

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
May 22, 2019

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

Roll Call

- Present- Chairman Frank Logan, Vice Chairman Kuan Tikkun, Secretary Fran Rossberg and Loedi Silva
- Absent- Tom Zanotti
- Also present - Deputy Clerk Amy Lopez

Approval & signing of minutes

- Loedi Silva moved to approve the minutes for the Regular Meeting on May 8, 2019 as submitted. Fran Rossberg second the motion. The minutes for the Regular Meeting on May 8, 2019 was approved with a 4-0 vote.

General Discussion

- Kuan Tikkun gave Fran Rossberg some names of new community members to welcome.
- Fran Rossberg said that she has a couple other names but needs to make more packets.
- Kuan Tikkun said she has an update for Valencia County Partnership for a Work-Ready Community. She then said they have a thousand members, have contacted 840 students and now have 55 employers involved in the partnership. She explained there will be an employer meeting on June 12 where they will be preparing to address a group of teachers about the relevance of their subject matter in the workplace. She continued to say the focus will be on math, reading and writing skills and creating a context between school and employers, because students aren't seeing the relevance of what they are learning.
- Frank Logan said the next meeting we need to discuss that we are passed the statute for offices and will need to reaffirm and go before the Council. He explained the two-year and four-year terms are up and we either need to reaffirm, be reinstated or retire. The discussion continued.
- Frank Logan said that we need to be more aware of what is in the EDC account and discuss it, because we do not even know what is in there. He then said EDC paid for AED luncheons and brochures. He explained that Loedi Silva and himself would be attending the next AED meeting, with the possibility the City Manager would be attending on her own budget. He then said EDC doesn't need more money, but if there were projects that needed to be done, we could ask Council for a larger budget. He further said that EDC might not be responsible for the AED fees, which takes a large chunk of our budget, it might be the City's responsibility. He continued to say EDC has the \$8000 that Councilor Brown donated and is held separate from our budgeted money.
- Kuan Tikkun asked if we could use the \$8,000 as seed money for the RCF.
- Frank Logan said that we would technically have to give the money back to Councilor Brown to put into RCF, but it might cause tax issues for him, so we need to get a lawyer's opinion. The discussion continued.
- Fran Rossberg asked if EDC can we donate it to RCF.
- Frank Logan said that he does not believe the City can donate to a private corporation.
- Kuan Tikkun said that we should table the discussion until we have an answer.
- Frank Logan said that we really need to be more involved in EDC's budget to know where we stand.
- Fran Rossberg said that once the foundation is established that it can be involved with City projects, such as parks and benches. The discussion continued.
- Frank Logan asked if we read the Citizen Patrol Public Information.
- Kuan Tikkun said that she had heard about it but had not read it.
- Frank Logan said he thinks there is a meeting about the Citizen Patrol at 6 this evening. He then said he thought the Patrol would be riding around in pairs, with a private number to call an officer if there were problems. The discussion continued.

- Frank Logan said Robert Skerry brought to attention something that EDC needed to apply for funding and there was a deadline to apply for it. He then said we need to be aware of what is in our budget, aware of when we need to apply for funding, and plan ahead so we don't miss out. He further said that the sign should have been trenched in with the parking lot, but it didn't happen.
- Kuan Tikkun said the thing was that an electrical line and water line shouldn't be in the same trench.
- Frank Logan said they are working on the big sign, but we have not gotten our electronic sign. He then said if we can advertise things on the electronic sign, the community can know what is going on. The discussion continued.
- Kuan Tikkun said she would like to discuss the Municipal League and stated that she found a number for the State Bar Association who does pro bono work.
- Frank Logan said Mayor Gwinn mentioned the Municipal League only handles municipalities. He went on to say the State Bar might be an option, and there is someone from AED that might be able to help us. He further said that he would look into AED, if Kuan Tikkun would follow up on the State Bar.
- Kuan Tikkun said when talking to the State Bar she can get information and asked if she should arrange a meeting with them.
- Frank Logan said not yet, if there is someone that can do some pro bono for a start-up, then we need to document it, put it together and present it at the RCF meeting, because we are taking it out of the City and into a stand-alone corporation. He then said when we find someone with the legal knowledge, we can ask them to join the meeting and possibly the corporation.
- Loedi Silva said that we are just compiling a list of possible resources that could help us, but we don't necessarily need the State Bar to attend the meeting. The discussion continued.

