

Economic Development Commission Minutes
EDC Room South City Hall
360 Rio Communities Blvd.
November 13, 2019

- Call to Order – Chairman Frank Logan called meeting to order at 10:07 a.m.

Roll Call

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

- ◇ Fran Rossberg motioned to approve the Regular Meeting Minutes for October 9, 2019. Tom Zanotti seconded the motion. The Meeting Minutes for October 9, 2019 was approved with a 4-0 vote.

General Discussion

- Kuan Tikkun said the VCAN will have a float on December 7th a and on December 14th there will be a party from 11-2 and from 3-5 they will have a meeting.
- Kuan Tikkun said RCAN will be 2-4 on November 21 and suggested whoever is interested in the parks should come to the meeting.
- Fran Rossberg said maybe we can have Arturo Sais Join EDC and began a discussion.
- Tom Zanotti asked why the old City parks are privately owned and began a discussion.
- Tom Zanotti said if there was a park developed, we could have stage 3 electric car charging stations installed.
- Frank Logan said one of the problems is how the power is going to be paid for and began a discussion.
- Tom Zanotti asked if there is a state approved vendor for websites and began a discussion.

Decide to change the 11/27 meeting to 11/19

- Kuan Tikkun began a discussion about changing the meeting.
- Kuan Tikkun made a motion to move the 11/27 meeting to 11/20 from 10:30 to 12:30. Fran Rossberg seconded the motion. The motion was approved with a 4-0 vote.

Discuss web header

- Frank Logan said maybe we can have three or four topics as big headers.
- Tom Zanotti said we should have a bulletin board and began a discussion.
- Tom Zanotti asked if we should have Rathi Casey should be here to help us design the new site.
- Frank Logan said we should try to narrow it down first and not take up so much of her time and began a discussion.
- Tom Zanotti said we need to identify what elements of each category is the most important to keep.
- Kuan Tikkun said she remembered Loedi Silva sharing the four categories Los Lunas has their website broken into and it didn't seem like enough information and began a discussion.
- Fran Rossberg said the next meeting can be used to move things around where we want them and talk to Rathi Casey.
- Frank Logan said that everything within 50 miles of here related to tourism should be on the City site and began a discussion.
- Tim Zanotti said the issue is not how big the website is, it is how accessible it is and began a discussion.
- Kuan Tikkun said it is not going to be just a business website, we want it to have other information.
- Frank Logan said to have to bring in businesses we have to have more rooftops, so we have to push residential as well. The discussion continued.

- Tom Zanotti said we need to provide the price of housing here versus nearby communities, as well as tax information, we need to have information readily available. The discussion continued.
- Frank Logan began a discussion about how the Industrial Park can be incorporated within the website.
- Tom Zanotti began a discussion about the website acting like a chamber of commerce.
- Frank Logan said we will need to get it narrowed down and get Rathi Casey started on it and began a discussion.
- Kuan Tikkun said the Los Lunas site does a nice job of using background colors and white writing and it looks fresh, we need a good graphic presentation and be user friendly.
- Frank Logan said we need to incorporate some of new pictures, sift through them and have a slide show.

Discuss web designer

- Frank Logan said we need to get our ideas solidified and give them to the designers.
- Frank Logan explained there are three designers who have looked at what we want.
- Frank Logan explained the proposal from Rathi Casey, which will cost \$5,500 and \$50 a month upkeep cost.
- Kuan Tikkun began a discussion about website hosting agencies.
- Frank Logan explained the web designers are not hosts and continued to conversation.
- Frank Logan explained the proposal from MuniCode, which is a Microsite that is linked to the City with its own URL, which is inclusive of personalizing the site. He then said the cost is \$4,000 and the upkeep is \$50 a month, but the benefit is we will have a site administrator to be able to keep our site current.
- Frank Logan explained the HIP Rectangle proposal, which was \$3,500, the upkeep would be \$62 a month, and it will be finished in 2 months, 4 hours of training with EDC, but they are out town and only offer 20 hours of help a year.
- Frank Logan said MuniCode is nice because we can have City Clerk Adair help. He then said he likes Rathi Casey because she is approachable and would help us, she would also help us with social media and began a discussion.
- Kuan Tikkun said the City's website does not market the City, it only covers the government side of things, we really want to promote what is great about the City and began a discussion.
- Kuan Tikkun said our old site was not user friendly and we need something that is and began a discussion.
- Kuan Tikkun said she has no interest in doing monthly or weekly updates and began a discussion.
- Kuan Tikkun said that we should be advertising the new homes coming up and began a discussion.
- Kuan Tikkun said she still likes Rathi Casey's presentation.
- Tom Zanotti agreed and began a discussion.
- Tom Zanotti said we really need to compare what is covered in all three and began a discussion.
- Tom Zanotti made a motion to approve a purchase order to UKUU to develop the website. Kuan Tikkun seconded the motion and with a 4-0 vote the motion was approved.
- Frank Logan began a discussion about refining the website content.

Discuss Business Survey

- Not addressed at this meeting.

Discuss address label "gift"

- Frank Logan handed out example labels and said there will be 64 labels.
- Fran Rossberg said there shouldn't be any names or resident, just the addresses.
- Frank Logan said the company is called 500 Labels, 2,500 different labels for \$1,000 compared to \$30,000 from Vista Print. He then explained there would be a \$200 setup charge and \$50 for shipping.
- Frank Logan explained we can mail them out at bulk rate, with a note to the homeowner explaining why we are sending labels, we can send them out for less than \$500 to mail them out.
- Kuan Tikkun said she wondered if we could send out a newsletter and explain what EDC does and began a discussion.
- Frank Logan said City Clerk Adair gave him the list of addresses.
- Kuan Tikkun said Sandy prints the newsletter and Flyer Press sends them out like circular and began a discussion.

- Frank Logan said he wants to have a more updated list that what he has now.
- Fran Rossberg said Jim Winters might have a good list.
- Frank Logan said he like to have the labels sent out before Christmas and the labels can be ready in about 3 weeks and began a discussion.
- Tom Zanotti said we could say that it is from the EDC and began a discussion.
- Frank Logan said we need to decide if we are going to get the
- Kuan Tikkun made a motion to order the labels. Fran Rossberg seconded the motion. The motion was passed with a 4-0 vote.
- Tom Zanotti began a discussion about his ability to attend the next few meetings.
- Frank Logan said he would order the labels and get things going with UKUU, hopefully Rathi Casey will be able to attend the next meeting.
- Tom Zanotti said maybe the label maker would be able to stuff the envelopes for us.
- Frank Logan said he would ask but he didn't think they would be able to do that and began a discussion.

ADJOURN

- Tom Zanotti moved to adjourn. Fran Rossberg second the motion and the meeting adjourned at 11:36 a.m. with a 4-0 vote.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Date: _____

Approved

Frank Logan, Chairman

Fran Rossberg, Secretary

Kuan Tikkun, Vice Chairman

Loedi Silva

Tom Zanotti