

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
April 26, 2017

Call to Order – Jim Winters called the meeting to order at 10:00 am.

Roll Call

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

Approval & signing of minutes

- Kuan Tikkun moved to approve the minutes of April 12, 2017 meeting as submitted. Fran Rossberg seconded and the minutes were approved on 3-0 vote.

1. General Discussion –

- Kuan Tikkun said there were 250 kids at the Health Fair this year and 29 people participated in the wellness walk.
- Kuan Tikkun said more should be done at the Health Fair in the fall to encourage people to change their address to Rio Communities. She said we should have a campaign – maybe pass out bags and include a sticker with basic information.
- Jim Winters said Clara Garcia at the Valencia County News Bulletin will do an article on address changes.
- Kuan Tikkun said she wrote an article for the editorial page in the paper about the Health Fair.
- Jim Winters said we're also working on trying to find a way to clean up street names that are either the same or similar to Belen streets. He said part of the education process is to get people to say they're in Rio Communities when they call emergency vehicles. He said he has asked the Belen P&Z to give us a list of streets in Belen so we can decide which are similar enough that there could be a problem.
- Kuan Tikkun said we may need to change some streets to avenues.
- Fran Rossberg said when Horizon came there were 250 people here and they got a post office and now have over 5, 000 people and there's a problem.
- Jim Winters said that was a postal substation.
- Kuan Tikkun said New Mexico is losing people and the post office runs on efficiency and financial incentive so it's hard to justify adding a zip code.
- Jim Winters said the postal department will not build more post offices and that's the problem.
- Kuan Tikkun said if we do a survey and get enough copies of mail going to Rio Communities, that should be a heads-up for the post office.
- Jim Winters said that's criteria and the hardest for us overcome.
- Kuan Tikkun suggested the next time we have a wellness walk, a loop should be created around the building which would be more visible and we can see each other.
- Kuan Tikkun mentioned that Aristech is giant contributor to the Health Fair.

- Jim Winters said Rio Communities has partnered with Los Lunas in doing a business incubator. He said our contribution is only \$1,500 and we want to associate ourselves with Los Lunas because we can provide housing they can't. He also said Ralph Mims wants to meet with us on a regular basis.
- Jim Winters said Mark Gwinn gave him an article on the ten most successful small cities. He said most of the cities that made the list were suburbs of large cities but there are a lot of good ideas in the article.
- Jim Winters said we need to continue to go through ideas and pull ones that will work for us.
- Fran Rossberg said one of the things we need is an investor.
- Jim Winters said the owner of the golf course has been buying land in the City.
- Fran Rossberg said we should invite him to a meeting and ask him what his vision is and how EDC can help.
- Kuan Tikkun said a lot of organizations have information about donating assets to them. She said if we had a vision for a project, we could explain what we want to do and ask that people donate a portion of their estate to us for a certain project.
- Fran Rossberg said we need a marketing plan that would show what we'd like to see in the City.
- Fran Rossberg started a discussion on parks.
- Jim Winters explained that the City has two bids for clean-up on Hillandale to Horner, Horner all the way around, Golf Course to 304 and the full length of Goodman and Suncrest. He explained that the first step is to have the contractor pick up the metal and cement and brush hog it which we could do every year and keep it clean. He also said Rocky has asked us to mark "no motorized vehicles" on the walking paths on Horner and Suncrest so he can ticket people driving there.

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

- Kuan Tikkun said there are multiple problems with address changes.
- Jim Winters suggested waiting until all the members are at the meeting so we can discuss this matter and try to come up with something we can do if there is anything.
- Jim Winters said we need to let residents know that when they list a property it should be indicated that it is in Rio Communities instead of Belen and explain the advantages of buying a home in Rio Communities as opposed to Belen.
- Kuan Tikkun said we need to list all the reasons why Rio Communities is better than Belen.
- Jim Winters said there is money in the budget for EDC primarily for advertising.
- Kuan Tikkun said she has some ideas which would be basically educating the public and getting them involved in community development.
- Jim Winters said we need to get input from everyone and make some decisions on priority because that is EDC's call. He said we'll set the direction and ask Council for approval.

