

Economic Development Commission Minutes  
EDC Room South City Hall  
360 Rio Communities Blvd.  
September 13, 2017

**Call to Order –**

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

**Roll Call -**

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

**Approval & signing of minutes –**

- Paul Baca moved to approve the minutes of meetings on August 9 and August 23, 2017 as submitted. Fran Rossberg seconded the motion and the minutes were approved on 3-0 vote.

**1. General Discussion –**

- Fran Rossberg said Claudine Montano is opening a coffee shop and we should ask if we can help with open house or anything else.
- Jim Winters said he talked with Claudine but asked Fran to stop by and see her also. He said he understands she will only be open two or three days a week to start.
- Fran Rossberg mentioned the hours should be advertised so people know when she's open.
- Jim Winters said that is certainly something that should be in the paper and the city could e-blast her hours. He also said he followed up with R&R about a grand opening party and they told him they've put that on the back burner. He said they've been busy so they may not have time or need a party.
- Paul Baca suggested we post all the news and updates on Facebook.
- Jim Winters said Lisa posts information on the city's Facebook page, and we could offer to help her post EDC news.
  
- Paul Baca said he has someone interested in renting a space from him for a second-hand store.
  
- Jim Winters said Raquel Sena sent him her comments on the EDC website. He said everything on her list is done. He also said she changed the picture on the front page and updated the statistics and 90% of the changes we agreed on have been made. He said the statement under "Location" still needs to be changed.
  
- Fran Rossberg said the name of the church in Belen needs to be corrected to Our Lady of Belen and the address is incorrect.
  
- Paul Baca said CVS is looking again at putting a store in Belen and we should contact them.
  
- Jim Winters said there is a problem with the Tractor Supply store in Belen. He said the building needs a lot of work and they're trying to force Belen School District to do it so that may be the problem.

## **2. Welcome Wagon/Business Open House Update –**

- Jim Winters said we can develop an action plan and a format for business open houses after we see what we do for Claudine’s coffee shop.
- Paul Baca said if we do something, we should take a picture and put it in the New Bulletin. He said we should make something big about businesses coming to Rio Communities. He also suggested putting something in the paper about Big Mikes being one of ten selected to compete for best green chile cheeseburger at the state fair.
- Fran Rossberg said “Welcome Wagon” is a trademark name so the committee decided to use “Welcome Neighbors”. She also reported that the committee has collected items to include in their packets from the Golf Course, Whitfield, the city and the herb store. She said they intend to start with twenty-five packets and they have completed the request form and a welcome letter. She said they would also like to have a letter from the Mayor.
- Paul Baca said someone should ask Mark Jaramillo at Al’s Mini Mart for something to donate. He said he has an office next to his store on Main Street in Belen. He also said we should ask Claudine if she would like to contribute something.
- Bob Skerry said the fire department has a lot of things they could contribute for the packet.
- Fran Rossberg said they didn’t know what to do about businesses. She said if we list a few it may not be fair to other businesses.
- Paul Baca suggested including the list of all businesses that are licensed in the city.
- Fran Rossberg said the committee meets again on September 20<sup>th</sup> and they hope to have everything for the packets so they can put them together at their meeting in October. She said they will have request forms here at city hall, at title companies and at the water company. She also said Craig at the country club says he sees new people so he will take request forms also.
- Jim Winters said a lot of new people go to the Moose Lodge and they may be willing to take some request forms.

## **3. Valencia County Fair Report –**

- Jim Winters said some good things came from being at the fair but it was very slow. He said the amount of time we spend there should be limited next year. He suggested we concentrate on Friday from 4:00 -6:00, Saturday from noon to 6:00 and Sunday from 11:00 to 1:00.
- Paul Baca said just having a presence at the fair is important.

## **4. Grocery store update/strategy –**

- Jim Winters said we need to think about what we want to do about recruiting grocery stores. He said we may want to think about writing some letters and our standard letter could be the one we sent to Aldi. He also said we’ve had no response from Brooks but we should still send them a letter and keep in contact with them.
- Paul Baca said we need to keep in touch with Silver Street Market and he will e-mail them again.

## **5. Business brochure –**

- Jim Winters distributed copies of the business brochure Chris Garcia at UNMVC came up with after their meeting and started a discussion.

- Fran Rossberg questioned the statement under “Transportation” that Rio Communities is three minutes from I-25.
- Paul Baca said the reference should be changed to “Business Route 25”.
- Bob Skerry said transportation is the city’s biggest draw and mentioned I-25, I-40, the Sunport and the intermodal facility.
- Paul Baca questioned whether it’s called intermodal or transportation hub. After some discussion, it was determined that Ralph Mims would be the best person to give us the right wording.
- Fran Rossberg said “digital media” sounds good but it should be moved to last on the list. She also said regular businesses should be listed above “Home-based businesses”.
- Bob Skerry said there are 300 jobs in the industrial park and that’s our best selling point. He said home based businesses are a big draw for the future but what we have now are Highways 304, 309, 47 and a 4-lane bridge over the river.
- Bob Skerry said the Rio Grande Industrial Park should be listed and something about space to grow or ever expanding should be added.
- Paul Baca said he has almost 300 acres in Rio Del Oro that could be industrial.
- Fran Rossberg said PNM could be listed as a business.
- Jim Winters said we should add a tab for “electrical generation”.
- Paul Baca suggested something be said about the city being environmentally friendly.
- Bob Skerry said during sunlight hours when most of the manufacturing takes place, we’re producing twice as much energy as we need for the homes in the city so the industrial park can use it. He said a large consumer may tell us they need extra capacity and we have that.
- Paul Baca said a quality of life section should be added and mention we have the only golf course in Valencia County, access to hiking and a variety of neighborhoods. He also said the focus should be on keeping the brochure to two pages.
- Bob Skerry said the uniqueness of Rio Communities is the industrial park, the golf course, neighborhoods, highways and the bridge.
- Jim Winters suggested we get our ideas down on paper and pay someone to design the brochure. He asked everyone to list points that need to be made so we can come up with an outline.
- Fran Rossberg said we need someone who can market Rio Communities.
- Paul Baca said, before we do that, we need to identify who we are and what we want to be. He said those are key questions and if we can’t do that, we can’t get it down on paper. He also said we need to target our demographics.
- Bob Skerry said we should not only target what we want but also what we already have and we need to look for a marketer, not a printer.
- Paul Baca said we can ask AED what resources they have.

**6. Goals discussion** – not discussed at this meeting

**Adjourn –**

- Paul Baca moved to adjourn the meeting. Fran Rossberg seconded the motion and the meeting adjourned at 11:45 a.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

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Frank Logan, Vice Chairman

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Kuan Tikkun

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

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