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Call to Order

- Chairman Kuan Tikkun called to order the Economic Development Commission meeting at 10:03 a.m.

Pledge of Allegiance

- Chairman Kuan Tikkun led the Pledge of Allegiance.

Roll Call

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

Approval of Agenda

- Frank Logan made the motion to approve the agenda for October 14, 2020. The motion was second by Loedi Silva to approve the agenda for October 14, 2020. Vote: Chairman Kuan Tikkun – yes; Fran Rossberg – yes; Frank Logan – yes. With a 4-0 vote the agenda for the Economic Development meeting was approved as amended.

Approval of Meeting Minutes from September 9, 2020

- Frank Logan made the motion to approve the Meeting Minutes for September 23, 2020. The motion was second by Loedi Silva. Vote: Chairman Kuan Tikkun – yes; Fran Rossberg – yes; Loedi Silva- yes; Frank Logan – yes. With a 4-0 vote the Meeting Minutes from September 23, 2020 the Economic Development meeting was approved.

Pecos Homes- Garth Tallman

- Garth Tallman said there is money available from various sources, he has an interest in Economic Development and one of the problems with Small Town, New Mexico is not knowing where to find the resources for bettering the community, he found out about Rio Communities and he thinks the City has amazing potential; the active project right now is building homes on Nancy Lopez, one under construction and 4 homes that are sold, the advantage to Rio Communities is cost, large lot sizes and uncongested.
- Kuan Tikkun asked where the people are from that are buying the homes.
- Garth Tallman said once couple is from Nambe, Belen, Oregon, but mostly local.
- Garth Tallman said we want to market to Los Lunas and Albuquerque, but there are a lot of people that don't know Rio Communities is its own City and began a discussion.
- Garth Tallman said when people find out about Rio Communities they think it is a nice place, there is tremendous opportunity to draw people here, and there are things you can do, and introduced Dan Acres, his building partner.
- Garth Tallman said he expects to sell these twelve lots, but not be able to buy more lots in the golf community as the lots are costly, but we are looking to buy other lots within the City; USDA has an incredible loan for low to mid income families with a low interest rate and began a discussion.
- Garth Tallman said he is also looking into building small scale retirement homes and went over a presentation, saying the retirement homes would be less expensive then Jubilee with walking trails and other amenities, and put a winery near these homes and continued the presentation.
- Garth Tallman said he is also looking into a commercial development, a small strip mall with plans for expansion, with the ability to add a grocery store.
- Frank Logan said Aldi is one of our best options for a grocery store, they are interested in this area, and he recommended Garth Tallman look into those.

- Kuan Tikkun asked if Garth Tallman would talk about LEDA fund for a grocery store.
- Garth Tallman said he is not completely familiar with LEDA and would discuss that later.
- Garth Tallman said there are several potential tenants, including a taproom, an old fashion butcher, and a Subway; the ideal thing would be to build the strip mall after is in, but can build the strip mall first if it is taking too long and maybe that would attract other businesses to come in; one of the biggest challenges on the shopping center is a properties are far from the sewer lines because it would drive the rent prices up and that is a concern, there is infrastructure grants available but would have to be written by a nonprofit or a government entity; if the City had their own water system it would be easy to apply for but the water company is private; the idea for the shopping center would be more upscale with landscaping.
- Kuan Tikkun said with Covid-19 patio dining might be vital to the design.
- Garth Tallman explained that is important and the taproom would include a patio or a roof top patio to enjoy the views; he is talking to the water company.
- Garth Tallman began to give a presentation of funding options: LEDA, CDBG Grants, USDA, Federal Funds and Private Grants.
- Garth Tallman began a presentation on USDA, particularly Rural housing, community facilities loans and grants, there are funds for building police stations, Rural business development grants; intermediary lending; his impression of USDA is that they are very helpful and easy to work with, the challenge is applying for the grant and filling them out exactly right; he would like to bring in someone with USDA to talk to the City about grant possibilities and began a discussion.
- Loedi Silva said she and Councilor Winters are trying to find a way around the private water issues and began a discussion.
- Garth Tallman said the USDA usually have a large budget with few cities asking for the money, but the other money source is money allotted to promote New Mexico as a retirement destination.
- Garth Tallman mentioned Rio Communities has asked for money for road beautification and USDA might be able to fund some of that and began a discussion.
- Garth Tallman said he has an extensive background into marketing and tries to get free publicity any chance he gets and focusses on social media marketing; he explained the City needs someone to write grants; he is wanting to work with the City in any capacity with promoting and began a discussion.

