

Economic Development Commission Minutes  
EDC Room South City Hall  
360 Rio Communities Blvd.  
June 13, 2018

**Call to Order -**

- Frank Logan called the meeting to order at 10:04 a.m.

**Roll Call -**

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

**Approval & signing of minutes - May 9 and May 23, 2018**

- Jim Winters moved to approve the minutes of the May 23<sup>rd</sup> and May 9<sup>th</sup> meetings. Fran Rossberg seconded and the minutes were approved on 5-0 vote.

**1. General Discussion –**

- Kuan Tikkun said she and Frank attended the Albuquerque Economic Development meeting and she looked for connections to get involved with Workforce Connections. She said the Domenici Conference is September 12 and 13 but she is not planning to attend this year.
- Fran Rossberg said it was mentioned at the marketing training she attended that it's good to have workforce in your area. She said people in the class thought being a new city is a good thing because there can be planning.
- Kuan Tikkun said a lot of our goals have to do with a workforce.
- Jim Winters said Clariant is having a job fair once a month and he has heard that salaries are coming up in the industrial park.
- Frank Logan said he is seeing ads that stress vocational training.
- Paul Baca said the cost of a college education is \$30,000/year and without the lottery scholarship many kids can't go to college.
- Jim Winters said he made a report to Council at their meeting last night. He said he told them that the Welcome Neighbor program is out of welcome packets, so we've had at least 25 new people. He said he told them we're still working on a welcome business program. He said the Oasis Center will probably open sometime in August and we can do business grand openings for them. He said he saw that a \$100 donation was made to Tierra Grande Association for the welcome new business program that was a thank you to Tierra Grande for the fire station.
- Jim Winters said he reported to Council that we have eight subdivisions we're working on now. He said Scott Edeal presented to P&Z so we're discussing his plan to build twenty houses. He also mentioned there was a public hearing regarding a subdivision proposed by Herman Tabet and, even though there are issues that have to be resolved, residents were complimentary. He said we also have commitment from a developer to start houses on the west side and his business model is to sell lots to builders who would build and sell houses. He said P&Z approved another re-plat for property where County Towing and R&R Fleet are located. He said nothing changed except the owner of the property moved the lot line between the two properties.

- Frank Logan said he is concerned about people in the city wanting a police force. He said even if we use all the money we've put aside and hire ten officers, what will we do next year.
- Paul Baca said the crime rate in Rio Communities is less than it is in Belen and they have 22 officers.
- Jim Winters said our problem is figuring out what is more important - fire or medical. He said we have a lot more calls for medical emergencies than we have for fire.
- Jim Winters said a resident adopted Highway 304 from the Mormon church to the stoplight. He suggested it should be EDC's responsibility to make a grid of Highways 47, Highway 304 and Manzano and see who is responsible for those areas. He said we need to find sections that are not covered and find out who is willing to adopt.
- Jim Winters said mandatory trash pick-up is going forward and he has written the ordinance. He said he presented it at a Council workshop and made corrections they wanted. He said he presented the revised ordinance to Council and now we need a lawyer.

## **2. Continue Officer Elections –**

- Frank Logan said he was elected chairman at the last meeting and explained that covers one year and his two-year term is up in June of next year. He said he will serve until June 1 of next year.
- Jim Winters moved to elect Kuan Tikkun as Vice Chair. Fran Rossberg seconded, and the motion passed on 5-0 vote.
- Paul Baca moved to elect Fran Rossberg as secretary. Kuan Tikkun seconded and the motion passed on 5-0 vote.

## **3. Business Brochure –**

- Fran Rossberg distributed information on "elevator pitch" that she received at the marketing class and suggested this could be used for our business brochure. She said a way to attract people is tell them why they should come to Rio Communities.
- Kuan Tikkun asked how we attract business and asked for clarification on our focus – a business brochure for retail or the industrial park.
- Frank Logan said the brochure is more for the city as it is now, and the industrial park is almost a one on one approach to whoever is big enough to be in the park.
- Paul Baca said when we try to attract someone to the park, the brochure needs to include information attractive to businesses that would locate in the industrial park.
- Bob Skerry said people want to know what attractions are within a 35-mile radius and the quality of life so they really need to know what is available in the regional area. He said we're not competing with Belen or Los Lunas – we're competing with Austin, Phoenix etc. He also said we're located at the far south end of Valencia County and a 35-mile radius includes the Big I and Socorro and we're part of the Albuquerque Metro area.
- Fran Rossberg said we need to emphasize how we're different from Belen.
- Paul Baca said we should play on the opportunity that exists here rather than Belen. He said this city is a market ready to be tapped.
- Kuan Tikkun said we want to combine residential benefits and quality of life as well as business opportunities.
- Paul Baca said we should show the 35-mile radius in terms of travel time.
- Jim Winters said because of our location, we have access to things that all places don't have. He said we don't have anything within the city limits that is marketable except golf.
- Frank Logan suggested brainstorming ideas and discuss at the next meeting.

- Jim Winters said we need something we could give to Clarian or Keter that they can give people and encourage them to come here.
- Frank Logan asked about the status of the logo.
- Bob Skerry said he has not submitted it to a professional designer, but he has people in mind. He said this is more like a branding situation – not for a nice-looking logo but an investment to sell. He also said he has bids going out for a website.
- Kuan Tikkun said we don't have anything in our brochure about the industrial park and we need to identify that.
- Jim Winters said we should identify it as an industrial park with I-3 zoning.
- Bob Skerry said 150 acres are available for immediate growth.
- Fran Rossberg said it is important to let people know where we are.

**4. Adjourn -**

- Fran Rossberg moved to adjourn. Jim Winters seconded the motion and the meeting adjourned at 12:00 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

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

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

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