



City of Rio Communities Council Special Workshop with EDC
City Council Chambers - 360 Rio Communities Blvd
Rio Communities, NM 87002
Wednesday, July 28, 2021 2:00 PM
Minutes

Please silence all electronic devices.

Call to Order

- Mayor Pro tem Peggy Gutjahr called to order the special workshop at 2:06.
- Present: Mayor Pro tem Peggy Gutjahr, Councilor Bill Brown, Councilor Winters, Economic Development Chair Kuan Tikkun, EDC Secretary Fran Rossberg, and Mr. Frank Logan.
- Present: City Manager Dr. Martin Moore and Deputy Clerk Amy L. Lopez

Business Outreach Forum

- Mayor Pro tem Peggy Gutjahr began the discussion with saying the City Manager has been tasked with meeting with all business leaders to have a conversation regarding the issues they have.
- Chair Tikkun said it was helpful to meet this morning as a Commission to discuss what we would speak to Council about today. She then explained EDC is planning a lunch meeting with the businesses in Rio Communities on October 21, 2021 from 12:00 to 1:30.
- Mr. Logan said we are planning on sending out an invitation to the businesses in early September to see how many of the businesses would be interested in attending so that we can plan on how many we would have to feed and began a discussion.
- Mayor Pro tem Gutjahr said we were looking to having a forum to let the businesses tell us what they are needing, and she is not sure how what EDC is doing fits into what the City Manager has in mind.
- Manager Dr. Moore said it could go very well hand-in-hand.
- Chair Tikkun said after getting the questionnaires back was realizing that businesses want to advertise on social media and was not sure if they meant that they do not know how to and maybe we can help them with that and continued the discussion.
- Secretary Rossberg said we might ask for feedback when we send out the RSVP on what they want to discuss.
- Mayor Pro tem Gutjahr said sharing the results of the survey with the businesses might be a positive thing and felt there might be a list of things they come to the meeting with, and we might be able to address or point them into the right direction. She continued to say we are getting quotes for the electronic sign and we might be able to use that as a tool. She explained they might be able to teach each other as peers. The discussion continued.
- Manager Dr. Moore said there might be an opportunity for us as a City for the businesses to see that the City is trying to market and improve the City.
- Chair Tikkun said that if we find at the meeting that they want training on Social Media, then, when the library is finished, we can host some training there. She then asked if it was possible to establish a Chamber of Commerce. The discussion continued.

- Manager Dr. Moore said he has seen a Chamber of Commerce in a small City of 3,000. He then explained that there are a lot of businesses being conducted in the residential areas and there might be a chance of having a Chamber of Commerce. The discussion continued.
- Mayor Pro tem Gutjahr asked City Manager Dr. Moore if he sees the forum and the meet and greet as being separate.
- Manager Dr. Moore suggesting have a separate on but working hand-in-hand with EDC and began a discussion.
- Chair Tikkun said she was thinking that it would be a joint effort.
- Mayor Pro Tem said they will be talking to the businesses about how the City can help, parking, and other issues. She continued to say another issue the City is dealing with currently is the Marijuana ordinance and we have to have that in place by September and that will also impact our businesses.
- Secretary Rossberg said we have a conversation this morning about having the City Manager or Mayor Pro tem being a speaker at our meet and greet.
- Mayor Pro Tem said there will be two separate events, a meet and greet luncheon between businesses with one of us as a speaker, and the other would be a City forum with the businesses. She then said it might be helpful to have our own Chamber and Sue Moran has mentioned there are a lot of businesses in Tierra Grande that might want to be part of the Chamber as well. The discussion continued.