Branding/Logo

- Frank Logan said he talked to Esparza and 3Advertising; Esparza said they could go through several logos, tag lines, etc. but would be in the 10-15 thousand dollars and would take three to four months; 3advertising sent some proposals which involve marketing and communications and might even recommend changing the name of the City, and the cost would be about ten thousand dollars with a ten percent plus or minus and had a three month range.
- Kuan Tikkun said Sunny505 is different, the branding and logo is a process in which all the stake holders in the City get involved with, including the Council, Commissions and residents, and after 6 months or so there is a logo and tagline, but that is all there would be, and she was told the City would need an interim logo and tagline and marketing campaign to increase homes sales, retail and there is a way of doing that through newsletters and articles, there were various prices, but she thinks she would rather come up with the logo and tag line and spend the money on marketing to get our name out there.
- Frank Logan said he said does not agree with everything in the proposal, branding needs to come before the marketing, the logo we have works, it won't hurt anything for now, we eventually want to replace it, marketing come second because you market the brand, talking to everyone in town has not given us an results in the past.
- Loedi Silva said it needs to be re-evaluated again because we have a different demographic within the community, we don't have one thing that we are known for and began a discussion.
- Frank Logan said we really need to look at the branding, but six months to a year and \$50,000 later, we can do a lot of this and began a discussion.
- Kuan Tikkun said she doesn't just want the branding and the tagline, she wants the marketing to bring people in the City, if we spend \$10 grand to get a logo and a tagline and then we are going to have to spend more marketing.

- Fran Rossberg said marketing is going to be an ongoing and began a discussion.
- Loedi Silva said we have finished the task given to us, which was to give Council information on logo and branding companies, from there they will make the discussion; as far as marketing goes, businesses search for something different than what a family wanting to move here for and social media really helps with that, and when the newsletter comes out and is uploaded onto the City's site or ours then it can be a link on social media; if EDC has anything acceptable to post, please pass it along to her because she is running low on ideas.

EDC Letter/ Questionnaire

- Loedi Silva explained they need a line that asked for a social media tagline and website to use it for posting events and began a discussion.
- Kuan Tikkun asked if Sina Medical Center is allowed to be advertised through the City and began a discussion.
- Kuan Tikkun said with the changes it looks ready to go and asked Fran Rossberg to get it Deputy Clerk Amy Lopez.
- Loedi Silva began a discussion about fair housing act.

City Council/ EDC - Agenda

- Kuan Tikkun said USDA will be added to the agenda.

EDC Wishlist

- Kuan Tikkun said we really need to think about what kind of businesses would be Covid-19 friendly.

General Commission Discussion

- Kuan Tikkun said she does not always know what to do with grant emails and began a discussion.
- Kuan Tikkun said Teeniors is going to give about \$5,500 for tablets for seniors.
- Frank Logan said the paperwork for RCAN is turned in to be a legal 501c-3 and soon we will be able to apply for grants.
- Kuan Tikkun said the Oasis Plaza has a grand opening this weekend and will be an outdoor event and began a discussion.

Public Comment

- No comments were made.

Adjourn

- Fran Rossberg moved to adjourn. Frank Logan second the motion and the meeting adjourned at 12:08 p.m. with a 4-0 vote.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Date: _____

Approved

Kuan Tikkun, Chairman

Loedi Silva, Vice Chairman

Fran Rossberg, Secretary

Frank Logan

Tom Zanotti