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Call to Order

- Chairman Kuan Tikkun called to order the Economic Development Commission meeting at 10:07 a.m.

Pledge of Allegiance

- Chairman Kuan Tikkun led the Pledge of Allegiance.

Roll Call

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

Approval of Agenda

- Frank Logan made the motion to approve the agenda for December 9, 2020 as written. The motion was second by Loedi Silva to approve the agenda for December 9, 2020. Vote: Chairman Kuan Tikkun – yes; Vice Chair Loedi Silva – yes; Secretary Fran Rossberg – yes; Frank Logan – yes. With a 4-0 vote the agenda for the Economic Development meeting was approved as written.

Approval of Meeting Minutes from November 12, 2020

- Fran Rossberg made the motion to approve the Meeting Minutes for November 12, 2020. The motion was second by Frank Logan. Vote: Chairman Kuan Tikkun – yes; Vice Chair Loedi Silva - yes Secretary Fran Rossberg – yes; Frank Logan – yes. With a 4-0 vote the Meeting Minutes from November 12, 2020 the Economic Development meeting was approved.

General Commission Discussion

- No General Discussion

Public Comment

- No comments were made.

City Research- Branding/Logo

- Loedi Silva thought the branding that Santa Rosa did was focused on tourism and they were marketed in magazines inside and outside the State; she looked into other cities and the take away is right now we don't have the tourism, industry; she then said we need to find our niche.
- Fran Rossberg said we may need to emphasize the diversity of the people that live here, retirees, families, and first-time buyers.
- Frank Logan said the affordability makes it a good place to live for retirees and young couples and continued the discussion.
- Kuan Tikkun said she has looked at some of the prices from Garth Tallman's homes and he is having to go up in prices; she then said they are comparable to what Los Lunas is selling their homes for, but our lot sizes are bigger.
- Frank Logan said we have the advantage of not having the traffic that Los Lunas has, they have overbuilt for their roads. He continued to say that price of materials is going up and the process are only good for two weeks at a time before they change again.
- Kuan Tikkun said the cost to live here is still lower than Albuquerque and Los Lunas.

- Loedi Silva said market wise we are more affordable, but we are getting up there, but it is because of the demand. She explained we have affordable land, but the infrastructure is not there.

EDC Education Ideas

- Kuan Tikkun she would like to see grant writing and educational opportunities.
- Frank Logan said grant writing USA is going to have another class soon and continued the discussion.
- Loedi Silva said she did not have anything at this time.
- Frank Logan said he would like to have more training and there are a lot of classes that are costly, but if we were selective, we would be able to choose something beneficial to us, and he would be able to bring that in next time. He then said reading through that list might trigger something that we might want to get training on.
- Kuan Tikkun said she will check with the VC and see what classes they might offer and began a discussion.
- Kuan Tikkun began a discussion about the next joint meeting with Council.
- Fran Rossberg said she will not be able to make that meeting on the 13th.
- Loedi Silva said she will not make it on the 20th.
- Loedi Silva said she would like to talk to Council about what projects Council has going and where they are at, such as time frame of parks, the building, library, and other projects and began a discussion.
- Loedi Silva said she appreciated that the City put up the Christmas decorations and continued the discussion.

USDA – Sewer Lines

- Loedi Silva said we have talked to USDA about sewer primarily but was wondering if they would help with anything else.
- Frank Logan said he spoke with USDA in infrastructure development and there are other things they can do but the focus is one water and sewer, they can help with streets but won't look at those until the infrastructure is there; he then said the problem is the City has a private water company and that limits us.
- Loedi Silva said she has been researching some land where a developer could purchase the land and they could work with the USDA to get things built for a lower cost to help offset the cost of the infrastructure and began a discussion.
- Kuan Tikkun said the water company is California based and not necessarily interested in going after the funding here for the infrastructure but there might be grants that we can go after in the private sector.
- Loedi Tikkun said NM Water is going to be a challenge but there are grants for private developers that are willing to build low income or the elderly, the developer could apply and get help with the infrastructure.
- Fran Rossberg said seniors are moving out because their homes are too big, or they need an assisted living facility and would have to move somewhere else to accommodate these needs and began a discussion.
- Loedi Silva said Sina Medical is looking into doing an assisted living; she then said there are several people looking into Rio Communities, but we need just that one person willing to invest and get the ball rolling and continued the discussion.
- Loedi Silva began discussion about low-cost housing and infrastructure and how the developer still needs to make a profit.
- Fran Rossberg said we need to make the water company see that there will be more revenue for them if there is new development and began a discussion.
- Frank Logan said some of this will be the job of the new City Manager and began a discussion.
- Kuan Tikkun said what she understood from Garth Tallman, the person that handles the USDA community program is no longer there and there is another program that is just for housing, so it might be that we need to get more information from USDA next year to see what they can help us with.
- Loedi Silva read information about rural loans and what it covers.

- Kuan Tikkun said we should be more informed about what kind of programs are available and how we can implement things we have learned, and we need to find out what there is money for.
- Kuan Tikkun said we need to look at what Las Cruces has done, which is look at their weaknesses and develop a plan for the next five years and address the weaknesses.
- Fran Rossberg mentioned EDC has a weakness list and began a discussion.
- Kuan Tikkun said we should also have a map of the rai road and the spurs.
- Frank Logan said we have not done that because the industrial park is not part of the City and continued the discussion.
- Kuan Tikkun said we should set new goals to have researched two cities each by the next meeting so that we have eight to look at and began a discussion.

USDA – Other Options

- Kuan Tikkun said City Hall development, drainage, and other things are available for USDA and began a discussion.
- Kuan Tikkun said let’s see if there is money for the ICIP for City Hall and she understands that the City has never looked into using USDA funding and we should let the City know and began a discussion.

Adjourn

- Frank Logan moved to adjourn. Loedi Silva second the motion and the meeting adjourned at 11:42 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