Future Direction of EDC

- Mayor Pro tem Gutjahr said there is a non-profit, RCAN, that you are involved in as well.
- Chair Tikkun said she is resigning as Chair of RCAN and is not sure what the fate of it is.
- Mr. Logan said there are many things we can do as a non-profit, but we are waiting to see what the City needs and get some more members.
- Mayor Pro tem Gutjahr said the more you can get businesses looking for options and the more they understand how a non-profit can help them, the more people might want to sit on the board. The discussion continued.
- Mr. Logan said we also need more people interested in EDC.
- Councilor Brown said he is surprised that people are pulling out of RCAN and the difference of the focus between what the City Manager is doing and what EDC is doing is clear. He recommended holding a forum in the multi-purpose room because it can hold a lot of people.
- Chair Tikkun said she has been interested in a new logo and branding for over a year and we were told to do it and then were chastised by procurement and the branding and logo were handed over to the City Manager and procurement. She then explained the brand and logo would be discussed after the strategic goals and then we will be responsible for the branding and logo after it was decided what the goals were.
- Mayor Pro tem Gutjahr said the last thing that was said was strategic planning would be done first, then the City will work on it, and we will be working with EDC, but it will not be solely EDC's responsibility; our last conversation with the Council and the City Manager would be to look at branding and maybe EDC would be able to help with a logo and a logo for EDC and began a discussion.
- Mayor Pro tem said this does not hold up anything that EDC does while you are waiting for a new logo.

- Chair Tikkun said she feels that an outside marketer is important. She then explained Garth Tallman with Pecos Homes is advertising Rio Communities as a retirement community and with the ABQsites.com we are getting more and more retirees, and until we can get more jobs, we won't get the younger people. She then said highlighting the areas on the map for manufactured homes might be a good idea because they are slightly less expensive. She said Garth Tallman will be at the Becker Street Fair and the Embassy Suites. The discussion continued.

EDC Update

- Chair Tikkun said we are working on the digital brochure, taking Henry Rau's long presentation, making it a shorter digital brochure, and with the help of the City Manager, obtaining a city map from MRCOG. She then said once we get a current map of Rio Communities, we will have it added to ABQsites.com. A discussion began regarding the incorrectness of the boundary map of Rio Communities.
- Chair Tikkun said once we get that map and submit this to ABQsites.com, we will be ready to share the brochure at the events in October.
- Councilor Winters said there are three areas Garth Tallman is looking to build and we are working behind the scenes to help him get homes built here; there are also two other smaller builders building here as well. The discussion continued.
- Chair Tikkun said one thing EDC is doing to promote businesses is to spotlight businesses on social media and began a discussion.
- Chair Tikkun said the churches that we have are not required do not have to have business licenses and asked if we can include them in the event for businesses.
- Mayor Pro tem Gutjahr said yes and continued the discussion.
- Chair Tikkun said Loedi Silva has been promoting the City on social media and it is driving people to our website.
- Manager Dr. Moore said it is good to see the Council and EDC working together and moving in the right direction.
- Councilor Winters said the biggest untapped businesses in the City are the homebased businesses that we don't know about.

General/open Discussion

- Mayor Pro tem Gutjahr said the American Rescue Act has deposited the first installment to the City and the Council is looking how to best use that money and continued the discussion.
- Mayor Pro tem Gutjahr said the American Rescue Act will cover things that you had to do, people you had to hire because of the pandemic, items that include health, and the City Manager has been looking into what we can use it for because we want to make sure we spend it correctly, but we won't know how to use it until the treasury lets us know.
- Mayor Pro tem gave an update on the library. She then said we have just approved phase one and phase two for the remodel and we will be moving Lisa and Amy to a temporary office that adjoins the office to the library until we get a librarian. The discussion continued.

Adjourn

- The City Council special workshop was adjourned at 3:27 pm.

Respectfully submitted,

Elizabeth (Lisa) Adair, Municipal Clerk
(Taken and Transcribed by Amy L. Lopez, Deputy Clerk)

Date: _____

Approved:

Mark Gwinn,
Mayor

Joshua Ramsell,
Mayor Pro-tem/Councilor

Bill Brown,
Councilor

Margaret (Peggy) Gutjahr,
Councilor

Jim Winters,
Councilor