Jim Winters, Chairman

Paul Baca

Frank Logan, Vice Chairman

Kuan Tikkun

Fran Rossberg, Secretary

Date: _____