

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
May 24, 2017

Call to Order –

- Jim Winters called the meeting to order at 10:03 am.

Roll Call

- Present - Jim Winters, Kuan Tikkun, Fran Rossberg, and Frank Logan
- Absent – Paul Baca
- Also present – City Manager Bob Skerry, Deputy Clerk Pam Johnson and Wesley Gowan who is a business student at Anderson.

Approval & signing of minutes

- Kuan Tikkun moved to approve the minutes of the May 10 meeting as submitted. The motion was seconded by Fran Rossberg and the minutes were approved on 4-0 vote.

1. General Discussion –

- Kuan Tikkun said Mission: Graduate will have a meeting of all interested stakeholders in workforce development on September 12 and planning for that meeting will be in the morning of June 27. She said opportunities, challenges and cross support for young people will be discussed. She also said common goals, mentorships, job shadowing and internships need to be established because employers want people to have certain skills and attitudes. She said she needs to know by the next EDC meeting if anyone wants to attend the September meeting.
- Jim Winters suggested contacting Ketter Plastics to see if they have a human resources department and see if we can get them involved.
- Kuan Tikkun said she will talk to Aristech and find out a contact at Ketter.
- Frank Logan said he attended an EDC webinar on retail attraction. He said an executive from Kroger talked about directions they follow for establishing business in new locations. He said Rio Communities strikes out on all requirements including population, other business in the area, education, schools and hospitals. He said consumer analytics seems to be more important than demographics and they're not just looking at the number of people but where they spend money, what kind of people they are, and where they go.
- Jim Winters said Council approved an interim budget and EDC members will get paid \$30.00 per session. He also said there is \$20,000 allocated to advertising and the sign project will be part of the lighting project which hopefully will be done this year. He said there will be money spent on sidewalks and a lot of other things that will make the community start to look better. He said we're looking at solar light at intersections and advertising on a billboard on Hwy 47 where it turns from four lanes to two.
- Jim Winters said he thinks the brochure is done except for one picture change. He also said he committed EDC to participate at the fair in Belen and the expo in Los Lunas. He said we need to think about how we'll tell our story and practice so we all tell the same story and make the same points. He said that needs to be firmed up within the next two months.
- Jim Winters said there are two grocery stores to check out – Silver St Market on Second Street in Albuquerque and John Brooks. He said we need to start thinking about stores and we want to talk to them.
- Fran Rossberg said we need to be on the same page and say the same things.
- Jim Winters distributed a copy of changes to the brochure. He also said he and Frank will meet with UNMVC and hopefully get changes made to the website.

2. Real Estate Conversion Listing from Belen to Rio Communities – no discussion at this meeting

3. Website updates –

- Jim Winters started a discussion on changes to the website and reviewed changes agreed on earlier. He said there are programs available for businesses that want to come to New Mexico and we may want to list them on the website and provide a link. He said it is an extensive list that lets people know what we have available in New Mexico, but he said he doesn't know the best way to get the information out. He said he will make a copy of the list and put it in the EDC mail slot so we can look at it and see how we want to approach it.

4. Trader Joe's –

- Jim Winters said one of the city councilors attended a workshop and received information about Trader Joe's that says part of their philosophy is to go where people want them to go. He said it is a good exercise for us and he had asked Fran to write something that we would want to say about Rio Communities.
- Jim winters said MRCOG has a lot of data but it will need to be standardized. He said the population is 5,558 which is from a 2013 survey and MRCOG assured us they think that is an accurate number and they feel comfortable with that survey. He said Fran wrote some statements that we may want to say and he will send everyone the list.
- Jim Winters said he would like to change the statement "Rio Communities has a rural atmosphere" to "Rio Communities is an urban city with a rural atmosphere".
- Kuan Tikkun said something should be added about the low crime rate and the golf course.

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

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

Adjourn –

- Frank Logan moved to adjourn the meeting. Kuan Tikkun seconded the motion and the meeting adjourned at 11:27 am.

Respectfully submitted,

Pam Johnson, Deputy Clerk

Approved

Jim Winters, Chairman

Paul Baca

Frank Logan, Vice Chairman

Kuan Tikkun

Fran Rossberg, Secretary

Date