

Economic Development Commission Minutes  
EDC Room South City Hall  
360 Rio Communities Blvd.  
May 9, 2018

**Call to Order**

- Jim Winters called the meeting to order at 10:05 am.

**Roll Call –**

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

**Approval & signing of minutes April 11 and April 25, 2018**

- Frank Logan moved to approve the minutes of April 11, 2018 as submitted. The motion was seconded by Fran Rossberg and passed on 5-0 vote.
- Fran Rossberg moved to approve the minutes of April 25, 2018 as submitted. Paul Baca seconded, and the motion passed on 5-0 vote.

**1. General Discussion –**

- Jim Winters said he spoke with Celina and asked that Paul's stipend be donated to the Welcome Business program. He said she told him she will ask Michael Steineger about that when she meets with him next week.
- Fran Rossberg said she would also like to donate her stipend to that program.
- Kuan Tikkun said 400 students were presented to career development for Mission: Graduate. She also said they had six schools and thirty-one volunteers from fourteen businesses. She said they are planning to do more with juniors starting in the fall and again in the spring and they received good feedback from employers.
- Fran Rossberg said Welcome Neighbor will meet soon to re-group and update the packets. She said they started with twenty-five packets and have nine left. She also said Claudine mentioned several people have come by the Coffee Shop to get the free cookies she offered in the packet.
- Frank Logan asked what funds will be beneficial or needed to keep that program going or to expand it.
- Jim Winters said we need to keep some separation between city funds and anything else. He said the city can't participate but we probably can keep it going with donations. He said a 501c3 corporation would be best and we should pursue that.
- Bob Skerry said the 501c3 needs to be written in general terms for the betterment of Rio Communities.
- Frank Logan said he sees the \$8,000 we received from Councilor Brown as money that should be set aside but our renewing budget will not come out of the \$8,000.
- Jim Winters said he gave a report to Council and told them EDC is discussing budget – both residual monies for this year and anticipated money for next year. He said he also let them know we're thinking again about advertising for the fall and resurrecting the business brochure. He said he updated

them on business at the old Goldie's complex and told them that warehouse space is extremely limited, and that issue will have to be resolved.

- Bob Skerry said he put \$6,500 in the budget for EDC and \$100,000 to use for LEDA. He explained that the maximum amount a municipality can use for LEDA is 10% of the general fund revenue and we're about \$1,000,000.
- Jim Winters said Bob Skerry has been asked to join the division of AED that tries to attract business throughout the country to New Mexico. He said that will give us a presence, but we still need to show up at the AED meetings.
- Bob Skerry said he will work with people on the national level but the local merchants like Silver St Market will talk to AED.
- Jim Winters said there are close to 100 lots in the city that have infrastructure in place. He also said Keter is going to expand their business and is looking to add fifty employees. He said, if housing continues like we think it should, we'll bring business here.
- Fran Rossberg said she received an e-mail regarding a workshop on marketing success presented by WESST.
- Jim Winters said if anyone on EDC wants to go, we'll take it out of the budget.
- Paul Baca moved to pay the \$75 charge to attend the WESST workshop out of the EDC budget for anyone who wants to go. Kuan Tikkun seconded and the motion passed on 5-0 vote.
- Kuan Tikkun said she would like to see a city logo reflect the name of the city which is river, water and communities.
- Fran Rossberg suggested we get someone at the junior college to design a logo.
- Kuan Tikkun said it may be good to have a contest and volunteered to go to Council and tell them what we'd like to do.
- Frank Logan said he will talk to Chris Garcia at UNMVC. He said we need new a logo for the business brochure.
- Jim Winters said the best approach would be to say we want to do a business brochure and we're hung up on the logo.

## **2. Budget status/forecast/new directions –**

- Frank Logan said he wanted to discuss the budget for several reasons - one of which is that we're setting money aside for EDC and the \$6,500 last year should be good this year. He said our biggest expense last year was the \$2,000 dues for AED and the next payment is due soon. He said if we pay that out of this year's budget, it will wipe out the budget and we'll be going into next year's money.
- Jim Winters said he will ask Council to roll over what's left in our budget this year and pay AED.
- Frank Logan said we may have a printing budget for the business brochure but could have enough money from donated stipends to do that. He also said we've talked about advertising and should get that into next year's budget. He also said the \$8,000 donation should be kept for a project that may come up and we would still have the \$6,500 for operation money and we know our priorities.
- Paul Baca said we need to find a way to support the golf course even though it is privately owned.

- Fran Rossberg suggested Scotty Edeal be asked to come to an EDC meeting and see what their vision is for the golf club.
- Bob Skerry said they're trying to get their act together and their success depends on growth of roof tops.
- Kuan Tikkun asked if the expenses for creating a 501c3 is in budget.
- Bob Skerry said that corporation needs to be privately funded. He said we can use donations, but they have to come from outside the city.
- Paul Baca asked if the \$8,000 donation can be leveraged and earmarked for use as matching funds for grants.
- Kuan Tikkun asked if money has been appropriated for trees in front of city hall. She said landscaping in the parking lot should be included as part of the renovation plan. She also said some of the money we were given should be visible at city hall.
- Jim Winters said the landscape people will suggest the type of trees.
- Kuan Tikkun said most of the landscaping that is proposed is in the parks – not the parking lot. She said we need to see something pretty and the asphalt parking lot will be hot.
- Jim Winters said one of the councilors is adamant that we have bump-outs in the parking lot back and front for trees.
- Bob Skerry said trees in the parking lot will be left up to the landscape architects and there is money in the budget for landscaping and parks. He said when they submit the plan, anyone can comment.
- Jim Winters said we will continue our discussion on our recommendation for the use of the \$8,000 donation and landscaping for the parking lot at our next meeting.

**3. Business brochure – no discussion at this meeting**

**Adjourn**

- Kuan Tikkun moved to adjourn the meeting. Fran Rossberg seconded, and the meeting adjourned at 12:05 p.m.

Respectfully submitted,

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Pam Johnson, Deputy Clerk

Approved

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Jim Winters, Chairman

\_\_\_\_\_  
Paul Baca

\_\_\_\_\_  
Frank Logan, Vice Chairman

\_\_\_\_\_  
Kuan Tikkun

\_\_\_\_\_  
Fran Rossberg, Secretary

Date: \_\_\_\_\_