Review announcement for July 17 RCF meeting.

- Frank Logan said the next on the agenda is Kuan Tikkun's announcement for RCF.
- Kuan Tikkun said the deadline for getting the announcement in is June 3rd, but there is some concern that it will not be advertised long enough for people to see it because it might not go out until mid-July and the meeting is the 17th. The discussion continued.
- Frank Logan asked if it was going into the Valencia County News Bulletin and said it should be.
- Kuan Tikkun asked for everyone to look at the Announcement for the paper. Frank Logan and Loedi Silva said it looked good.
- Frank Logan said that if Sandy wanted to make it shorter, she could, but it looks good and we should get it to the News Bulletin as well. The discussion continued.
- Loedi Silva said now that she has a summary of the purpose of the Foundation and she could design the flyer.

Review priority of future project list.

- Frank Logan said there needs to be a new list of things EDC wants to accomplish. He then read some of the previous list. He continued to say that LEDA is something we can talk about, and supposedly, there is still \$100,000 in LEDA money. He further said internet marketing was on our list, and we have advertising money, but need to decide where, what and how to advertise. He said EDC will need to decide what our next item to focus one will be.
- Fran Rossberg mentioned that EDC discussed the RV magazine.
- Frank Logan said EDC can start looking into those things now that the corporations is being moved out of EDC. He then said the EDC web page needs updated, reviewed, and changed now that it has been moved to the new host. He further said the list should include updating the website, advertising, the EDC budget, business contacts, real estate, PNM, annexation, LEDA, EDC goals, and address changes.
- Kuan Tikkun said the other thing we can do is update the residential brochure
- Loedi Silva said we also need to visit the Valencia County Welcome Magazine, we only have event and are not really featured, and as EDC we might want to get community events in that will promote the City. She explained the deadline for that is end of December and we should talk to the person who is writing articles for Rio

Communities. She then said that depending on the annexation, it could be a push for the City in the Magazine. The discussion continued.

- Loedi Silva said that the City Manager was going to be pushing for annexation after the budget was finished.
- Frank Logan suggested that next time we should look at past and present ideas for where we head next, such as updating the residential brochure. The discussion continued.
- Fran Rossberg said that the RV magazine was a great idea for advertising. The discussion continued.
- Fran Rossberg said that we need to expand on advertising our golf course. The discussion continued
- Loedi Silva said the Golf Course and tournaments could be the focus of the Visitor’s Guide. She then said we need to promote annual events.
- Kuan Tikkun said that the Optimist club is going to have a Robotics camp over the summer.
- Loedi Silva said that it cannot go into the visitor guide because it is not a guaranteed annual event. The discussion continued.
- Frank Logan said that RCF could help fund some events for the City. The discussion continued.
- Loedi Silva said the last couple of years people have been decorating for Christmas, so we could have a decorating contest to go along with the parade. The discussion continued.
- Frank Logan said he would not be here for the next meeting because he will be on vacation.
- Kuan Tikkun said that she would send in the announcement for the RGF meeting.
- Frank Logan said to look through the list and see what we want to tackle next.
- Fran Rossberg said that they could use the Comprehensive Plan for ideas as well.

Adjourn

- Kuan Tikkun moved to adjourn. Fran Rossberg second the motion and the meeting adjourned at 11:22 a.m. with a 4-0 vote.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Approved

Frank Logan, Chairman

Fran Rossberg, Secretary

Kuan Tikkun, Vice Chairman

Loedi Silva

Tom Zanotti

Date: _____