

Economic Development Commission Minutes  
EDC Room South City Hall  
360 Rio Communities Blvd.  
June 14, 2017

**Call to Order –**

- Jim Winters called the meeting to order at 10:07 am.

**Roll Call -**

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

**Approval & signing of minutes –**

- Kuan Tikkun moved to approve the minutes of the May 24 meeting as submitted. Frank Logan seconded and the motion passed on 4-0 vote.

**1. General Discussion –**

- Kuan Tikkun said there was discussion at the last meeting about writing a letter to Community Voice concerning the crime report. She said she wrote the letter because of an EDC meeting but she has been told that we can't say in a letter to the public that we are EDC commissioners. She said she also used quotes in the letter from our website but she has learned that only VRECC statistics can be used.
- Jim Winters explained that we can do anything we want as a citizen if it doesn't reflect negatively on the city according to the bi-laws. He said if we mention "EDC" or "City of", the city can be sued so it's a liability issue. He said if EDC and the City approve, we can publish but city needs to approve.
- Kuan Tikkun said she thought she should sign as commissioner because her letter was written as a result of an EDC meeting.
- Jim Winters said we need to let council approve first.
- Frank Logan said we can go to meetings and say things but we can't commit the city to anything. He said everything needs to pass through council before the city is on the hook for anything.
- Frank Logan said he read that ALDI will invest 3.4 billion dollars to open 1,600 new stores over the next four years in addition to \$1.6 billion in upgrades to existing stores. He said ALDI may be a company we want to contact to get on their list of prospective locations.
- Frank Logan said he is going to a quarterly EDC luncheon and the CEO for Keter will be the speaker.
- Paul Baca said the manager at Clarion said the plant was going to close but a new management team came in and now there is a chance for expansion.
- Jim Winters said the city has 25 or 30 items on the list of things that need to be done. He said Bob gave Council the list and asked them to prioritize and he expects annexation of the industrial park to be high on the list.
- Jim Winters reported that the owner of Jaramillo Fleet Service sold that business and will be moving to the FOXO building.
- Jim Winters said there needs to be some discussion on what projects we're interested in doing. He said we're getting into vacation time but we need to keep things moving so if anyone has a project they'd like to work on and bring back to the group, let us know. He said Fran is interested in a

residential Welcome Wagon so he asked her to do the framework but we'll get people in the city to do the work.

- Jim Winters said he would like to do a welcome party for new businesses in the community. He said Clara Garcia at the Valencia County News Bulletin will run an ad to announce a grand opening and the work will involve signs, balloons, cake, etc. He said Fran suggested we give coupons from businesses to new residents in town.
- Kuan Tikkun asked how we will get information out to the residents.
- Jim Winters said we should let realtors know about the Welcome Wagon.
- Paul Baca suggested talking to NM Water to see if we can get a list of new residents. He also said VIA receives a copy of all recorded deeds from the County Clerk so they can monitor property transfers. He said VIA pays for the service but the County may provide the service to the City at no cost.
- Jim Winters said we need to get Council and the commissions involved and visiting new businesses.
- Jim Winters showed the new city stationery. He said it will be redesigned with a new logo and will basically be the same as the one Horizon used.
- Jim Winters distributed information about Los Lunas' new billboard advertising program and a copy of "Home for Success" which targets home business and lists what kind of support they offer and why people should open a home-based business in Los Lunas. He also distributed a copy of a re-branding document that Los Lunas has put together and said it is on the Los Lunas website.
- Jim Winters distributed a copy of the Los Lunas EDC business survey which targets certain types of businesses. He said we should be thinking about doing something like that.

## **2. Website updates – Try to finish! -**

- Jim Winters reviewed changes, additions and updates to the website. After some discussion, it was decided that we need four new pictures – the golf course showing people in the picture, a brighter picture of the sunset, a modern house, and a picture of the mountains at sunset.
- Jim Winters also said anywhere Albuquerque is mentioned, he added Los Lunas. He said statistics he used were from American Community Survey which are updated for 2011-2015 and can be found on MRCOG's website. He said population data of 5,558 is 2013 MRCOG data and is the only data MRCOG feels comfortable with.
- Jim Winters said after the four pictures area added, changes to the website should be complete. He said he will try to get updates done through the college for no charge.
- Frank Logan asked what we can do to resolve the issue of where our website will be hosted and get city and EDC websites together.
- Jim Winters said we should wait for priorities from Council and this subject is on the list.
- Bob Skerry said the EDC website is better than the city's. He said we can probably do better than Word Press and get a better deal.
- Jim Winters said we need to find the time and get Lisa look at the program and see what she thinks because she will have to maintain it and update on a daily basis.
- Frank Logan said the EDC's website will get updated quarterly but the city's is updated every day.
- Bob Skerry said we need to standardize. He said if we update Word Press with what we have when we're ready to switch, we'll have the data.
- Jim Winters said we should call Raquel at UNMVC and see if she can do it and coordinate with procurement. He said if she can't, we can go back to the university and see if they have a student who can do it even if we have to pay.

- Bob Skerry said Raquel has said she will be available to edit for \$16-\$18 per hour. He said we have more on this year's budget and our "want to do" list than can possibly be done in a year. He said he asked Council to prioritize.
- Frank Logan said we need to have our changes made in Word Press and getting to the point that we synchronize with the city may be down the road.

### **3. Trader Joe's update –**

- Jim Winters distributed a list of subjects EDC has discussed since the first of the year. He said we need to continue work on some things and more work needs to be done on marking houses and the address change.
- Jim Winters said Trader Joe's says if you want us, you should tell us. He said we need to look at the comments on the form and edit and see if there is something that needs to be said. He said he added "you would be welcome to the area of Facebook, Keter Plastics and BNSF rail center". He also said we may need to add something about solar energy.
- Paul Baca said solar energy information should be added because Trader Joe's appeals to people interested in things like preservation, conservation and solar energy.
- Paul Baca said it is important to say we produce more energy than we use.
- Jim Winters said he will add a statement – "we are one of only three cities in New Mexico that produces more electric energy than we consume – 100% renewable".
- Kuan Tikkun said Aristech Surfaces should be added to the list of existing businesses.

### **4. Brochure update –**

- Jim Winters distributed a copy of latest version of the brochure.
- Frank Logan said there will be some brochures that have a picture that was supposed to show birds but it changed when it was enlarged. He said we will have 500 of those and he will pick up new ones with a better picture today. He said the printer had a sale on color copies so the brochures with the bad picture will be half price.
- Jim Winters said we'll go to the fair and the expo this year so we need to practice recruiting people to come to Rio Communities.
- Frank Logan said the fair is around the 20<sup>th</sup> of August and the Expo is the end of July.

### **5. Mission: Graduate attendance update –**

- Kuan Tikkun said she needs to know who wants to attend the meeting on September 12. She distributed information and said the workforce summit will be held on September 12 from 8:00 -10:00 am at UNMVC.

### **Adjourn –**

- Frank Logan moved to adjourn the meeting. Kuan Tikkun seconded the motion and the meeting was adjourned at 11:56 am.

Respectfully submitted,

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Pam Johnson, Deputy Clerk

Approved

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Jim Winters, Chairman

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Paul Baca

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Frank Logan, Vice Chairman

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Kuan Tikkun

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

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