

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
June 26, 2019

- Call to Order – Chairman Frank Logan called meeting to order at 10:06 a.m.

Roll Call

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

Approval & signing of minutes

- Tom Zanotti moved to approve the minutes the Regular Meeting on June 12, 2019 as submitted. Frank Logan second the motion. The minutes for the Regular Meeting on June 12, 2019 was approved with a 4-0 vote.
- Frank Logan asked for some clarification about the liquor license for the City and began a discussion.

General Discussion

- Tom Zanotti mentioned that we will need new pictures of the river.
- Frank Logan said when he goes to pick weeds around the welcome sign and would cross the road and take pictures of the river. The discussion continued.
- Frank Logan said on Manzano Expressway going up passed Isleta, it is an extremely complex problem, HWY 47 is a state road and the expressway is a county road. We have proposed to DOT to exchange the two roads so that the Expressway is a state road and 47 would be county. He further said it hasn't really changed in a few years, if Manzano Expressway is a state road all those homes become off a state road they become more attractive to businesses rather than being a small two lane road, there was a discussion about bringing other companies, and there would be more enthusiasm. The other part that came into discussion again was the new Isleta Governor was interested in the expressway going through the reservation as long as there is an exit to the casino.
- Fran Rossberg said the process could take a long time.
- Frank Logan said that if Isleta is interested it might happen quickly.
- Loedi Silva asked if there was a push to get 47 to go county, would Los Lunas still get a second bridge.
- Tom Zanotti said it should still go through because there is such gridlock. The discussion continued.
- Frank Logan asked about the electronic sign.
- Loedi Silva said we have no real answers about the sign.
- Tom Zanotti asked who paid for the renovation of the sign.
- Frank Logan said the City paid for it with the building repair budget, but an electrical conduit should have been run when they were redoing the water.
- Tom Zanotti said he didn't get that from talking to City Manager Haynes, it seemed there is electricity.
- Loedi Silva said Code Enforcer Reeves fixed the electricity to the updated sign but that sign was originally metered by the Senior Center and not by the City. The discussion continued.
 - Councilor Sais said that there is not electricity to the old sign but there was electricity for the new sign.

- Frank Logan said the electronic sign will cost about ten to twelve thousand dollars. He then said he talked to the same people who did the electronic sign at the Y in Los Lunas. He explained that big sign is to be used for the whole center and the electronic sign was to advertise City information, but he does not know what the decision was on the electronic sign, and explained the old sign is supposed to be for the whole center, from the bank to the Coffee Shop and the electronic signs is for City announcements. The discussion continued.
- Frank Logan said the City is required to spend so much on art that goes on the sign and we can find something cost effective and nice for the base of the sign.
 - Councilor Sais mentioned we need to consider where we put the sign because we will be planting trees in the parking lot and began a discussion.
- Loedi Silva said that part of the money we received from grants has to be spent on art from a specific place with the state and maybe someone who does metal art can make the sign for us. The discussion continued.
- Frank Logan Tom Zanotti said if there was an RFP for the sign, people could vote on their preference for the sign.

Continue Website review and update

- Tom Zanotti said that we are tasked to revisit the vision statement. He said he looked through the website and the demographics are listed elsewhere in the community profile and we could incorporate the present by saying Our Home, Our Vision. A discussion about the population in a ten mile radius began.
- Frank Logan said we need to say we have access to but are not part of the city, we are centrally located in the state but not local to other New Mexican attractions.
- Tom Zanotti said we can market New Mexican beauty. The discussion continued.
- Loedi Silva said we can address those things by having a list of day trips and have a link to New Mexico Department of Tourism.
- Frank Logan said we can show it like we did on the brochure map and not show things too far from our location.
- Loedi Silva said that she compared to other Economic Development websites to compare them with ours, and they are focused on business, finance and other programs, and while we need to address other things we need to focus on those things.
- Frank Logan said EDC looked at other cities websites when we were designing ours, but back then we were a stand-alone website and had to have more detail. He then said now that we are part of Rio Communities website we might not need so much information.
- Fran Rossberg said that she could not find the EDC website on the city's site. A discussion continued.
- Tom Zanotti said it is a matter of having a small community but with a defined commercial area.
- Frank Logan agreed and said we can take a lot of the City stuff out and redirect our focus on the economic side, focus on the industrial park, and land.
- Fran Rossberg said that we can add opportunities.
- Tom Zanotti said that we can do opportunities and quality of life and it would be easier to update those if they were their own tabs. The discussion continued.
- Frank Logan said we will have to have the links fixed between our site and the cities. The discussion continued.
- Tom Zanotti said he would like to know what direction we want to go.
- Fran Rossberg said that we need to focus on economics. The discussion continued.

