

Economic Development Commission Minutes  
EDC Room South City Hall  
360 Rio Communities Blvd.  
May 23, 2018

**Call to Order**

- Jim Winters called the meeting to order at 10:04 a.m.

**Roll Call:**

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

**Approval & signing of minutes** – The minutes were not approved at this meeting.

**1. General discussion –**

- Kuan Tikkun reported on the latest Mission: Graduate meeting. She said they are working on developing the workforce here in the county because of the gap between students leaving the state and the jobs available here. She said they want to create a liaison between the employers that have jobs and students who are either not qualified or don't know about the jobs. She said, at the last meeting, they developed the name of their organization which will be Valencia Partnership for Work Ready Community and explained that they are working on agreements between employers and schools and a needs assessment for employers.
- Kuan Tikkun said, at the last EDC meeting, she talked about how to spend money and mentioned having a contest for the design of the city logo but understands the consensus was that we need a professional logo. She said she submitted a request to Council that the City logo reflect the city's name. She distributed information she submitted and her idea for logo.
- Jim Winters said the last Council meeting was extremely volatile because their budget deadline is this week. He said anything new should go to workshop first and suggested that Kuan ask Lisa to introduce this issue at the workshop.
- Kuan Tikkun mentioned an article in the Albuquerque Journal on May 13 which says there are on-line companies that are saying the way to upgrade skills is to take their short-term courses on-line because they don't cost as much as a college degree.
- Jim Winters said we have a labor shortage in Valencia County and there is a problem with education level and passing the background check. He also said there are more job openings in Valencia County than we have people to fill them.
- Kuan Tikkun said she sent a memo to the Councilors about spending priorities for the \$8,000. She said she wants trees and would like to see if she can get nurseries to donate something to include in the welcome packet.
- Fran Rossberg said Welcome Neighbors needs to schedule a meeting. She said there will be a new restaurant and a laundromat in the community, and they should be contacted. She said we should do a grand opening for the Coffee Shop if we do one for the new restaurant.
- Jim Winters said he saw a sign that the country club is open for breakfast and suggested contacting Clinton about that.

- Jim Winters said he talked with the owners of the Oasis center and offered to do a grand opening party. He said he also told them we'd give them \$40 for advertising and do the same for each of their lessees.
- Fran Rossberg said she went to a marketing class. She said there were only nine people there and most are trying to market their business, but the speaker was very good and offered information for new cities.
- Kuan Tikkun said Rio Communities is a bedroom community with a golf course now but we need to plan for what we want in the future.
- Frank Logan said we want some conveniences to support a bedroom community with a golf course.
- Kuan Tikkun said part of our advertising may be to get labels for our brochure that say sixty new homes permitted and a plan for 300 in 2019 and 2020.
- Fran Rossberg said we should establish our vision for Rio Communities and a plan for growth.
- Jim Winters said Planning and Zoning is doing a good job, but we have input. He said Hwy 304 and Hwy 47 will continue to be business corridors. He said now we need to find a way to develop Manzano as another business corridor.
- Frank Logan said that will depend on whether it switches from State to County. He said if Hwy 47 and Manzano flip Manzano becomes an industrial road. He said if it's a state road and it goes to the freeway, it will become a four-lane expressway.

## **2. Carryover \$8,000 spending priorities –**

- Jim Winters said Council can't earmark money, but we can recommend a use for it.
- Kuan Tikkun said we are an advisory board and have money in the general fund. She said EDC may not get what we ask for and Council may spend it for something else, so we need a plan for how to spend the money or we won't get any of it.
- Jim Winters said we need to decide what we want to see it used for.
- Frank Logan said the \$6,500 in our budget can be used for what we want. He said if Council wants to spend the \$8,000 on something we don't, they can do that. He said we have \$6,500 in the general fund and if we take \$3,600 off the top which is the stipend we get, \$2,000 for Albuquerque Economic Development, \$320 for the quarterly luncheon and \$500 for website updates we will use \$6,420 next year. He said we have \$2,000 left over from this year and the \$8,000 donation from Bill Brown and whatever we decide for that will be things we want to do.
- Jim Winters asked everyone to submit two or three things they would like to pay for, put them on a list and we'll pare them down.
- Kuan Tikkun said her two things were a promo in colleges and high schools for a logo design contest. She said that wouldn't cost much and would get us involved with kids.
- Frank Logan said we need to establish a 501c3 and asked if part of the \$8,000 can be transferred into a 501c3.
- Jim Winters explained that money can't come from city, but we can get donations from businesses or organizations or we can do fund-raising ourselves.
- Kuan Tikkun asked if we can't put the \$8,000 into a 501c3, can we use it to research grants that may be available and that we could apply for.
- Jim Winters said we can ask for that money to be dedicated or any part of it to be used as match for grants. He said city money can't go to a 501c3 but 501c3 money can go to city.

- Frank Logan said, if we come up with a wish list of grants that will be available, we could have a comprehensive plan and let Council know what our plans are. He said then we would have a list and when timing is right, spend the money to fund the grant.
- Jim Winters said if we could pay a grant writer to come up with a list or ask the people who do the parks and trails plan to include a list of grants. He said we can use the \$8,000 for grants, or specific advertising we choose.
- Kuan Tikkun moved to reserve the \$8,000 donated fund for use as much as possible for matching grants and advertising. EDC will aggressively pursue the developing of a 501c3 corporation for economic development of Rio Communities. Fran Rossberg seconded, and the motion passed on 4-0 vote.

**3. Officer election –**

- Jim Winters said he will step down as chairman but would like to stay on the commission. He explained that he is back on P&Z because potential subdivisions are coming up and no one on P&Z has experience with subdivisions.
- Kuan Tikkun said she appreciates Jim and all the insight he brings from P&Z.
- Kuan Tikkun moved to appoint Frank Logan as Chairman. Fran Rossberg seconded, and the motion was approved on 4-0 vote.

**4. Business brochure –**

- Kuan Tikkun mentioned an article from the Albuquerque Journal saying urban dwellers are the most miserable and the happiest communities have shorter commute times and less expensive housing. She said commute times should be stated in our business brochure.
- Jim Winters said the greatest advertising would be a sign on Hwy 304 that says, “if you lived in Rio Communities you’d be home now”.

**Adjourn –**

- Frank Logan moved to adjourn. Fran Rossberg seconded, and the meeting was adjourned at 12:07 p.m.

Respectfully submitted,

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Pam Johnson, Deputy Clerk

Approved

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Jim Winters, Chairman

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Paul Baca

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

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Kuan Tikkun

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

\_\_\_\_\_  
Date