3. Website updates –

- Jim Winters distributed printed copies of the screens on the website. He explained that the comments in red are things mentioned in the past that need to be changed and started a review of those comments.
- Jim Winters said he retyped the page about the city using information that Kuan Tikkun gave him. There were several comments and suggestions regarding that page.
- Jim Winters said he would re-work the page. He also said we need to decide on the source of population data we should use and that it should be consistent in all our publications. He said money is always related to census.

- Kuan Tikkun said VRECC under Emergency Call Data should be spelled out - Valencia Regional Emergency Call Center. She also said they have website that should be added and, after some discussion it was decided that a sentence should be added that says “call the City Manager for statistics”.
- Fran Rossberg said she will take the comments made on the Education, Training and Skills page and rework that section. She said we should also add pictures of UNM and try to find one with people in the picture.
- Fran Rossberg said some of the pictures of the solar farm should be deleted.
- Kuan Tikkun said the map under “Location” should be replaced with the one on the brochure.
- Jim Winters said Paul Baca was going to work on a statement about our goals for business development and Frank Logan was going to look at updating the Commercial Property Lists.
- Jim Winters said he included the businesses in the industrial park under Major Local Employers.
- Fran Rossberg suggested adding a picture of Aristech to this section.
- Other suggestions were to add a picture of the golf course including people, adding Cibola National Forest and Whitfield and pictures of trails under “Walking/Hiking Trails”.
- Kuan Tikkun asked if we want to add to our EDC site the three World Heritage Sites in New Mexico. It was decided to add them under “Nearby Historic Sites”.
- Jim Winters said he will go through the list again and make sure we’ve covered everything.

4. Rio Communities citizens address change – no discussion at this meeting

5. Advertising for 2017/2017 – where to advertise –

- Jim Winters said a decision needs to be made on where to advertise or someone else will decide for us.
- Jim Winters suggested using the old slogan “where quality of life is high....housing costs are low!” and just changing the letterhead.
- Fran Rossberg said UNMVC has been very helpful.
- Kuan Tikkun mentioned that the UNM School of Architecture will do projects free.
- Fran Rossberg said they can get someone in marketing to do a plan.
- Fran Rossberg suggested starting with a small ad in Albuquerque about the benefits of living here – quiet, golf, etc. She questioned the cost of running an ad in the newspaper.
- Jim Winters asked what media should be used to advertise.
- Kuan Tikkun said we might advertise wherever the latest disaster is on the northeast coast and put a small ad in newspapers. She said if we have the ad ready to go (probably in NE), we can advertise in that area.
- Jim Winters said marketing used to be called spaghetti marketing. He said that is putting ideas together and trying something to see what works. He said you can try all angles you can think of and not invest a lot of resources in any one project. He said Council is interested in putting a sign on Hwy 47 where it turns from four-lane to two-lane and that may be a good place to advertising housing. He also said we need to start looking for places to put small billboards.
- Jim Winters said he would like to start advertising with AARP because it’s a target audience and there’s an Albuquerque branch.
- Fran Rossberg said we have a contact with AARP for the Health Fair.
- Kuan Tikkun said that is a good place to advertise and goes all over the country.
- Jim Winters said we may want to stay away from a magazine because it may be very expensive.

- Fran Rossberg said we need to start getting some prices for ads in newspapers.
- Jim Winters said we'll get people in Albuquerque when they retire so a good place to start is quality of life and less expense housing.

Adjourn –

- Kuan Tikkun moved to adjourn the meeting. The motion was seconded by Fran Rossberg and the meeting was adjourned at 12:10 pm.

Respectfully submitted,

Pam Johnson, Deputy Clerk

Approved

Jim Winters, Chairman

Paul Baca

Frank Logan, Vice Chairman

Kuan Tikkun

Fran Rossberg, Secretary

Date: _____