

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
May 10, 2017

Call to Order - Frank Logan called the meeting to order at 10:00 am.

Roll Call

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

Approval & signing of minutes

- Kuan Tikkun asked that the number that attended the last health fair be corrected from 250 kids to 315 people.
- Kuan Tikkun moved to approve the minutes of the April 26 meeting as corrected. The motion was seconded by Fran Rossberg and passed on 4-0 vote.

1. General Discussion –

- Paul Baca said there is an undercurrent in the community that the crime rate here is high and it's unsafe to live here. He said he talked to someone who used to work for the City of Belen about what he thought is going on in Belen and she said it can't be worse than Rio Communities. She said that from what she's hearing, Rio Communities is the worst she's ever heard about. He said he asked her where she heard that and she told him she is a waitress now and she hears it from her customers. He said he told her the crime rate is not high and we have numbers that are concrete.
- Paul Baca suggested we encourage the city to put out information regarding crime rates because people need to see concrete numbers. He said Belen has a full police force but that doesn't change crime and what does matter is Neighborhood Watch and people helping each other.
- Fran Rossberg said Facebook Crime Watchers may also be a good place to get information to the public.
- Kuan Tikkun said she attended the last budget hearing and a whole lot of people showed up and said we need another police officer. She also said it was brought up at the hearing that VRECC got 800 calls for medical emergencies last year and 230 for police emergencies. She said now we have two new ambulances which only makes sense. She said every person that got up to talk complained about the budget and only wanted to talk about another police officer.
- Paul Baca said on the EDC website you can put in the name of your community and get how you compare to other cities nationwide. He said there are people sending information out and we should provide them with the facts so there can be no argument.
- Kuan Tikkun said she will send a letter to Clarke Metcalfe with crime statistics in Rio Communities.
- Frank Logan said there was a petition for hiring a police officer at the health fair but the question is where we will get another \$125,000 sustainable revenue.
- Frank Logan said he will talk to Jessica and see if they can put something on Facebook.
- Paul Baca said we need to share the statistics – it's not an opinion.

2. Real Estate Conversion Listing from Belen to Rio Communities

- Fran Rossberg said one problem is that property may be listed in MLS as located in Rio Communities but when it's submitted to Zillow they change it to Belen.
- Kuan Tikkun said Nick Fowler is the Albuquerque MLS manager and he is good about changing Belen to Rio Communities and more realtors are using Rio Communities. She said the biggest problem is with foreclosures because banks are out of state and foreclosure listings in MLS are listed as being in Belen.

3. Website updates

- Frank Logan showed pictures that could be used on EDC's website and started a discussion. It was agreed that people should be included in more pictures.
- Frank Logan said we discussed changing three pictures that are currently on the website - one of which is a better picture of a sunset for the cover page. He said he will try to get more people pictures and will also look at the Facebook page to find pictures of the Health Fair. After some discussion, three pictures were chosen to replace ones currently on the website.
- Frank Logan said we need a picture of the UNMVC campus and the map from the brochure should replace the one shown on the website.
- Paul Baca said there is a picture of the UNMVC campus on VIA's website that we can use.
- Kuan Tikkun said it would be great to have a map showing highways and how Rio Communities fits.
- Frank Logan said we also need a picture of Ketter and the industrial park and they should be included in the industrial park write up.
- Paul Baca said he will do a write-up on Ketter.
- Kuan Tikkun said she will do a write up on the Wellness Council.
- Fran Rossberg said she started working on the article about schools and sent it to Jim Winters.
- Paul Baca said he will write a statement regarding the benefits of opening a business in Rio Communities.
- Paul Baca started a discussion about including a listing of schools on the website and suggested schools listed in the Belen School District and Los Lunas schools be included.
- Kuan Tikkun said we have local schools that are outside our city limits and asked if students from Rio Communities can go there.
- Paul Baca said Rio Communities kids can go to those schools but there is no transportation.

4. Rio Communities citizens address change

- Fran Rossberg said she read where New Mexico is not getting any more zip codes.
- Paul Baca said that's probably because the state is losing population.
- Kuan Tikkun said if the post office doesn't want to give New Mexico another zip code, should we keep trying to get people to change their address.
- Fran Rossberg said it may we should keep changing our addresses to Rio Communities to establish identity.
- Kuan Tikkun said establishing community identity is one of the reasons to change addresses but she asked how important that is for us to do that.
- Fran Rossberg said we need to keep reminding people to change. She said she has been able to change some things from Belen to Rio Communities. She said some places won't take the city but the ones that do will sometimes change and we'll get mail addressed to Rio Communities.
- Kuan Tikkun said at least getting people to remember they live in Rio Communities will create identity even if we don't get a zip code.
- Paul Baca said someday there will be a change and we should keep pushing.
- Kuan Tikkun asked how important is it for us to do that because it's a low priority for 90% of the people in the community. She suggested using money in our budget to create some sense of community identity. She said we could let people know if they verify three changes of address, they will be entered to win a BBQ or something like that.
- Paul Baca suggested having stickers printed to put on their car that say Rio Communities, NM and give those out and keep pushing the fact that Rio Communities is a city.
- Fran Rossberg suggested having return address stickers printed and send to residents.
- Kuan Tikkun said we could give the stickers to the people who bring in an address change.
- Paul Baca said if you want to change your address, they give you a package at the post office with a CD and a form to fill out. He said we can let people know that's available and will get more information from the post office.
- Fran Rossberg said she will get information on printing the return address sticker.

5. Advertising for 2017/2018 – where to advertise –

- Fran Rossberg said she called Albuquerque Magazine, explained the city’s need for a café and asked for information on how to advertise. She distributed information she received and said she spoke with Heidi who said they will help.
- Paul Baca suggested putting together a flyer and checking the Albuquerque Hispano Chamber of Commerce and the Albuquerque Chamber websites to see who their restaurant members are and send out a mailer targeting those people.
- Kuan Tikkun said there may be a problem if we don’t have a place ready for a restaurant.
- Paul Baca said they would lease a building and do leasehold improvements and, if you’re a business person, you find those opportunities.
- Fran Rossberg said the Albuquerque Magazine will help us put the information together. She said when EDC first started letters were sent to cooking schools in an effort to get a restaurant here.
- Paul Baca said we should target people who have an existing restaurant and or a food truck. He said he will find out who we should contact at the chambers.

Adjourn –

- Fran Rossberg moved to adjourn the meeting. The motion was seconded by Paul Baca and the meeting was adjourned at 11:17 am.

Respectfully submitted,

Pam Johnson, Deputy Clerk

Approved

Jim Winters, Chairman

Paul Baca

Frank Logan, Vice Chairman

Kuan Tikkun

Fran Rossberg, Secretary

Date: _____