- Loedi Silva said that she is cleaning the listed property on the website to make it more uniform and what links we will need to promote the city, such as grants.
- Frank Logan said that we can give the information to them and they can do that.
- Loedi Silva suggested there be a website meeting with City Clerk Adair.
- Frank Logan said that a lot of it needs to be updated, and we never really thought about who was responsible for updating it.
- Loedi Silva said that she nominated the Secretary to be responsible to contact City Clerk Adair with changes.
- Frank Logan said the website needs to be fluid.
- Loedi Silva said we really have to have the point person to make sure it stays current.
- Frank Logan said we used to have a list of every business in town and we would go to each business and do a PR routine, and it is a good idea. He then said talking to the industrial park is something that really should be a priority because they drive through our city every day.
- Tom Zanotti proposed that we feature a business on our sign and began a discussion.
- Frank Logan said we need to look at individual sections, and some of the information that should be on the city site instead of ours could be moved.
- Loedi Silva suggested that we designate a certain amount of time to each section over time.
- Frank Logan said there are certain changes, such as personnel changes, that need to happen right away. The discussion continued.
- Frank Logan asked what section should be up first.
- Fran Rossberg said we should begin with community profile.
- Loedi Silva said that we should do organization first and home page last.
- Frank Logan said he will get it printed out and marked up for the next meeting, and from there we can turn it in to City Clerk Adair. The discussion continued.
- Loedi Silva passed out a flyer for RCF, and said she also emailed them the flyer.
- Fran Rossberg suggested we post them at all the places we advertise our meeting and the discussion continued.
- Loedi Silva said we need to make sure the phone books know that we are a city.
- Tom Zanotti said we need to be in the blue pages.
- Fran Rossberg mentioned she needs help with the hello neighbors. A discussion continued.
- Loedi Silva said we need to have things to add to community events.
- Tom Zanotti said in terms of housing we should stress we have housing in every price range, because the brochure does not reflect the diversity of homes. The discussion continued.

Pictures for Residential brochure review

- Frank Logan said he would bring new pictures to the next meeting. The discussion continued.
- Loedi Silva offered to take Frank Logan out to some land near the river to take pictures.

EDC Officer suggestions

- Frank Logan said went over the ordinance with City Clerk Adair about the officers and found some things we did not know and explained the officers are elected for one year terms but can run for indefinite terms. He then said his term is up and we need to decide very soon who it will be. The election cycle is every two years and is staggered so half of the commission is nominated and

reaffirmed every year. He then said Kuan Tikkun, Frank Logan, and Fran Rossberg were reaffirmed in 2017 and were due but the rest of them are to be reaffirmed in 2020. The discussion continued.

- Tom Zanotti said everyone has done an excellent job in their positions.
- Frank Logan said as much as he would like to retire if he stays for another two years as well as Fran Rossberg and Kuan Tikkun, we need to let the Council know so we can be reaffirmed.
- Tom Zanotti moved the existing officers be retained to their present positions.
- Frank Logan asked Fran Rossberg to write a letter to Mayor Gwinn saying the members up for term renewal and officers as elected previously will continue another year. He then said he is responsible for doing the monthly report and he can read the letter to the council at the July 9 meeting.

Adjourn

- Tom Zanotti moved to adjourn. Loedi Silva 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: _____