

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
April 12, 2017

Call to Order

- Jim Winters called the meeting to order at 10:00 am.

Roll Call

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

Approval & signing of minutes

- Frank Logan moved to approve the minutes of the March 22, 2017 meeting as submitted. Paul Baca seconded the motion and the minutes were approved on 5-0 vote.

1. General Discussion –

- Frank Logan presented photographs he took of parks that can be referred to for ideas in the future.
- Jim Winters said Council has agreed to do a mailing to all residents and use individual addresses. He said we will include a short newsletter to try to encourage people to participate in planning for parks.
- Kuan Tikkun asked if information about changing addresses can be included.
- Jim Winters said he thought we should also include something about putting numbers on mail boxes so fire and police can see addresses. He said the problem with numbers on the curb is that people park in front of them.
- Frank Logan said we should explain that displaying addresses is a safety issue.
- Jim Winters agreed that there should be a statement that indicates this is a request from the fire department.
- Jim Winters said there will be a P & Z meeting on April 20 and asked Frank Logan to be at the meeting to help compile a list of things that need to be done and see how we'll get everything done in time.

2. Real Estate Conversion Listing from Belen to Rio Communities –

- Kuan Tikkun said she forwarded an e-mail she received from Nick Fowler, MLS manager. She said she understands that, when a sale happens, the assessor gets a copy of the deed and the sale contract. She said, if those documents say two different things, they use Belen instead of Rio Communities.
- Kuan Tikkun said Nick told her there is a gross receipts map for each city that has correct tax codes on it. She said he is in the process of correcting the maps and she sent him a list of corrections. She also said even if the broker submits the information correctly as Rio Communities, Zillow changes it to Belen.
- Jim Winters explained that the county addresser is responsible for all addresses in the county and has agreed to correct the addresses that are wrong. He said the addresser also agreed to send CID a list of streets located in Rio Communities because they are still saying Rio Communities addresses are in Belen.
- Jim Winters said it is difficult to contact Zillow and, if we continue to have problems, we should file a complaint about every listing that is incorrect.
- Paul Baca said the issue of loss of revenue to the city should be included in the complaint. He said the city is losing money as a result of incorrect addresses so who is going to cover that loss.
- Kuan Tikkun said another problem is that half the listings are foreclosures and there is no listing agent indicated on that paperwork.
- Bob Skerry said another issue is that banks want to use the address that was on the deed when the foreclosure happened and those banks and mortgage companies are located throughout the country.

3. Website updates -

- Jim Winters distributed copies of a list of suggested changes and corrections to the website.
- Jim Winters said we may want to consider using the statement Horizon used “Where quality of life is high...housing costs are low!”.
- Pictures currently on the website were discussed. Some suggestions were that more pictures include people and, we need a better picture of the golf course and a brighter picture of the sunset.
- Frank Logan and Fran Rossberg will see if they can get pictures with people in them and a better picture of a sunset.
- Fran Rossberg said we need to verify the statistics and make sure all the information is correct.
- Jim Winters distributed copies of a table showing climate figures he will use.
- Paul Baca suggested adding a statement that the distance from Rio Communities to Belen High School is the same as the distance to Valencia High School. He also suggested adding links to the schools and pictures.
- Jim Winters said we also need a picture and a link to the new urgent care center in Los Lunas.
- Paul Baca suggested including an article about business in the community as well as the potential for new business. He said he will look at the statement on the city website home page and see what needs to be added or changed.
- There was some discussion about “City of Rio Communities” assets and it was determined that it should be on the home page and include pictures.
- Jim Winters said he will also add that the city has a private water and sewer system.
- Paul Baca said we should link to UNMVC, La Merced and UNM to the list of major private employers. He said he thought it should be a separate tab under businesses.
- Paul Baca said we should add a link to Cibola National Forest and add to hiking and trails.
- Kuan Tikkun said she wants to add VRECC to get correct crime statistics and UNMVC workforce availability and the contact for them.

4. Rio Communities citizens address change –

- Kuan Tikkun read a flyer she put together to let people know about changing their address to Rio Communities. She said changing the address will help with community identity but she thinks people may not care about that. She also suggested the flyer be included in the mail-out and started a discussion on incentives that could be offered to encourage people to change their address.
- Frank Logan said we should present it as a safety issue.
- Paul Baca said we could also present it in terms of attracting potential retail and business owners to Rio Communities because they’ll look at population figures.
- Frank Logan offered to have address change information at Founders table at the health fair.

5. Advertising for 2017/2018 – where to advertise – no discussion at this meeting

Adjourn –

- Fran Rossberg moved to adjourn the meeting. Kuan Tikkun seconded the motion and the meeting adjourned 11:58 am.

Respectfully submitted,

Pam Johnson, Deputy Clerk

Approved

Jim Winters, Chairman

Paul Baca

Frank Logan, Vice Chairman

Kuan Tikkun

Fran Rossberg, Secretary

Date: _____