

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
August 9, 2017

Call to Order –

- Jim Winters called the meeting to order at 10:00 a.m.

Roll Call -

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

Approval & signing of minutes

- Kuan Tikkun said instead of “Ralph Mims business card” the reference should be to “Ralph Mims display card” for Los Lunas. Paul Baca moved to approve the minutes of the July 26, 2017 meeting as amended. Frank Logan seconded and the motion passed on 5-0 vote.

1. General Discussion –

- Paul Baca said he found covenants that Horizon drew up for the industrial park. He said that could be supporting documentation that Horizon intended that property to be an industrial park.
- Jim Winters said forms are in at Keter Plastics and they’re bolting steel on the ground. He said it would be a good thing to have a picture and we still need a sunset picture.
- Frank Logan said Bob Skerry found Raquel’s g-mail account and e-mailed her but she hasn’t responded.
- Frank Logan said we need to make the changes and updates to the website we have now on Wordpress. He said switching to a new platform is down the road and we shouldn’t hold off on making our changes. He also said he and Lisa met with Chris Garcia at UNMVC and Lisa doesn’t have a problem with the Wix platform. He said Chris had questions about our domain names so he got a list of all the domain names we own.
- Paul Baca said the most important thing is that people can find us. He said most people type in the domain name when they search so we need to make sure we do whatever is necessary to put us at the top of the list.
- Bob Skerry said council voted to keep everything .net so they won’t approve .com. He said the lineage can be changed but needs to be riocommunities.net because e-mails and other correspondence is involved.
- Frank Logan said that’s ok but we can’t be in two places at the same time with .net.
- Jim Winters said right now the website we have should be updated until council decides what they want to do.
- Paul Baca said when we get photos of Keter, we should put them on Facebook. He said that’s where Belen is promoting things coming to Belen and we should share it and keep reinforcing Rio Communities.
- Jim Winters distributed a list of churches in the city and asked how they should be displayed on the website.

2. Welcome Wagon/Business Open House –

- Fran Rossberg said she met with Marilyn and Liz and went through the list of what needs to be done. She said we need more people and five or six is a good number.
- Fran Rossberg said, instead of baskets, they talked about buying bags that say, “Welcome to Rio Communities”.
- Kuan Tikkun asked for clarification on the process of contacting new residents.
- Paul Baca said we can get a list of property transfers from records at the county clerk’s office. He said the city should request the list from the county.
- Fran Rossberg said if we have a name, address and phone number, we can contact them and ask if we can come by.
- Jim Winters suggested we ask if they want to be added to our e-mail list.
- Fran Rossberg said we should also include an application for membership at the golf course.
- Jim Winters said it would be good to ask if they’re interested in supporting junior golf.
- Fran Rossberg said she is looking for things that can be put in the bag.
- Jim Winters said he has asked Pam to start a list of street addresses of new residents.
- Jim Winters distributed a copy of a letter Fran put together which will be from Mayor Gwinn to welcome new businesses. He suggested “of the governing body” be added after “behalf” in the first line.
- Jim Winters also suggested changing the population of 5,600 citizens and over 35,000 people within a fifteen-mile radius. He said Ralph Mims says, “our immediate trade area is 210,200 people and 900,000 people in the metropolitan service area” when he’s talking about Los Lunas. He suggested using one of those numbers instead of 35,000 and started a discussion.
- Frank Logan said there may be over 210,000 in the marketable area but some people move here to get away from crowds.
- Paul Baca mentioned that access from Los Lunas to Albuquerque is easier than access from Rio Communities.
- Kuan Tikkun said the statement about a population of 35,000 within a fifteen-mile radius is fine for the letter.
- Fran Rossberg said the Mayor’s letter will go to businesses already in Rio Communities and we’re just welcoming them to the community.
- Jim Winters said some people don’t know where they are and how easy it is to get to places. He said they need to know where their market is.
- Frank Logan said 35,000 within a fifteen- mile radius is good but he would be ok with 210,000 in the trade area.
- After some discussion, it was agreed that “35,000 people within a fifteen-mile radius” should be used in the letter.
- Jim Winters said he is looking for statements to use in the business brochure.
- Paul Baca suggested taking numbers from MRCOG. He said big companies will do a market analysis and find out what their trade area would be. He said we need to remain consistent.

