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**Call to Order**

- Chairman Kuan Tikkun called to order the Economic Development Commission meeting at 10:13 a.m.

**Pledge of Allegiance**

- Chairman Kuan Tikkun led the Pledge of Allegiance.

**Roll Call**

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

**Approval of Agenda**

- Loedi Silva made the motion to amend the agenda for September 9, 2020. The motion was second by Tom Zanotti to approve the agenda for September 9, 2020. Vote: Chairman Kuan Tikkun - yes; Vice Chairman Loedi Silva – yes. With a 3-0 vote the agenda for the Economic Development meeting was approved as amended.

**Approval of Meeting Minutes from August 12, 2020 and August 26, 2020**

- Tom Zanotti made the motion to approve the Meeting Minutes for August 12, 2020 and August 26, 2020. The motion was second by Loedi Silva to approve. Vote: Chairman Kuan Tikkun - yes; Vice Chairman Loedi Silva - yes; Tom Zanotti- yes. With a 3-0 vote the Meeting Minutes from August 12, 2020 and August 26, 2020 for the Economic Development meeting was approved.

**General Commission Discussion**

- Kuan Tikkun said she had a meeting with City staff regarding the request for more information about businesses and to summarize is Clerk Adair and Deputy Clerk Lopez are swamped, so as a commission we have to have the questionnaire and the letter ready to be presented to Council by November 1, they will be added to the business license renewal letters in December and mailed out, we need to know what we use the information for.
- Tom Zanotti said the letter that we proposed to include is self-explanatory, that we may help any business, if they will be having an open house, and if the business might have any changes that might need announced we might be able to help them with that.
- Kuan Tikkun said that we just need it in by November 1 to Council and began a discussion.
- Kuan Tikkun said Frank Logan is going to be joining us again September 23, 2020.
- Tom Zanotti said that he is going to be doing some traveling and began a conversation.

**Public Comment**

- Clerk Adair said it was approved last night to waive the business license fee, the letter would go out to businesses first week of December, and the tax rate is off on both websites.

**Social Media/Laptops**

- Loedi Silva explained the only thing you can do from the laptop is Facebook, Instagram and Twitter are phone apps only.
- Loedi Silva said Sina Medical Center needs to be listed on the website.
- Kuan Tikkun said for website updates should be done the second meeting of the month and it will need to be added to the agenda.
- Loedi Silva began a discussion on how to create a twitter and Instagram account.
- Loedi Silva explained what she is posting and how many followers EDC has, Instagram is not doing as well because she is not as familiar with it as she is with the others.

- Loedi Silva explained people that see us on social media is not necessarily to drive traffic to the website, but just to raise awareness that we are a City and to help brand ourselves.
- Loedi Silva explained Twitter is doing well and began a discussion.
- Tom Zanotti asked if there is any advantage to using Instagram versus Facebook.
- Loedi Silva said you reach certain bases with different platforms and began a discussion.
- Kuan Tikkun said she had invited a guest speaker to speak to us about social media on September 23, 2020 but thinks it might be a good time to have him come.
- Loedi Silva said she thinks we are spending too much time on social media, it should be a minute item, and we need to focus on the questionnaire and other items and began a discussion.

### **Business Questionnaire**

- Kuan Tikkun said the only thing that EDC can do to promote a business, and we would need to contact all businesses on the list and began a discussion.
- Kuan Tikkun asked what we want to do with the information from the businesses and how can we help them.
- Tom Zanotti said the way the letter is drafted, a business may not want to respond to the questionnaire, but to those that do those might be willing to let us post special announcements on the websites.
- Loedi Silva said we can post things to help the community, we cannot post sales or menus, etc.
- Tom Zanotti said the questionnaire it reinforces our willingness to work with the businesses and began a discussion.
- Kuan Tikkun said Frank Logan gave her information regarding the survey done previously and found that a lot of businesses were not interested in any kind of contact or support.
- Tom Zanotti said it should be a passive interaction, the questionnaire should be sufficient to determine if they would like information or not.
- Loedi Silva said maybe we should put in the letter that they are able to contact the City at any time if they want to in the future and began a discussion.
- Kuan Tikkun said one of the questions that came up in the meeting with City staff was about corporations in town that don't want to be contacted.
- Tom Zanotti said that it is their choice and mentioned it is a voluntary questionnaire.
- Tom Zanotti read the draft of the questionnaire and began a discussion.
- Kuan Tikkun said she will put the questionnaire on the next agenda.

### **Logo/Branding Update**

- Kuan Tikkun said she and Fran Rossberg looked at three websites for branding last meeting and explained we have to know the budget before we present what we need to advertising companies, and she would have to get clarity on what EDC's role is to obtaining the budget to do that.
- Loedi Silva said she thought our only job was to get some basic information, a price range, an idea of how much time it would take to brand, and some possible companies.
- Tom Zanotti said it would be nice to have some idea how much the budget is so that we don't contact companies out of our budget and began a discussion.
- Tom Zanotti said we need a basic amount of what we would have to operate with.
- Kuan Tikkun suggested they look up the websites sunny505.com, esparza.com, and 3Advertising.com and began a discussion.
- The commissioners discussed sonny505.com.
- Loedi Silva said sonny505.com charged the Silver City \$150,000 for an entire campaign that ran for 6 month and began a discussion.
- Tom Zanotti recommended using a stylized version of the building as part of our new logo, it is the only thing that is unique to the community.
- Kuan Tikkun said she would send the commissioners links to the other sites for advertising, she will talk to the Mayor Pro Tem about having a budget before talking to anyone, and then said Frank Logan gave her surveys about what people want in the communities and began a discussion.
- Tom Zanotti said he would revise the questionnaire and email it to the commissioners.
- Tom Zanotti moved to adjourn. Loedi Silva second the motion and the meeting adjourned at 11:42 p.m. with a 3-0 vote.

Respectfully submitted,

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Amy L. Lopez, Deputy Clerk

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

Approved

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Kuan Tikkun, Chairman

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Loedi Silva, Vice Chairman

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

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Frank Logan

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Tom Zanotti