

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
August 8, 2018

Call to Order

- Frank Logan called the meeting to order at 10:00 a.m.

Roll Call

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

Approval & signing of minutes – July 25 2018

- Jim Winters moved to approve the minutes of July 25, 2018 as submitted. The motion was seconded by Kuan Tikkun and the minutes were approved on 5-0 vote.

General Discussion

- Kuan Tikkun said Mission: Graduate is looking for a sponsor to coordinator employers and schools. She said it will be a big job to develop a curriculum in the schools and get employers on board on how to talk to kids and do things like job shadowing and internships. She asked for ideas of resources to approach.
- Jim Winters suggested contacting the business incubator that Los Lunas and Rio Communities have. He said they're currently looking for a director and they may be able to expand if they can get funding. He said they're already looking at businesses for the incubator projects and Ralph Mims and Bob Skerry are the contacts. He also said Keter formed a business partnership with UNMVC and has twenty-seven interns being trained by UNMVC. He suggested Mission: Graduate consider talking to UNMVC about expanding and approaching other businesses in the industrial park.
- Paul Baca suggested contacting the railroad. He said he has a friend who works there, and they put him through welding training, but he made the comment that he wished he would have had the basics in high school. He said the curriculum is in place but it's not being delivered to students and there is more classroom time than actual hands on experience. He also suggested contacting JTIP which is a state program probably under Workforce Solutions.
- Jim Winters said Keter was having problems getting employees and went to the State EDC for help. He said we may be at the point that we need to ask our representative from State EDC to come talk to us.
- Kuan Tikkun said kids need to be trained to go after jobs they want, and we need to look for employers interested in developing an internship program.
- Jim Winters suggested the business incubator people are the ones to find businesses.
- Fran Rossberg asked what's happening with the fire department.
- Jim Winters said the issue is not solved but he thinks the consensus of Council is that we need a fire chief. He said funding for that comes from fire funds, but the question Council has is whether the fire chief would report to the City Manager or to Council.
- Jim Winters said Western Spirit is installing transmission lines to Farmington from wind turbines on the other side of the mountains. He said that puts us in a good position at the industrial park because they're in triangle a of energy providers.

- Paul Baca explained HB 88 and the adverse effect it will have on potential development on the east mesa. He said under this bill Tome will have “first right of offer” on delinquent vacant property and they are not subject to property tax or code restrictions. He said Rio Communities could be affected because Tome could protest any type of future development on the east mesa. He explained that the state can’t give the properties to Tome, so through legislative appropriation they will fund the Hispanic Cultural Center and the Land Grant Council and then the money will be funneled to Tome and Tome will pay pennies on the dollar for properties. He said the transfer of property under this Bill will start in September.

Map design style and size for submission

- Frank Logan asked for input on the map for the brochure. He said Red Paw charges \$85 an hour and can do anything we want them to do. He said they said estimated it will take three to five hours to work up the initial design and additional time will be needed to make changes we want, but the cost should be under \$1,000 - probably from \$500 to \$600. He also said if we keep the cost under a certain amount, we don’t have to get competitive bids.
- Frank Logan said Red Paw will give us a free beginning mock up, but they need to know the size we want and a basic outline of what we want to show on the map. He said the map will be integral part of the brochure, so we need to decide what type of brochure we want, and the size of the map will depend on the size of the brochure.
- Kuan Tikkun said she likes the tri-fold design, but a better quality of paper than we had on the first brochure and the map would be the size of the center panel.
- Jim Winters said if we go with a tri-fold, the outside covers should stand alone and there shouldn’t be a need to open the brochure – all selling points would be on the front and the back.
- Paul Baca said he is more in favor of the two-sided card because we need one that will draw people to the area and not oversell. He said the brochure should be a teaser.
- Kuan Tikkun said we’re selling location and we’re centrally located but we can’t get that on two sides. She asked what could be on the front that will make people want to open the brochure. She said what will sell us is a map locating points of interest.
- Bob Skerry said we shouldn’t try to sell our community but sell the region which is everything in a 35-mile radius – schools, quality of life, recreation for kids, housing, workforce cost and location related to a metropolitan area. He said someone will have to sell the community – not just put a brochure in a rack.
- Kuan Tikkun said if our market is people who want to move their company here, we need to think about how we’re connected to the state.
- Paul Baca suggested the card style brochure for EDC prospects, and a trifold brochure would be for re-locators.
- Jim Winters suggested developing a two-sided brochure and revising the trifold by adding a map showing points of interest using a legend.
- Frank Logan said he will do a general mock-up and let Red Paw know we’re looking at a two-sided brochure with space for a map.

Continue merging 501c3 bylaws – no discussion at this meeting

Adjourn

- Jim Winters moved to adjourn. Fran Rossberg seconded the motion and the meeting adjourned at 12:05 pm.

Respectfully submitted,

Pam Johnson, Deputy Clerk

Approved

Frank Logan, Chairman

Paul Baca

Kuan Tikkun, Vice Chairman

Jim Winters

Fran Rossberg, Secretary

Date: _____