3. Valencia County Fair –

- Jim Winters said the date for set-up at the fair is August 23 and 24. He said that will require no more than setting up a table and some chairs. He said we have a drape to put around the bottom of the table that says Rio Communities.
- Fran Rossberg suggested putting up an easel with something on it that would attract attention.

- Kuan Tikkun said it should be something on a stand that is high so people can see it. She suggested having two easels, one with pictures of the solar farm, the industrial park, the golf course and Keter Plastics and one with a map.
- Frank Logan offered to put the poster boards together.
- Jim Winters said the posters need to be finished by the next meeting. He said he will talk to people at the fair and see when heavy traffic days are and he can do a time table at the next meeting. He said we will need to go early in the morning of the 23rd.
- Paul Baca suggested the next meeting be at the fairgrounds.
- Jim Winters said the next meeting will be at the exhibition area at the fairgrounds at the same time.

4. Grocery Store Update/Strategy –

- Jim Winters said he hasn't done anything on the list of grocery stores.
- Paul Baca said he has tried to contact the people at the Silver Street Market. He said the people he is showing the building to now don't have the money and if they did they won't do anything with the building. He said he is going to make a recommendation to his board that we take the building off the market. He said it would be a disservice to the community if there's no business there.
- Fran Rossberg mentioned that there was an article in the Albuquerque Journal about the grocery store in Cedar Crest. She suggested we visit them and tell them about Rio Communities.

5. Business Brochure –

- Jim Winters began a discussion about the traffic counts. He said if 16,200 cars cross the bridge what about people on Hwy 47 and Hwy 304 that don't go across the bridge and how do we count them. It was agreed that "based on a weekly count, 20,000 cars per day travel through the intersections of Highways 304, 47 and 309" should be used in the brochure.
- Jim Winters said we should take the list of things about the city to Chris at UNMVC to design the brochure.
- Kuan Tikkun distributed her version of the list of statements for the business brochure.
- Jim Winters said he will take both lists and sit down with Chris. He said Chris can print something and he will bring it to the meeting for review.
- Frank Logan said he will set up a meeting with Chris.

6. Goals Discussion –

- Jim Winters reviewed the list of goals and said some of the things on the list have been completed. He said he will remove Welcome Wagon and put update on the agenda. He said he will leave grocery store on the list.
- Paul Baca said we should engage with Albuquerque Economic Development and find out when they go to trade shows. He said it will take an independent investor to put a store here and investors go to trade shows. He said paying to go to a trade show may be more cost effective if we want outside money.
- Jim Winters said the fair is a short-term goal and we need to get a template together so we can do trade shows next year.
- Kuan Tikkun said a non-profit organization for EDC is a goal.
- Frank Logan said getting a 501c3 corporation will take time so we need to get the process going.
- Jim Winters said the key is to be able to tie a 501c3 to a municipality.

- Paul Baca said Belen set up an EDC as a 501c3 corporation separate from the city and the mayor appointed two people and those people formed EDC.
- Fran Rossberg brought up the goal for a plan to advertise for entrepreneurs.
- Kuan Tikkun said one of our goals should be to find out how to market ourselves on the internet.
- Jim Winters said Chris Garcia thinks we should target an audience with Facebook.
- Jim Winters said we should join AED and get someone from there come to a meeting.
- Fran Rossberg said since we have a limited amount of money, we should see where we will get the most for our money.

Adjourn

- Kuan Tikkun moved to adjourn the meeting. Fran Rossberg seconded and the meeting was adjourned at 11:50 a.m. on 5-0 vote.

Respectfully submitted,

Pam Johnson, Deputy Clerk

Approved

Jim Winters, Chairman

Paul Baca

Frank Logan, Vice Chairman

Kuan Tikkun

Fran Rossberg, Secretary

Date