

This meeting was streamed on Facebook Live
<https://www.facebook.com/riocommunities>

Call to Order

- Chairman Kuan Tikkun called to order the Economic Development Commission meeting at 10:08 a.m.

Pledge of Allegiance

- Mr. Frank Logan led the Pledge of Allegiance.

Roll Call

- Present- Chairman Kuan Tikkun, Secretary Fran Rossberg, and Frank Logan
- Absent - Vice-chair Loedi Silva
- Present- City Manager Dr. Martin Moore and Deputy Clerk Amy Lopez

Approval of Agenda for July 28, 2021

- Chair Tikkun said she would like to table item number 2.
- Secretary Rossberg made a motion to approve the amended agenda for July 28, 2021. Mr. Logan seconded the motion. Vote: Chairman Kuan Tikkun – yes; Secretary Fran Rossberg- yes; Frank Logan – yes. With a 3-0 vote the agenda for July 28, 2021 Economic Development meeting was approved as amended.

Approval of Meeting Minutes from June 23, 2021

Secretary Rossberg made a motion to approve the Economic Development Meeting Minutes from June 23, 2021. Mr. Logan seconded the motion. Vote: Chairman Kuan Tikkun – yes; Secretary Fran Rossberg- yes; Frank Logan – yes. With a 3-0 vote the Economic Development Meeting Minutes from June 23, 2021 was approved as written.

Discussion, Consideration, and Decision – EDC Website Changes

- EDC Website Changes was tabled.

Discussion, Consideration, and Decision – Digital Brochure

- Chair Tikkun said she attended a webinar for ABQsites.com and began to explain how they can help up with our digital brochure.
- Chair Tikkun explained we need an update City boundary map and began a discussion.
- Chair Tikkun said the immediate direction of EDC is to get an updated map and get our digital brochure updated. She then explained how Garth Tallman is doing to promote Rio Communities, including a street fair and a retirement fair on October 13, 2021, and she would like to have the brochure finished by then. A discussion continued.
- City Manager Dr. Moore asked how big the map needed to be.
- Chair Tikkun said it would need to be 8.5”x11”, just street names, a map key, and continued the discussion.
- City Manager Dr. Moore said that we have rejoined Albuquerque Economic Development and continued the discussion.
- Chair Tikkun said she if we can provide the map, the Albuquerque Site can put the pieces of information in there, by adding demographics, and that will be helpful for marketing the City. She then said they cannot add crime stats because those are linked to our zip code from the FBI and asked who she would get the crime statics from.
- City Manager Dr. Moore said we get monthly updates and continued the discussion.

- Chair Tikkun said once we get this information to ABQsites.com, they will be able to do what they do, and we can begin using their data for promote the City. The discussion continued.
- Mr. Logan said our crime statistics are going to reflect differently than the FBI statistics and asked what happened to the decision of getting our own zip code.
- City Manager Dr. Moore said we were supposed to have an answer by the end of June and since we have had no word back, he is working with Council to get answers. The discussion continued.
- City Manager Dr. Moore mentioned Planning and Zoning will be reviewing the Comprehensive Plan and that will affect EDC as well and continued the discussion.
- Chair Tikkun said she would like that map as soon as possible.
- A discussion began regarding NM Economic Development.
- Chair Tikkun said they would like to start attending the Albuquerque Economic Development meetings again. She then said AED is trying to work with Keter Plastics to get the building back in use and continued the discussion. She explained AED is also willing to do a zoom tour of our community.
- Chair Tikkun began a discussion regarding the budget of Economic Development.
- Secretary Rossberg asked if the deadline for the Opportunity Zone was extended.
- City Manager Dr. Moore said he has not heard and explained other funding for the City.
- Chair Tikkun said the City is looking at hiring a contracted professional to help with Economic Development and began a discussion.
- Chair Tikkun said the next step for Economic Development is marketing. She then explained she would like to include websites, email, and other contacts of the businesses in Rio Communities and continued the discussion.
- Chair Tikkun said she would like to create a banner for the City for the event on October 14, 2021 and began a discussion.
- Secretary Rossberg said in the beginning we had a lot of enthusiasm, people volunteered and wanted to be park of the City, but that enthusiasm has dwindled and began a discussion.
- Chair Tikkun said the 3rd Friday of the month from 10:00 – 11:30 Albuquerque Economic Development meets. She then asked for someone to get the price of a banner.
- Mr. Logan said he would get the price of a 6' banner.
- Chair Tikkun said she would like to go over the digital brochure and see what will need to be finished.
- Mr. Logan said we should not include the industrial park on until we are annexed into the City; we can mention it is in the proximity but not more than that.
- City Manager Dr. Moore said there are areas for development in our City-limits and we can include that as a selling point and could have that ready for the October event.
- Chair Tikkun said the City will not be considered as anything more than a retirement community if we do not get some jobs, some industry in here for the younger people; ABQsites.com uses data that we can send to other people to see that we are more cost efficient than other places and we can use that to get people here. The discussion continued.
- Mr. Logan said he is not sure what the digital brochure is supposed look like and began a discussion.
- Chair Tikkun asked if EDC wants to get a new picture of the fire department or if we want to hire someone to do the marketing.
- Mr. Logan said he does not mind taking the pictures, but we can hire someone for things he cannot do, like aerial pictures that would require a drone. The discussion continued.
- Chair Tikkun asked who should do the work on the brochure.
- Mr. Logan said we can provide the pictures and have someone else do the work. The discussion continued.
- City Manager Dr. Moore said he would agree that someone should do the graphics and the discussion continued.
- Chair Tikkun said she is hearing that we would like to hire a graphic artist. She then asked if we want to include available residential land with water and sewer.
- City Manager Dr. Moore said we can add maps with that information.

- Mr. Logan said this is a basic brochure, all they need to know is that there is land available; we should keep it simple.
- Chair Tikkun asked who would look at residential land.
- Secretary Rossberg said she can talk to Loedi Silva about that and continued the discussion.
- Chair Tikkun said we might want to update the student teacher ratio at La Merced and began a discussion.
- Chair Tikkun said ABQsites.com has data for the coverage of phones and internet and the discussion continued.
- Mr. Logan said we don't need to be extremely detailed; this brochure is just to provide the basics.
- Chair Tikkun suggested leaving the Railrunner information in and continued the discussion.
- Chair Tikkun began a discussion regarding budget and procurement.
- The Economic Development Commission decided to add Whitfield, UNMVC, the Industrial Park, and Belen as nearby resources.
- Chair Tikkun asked what the next step is for hiring a graphic designer.
- City Manager Dr. Moore said the finance officer would be able to look at who is on a state agreement for graphic designs.
- Secretary Rossberg made a motion to have the digital brochure done professionally. Mr. Logan seconded the motion. Vote: Chairman Kuan Tikkun – yes; Secretary Fran Rossberg- yes; Frank Logan – yes. With a 3-0 vote motion to have the digital brochure professionally designed was approved.
- Chair Tikkun continued to discuss pictures, crime rate, and revised City Map for the brochure.
- Chair Tikkun asked if we include strengths, weaknesses, and opportunities.
- Mr. Logan said no, we want to draw them in, but in this brochure, we don't want to get that specific.
- Secretary Rossberg said we want to keep it positive and give them enough information to get them here. The discussion continued.
- Secretary Rossberg said we could include the surrounding areas, and if we talk about them nearby resources, we can add the industrial park there. The discussion continued.
- Chair Tikkun asked if she sends the revised list for the digital brochure to City Manager Dr. Moore.
- City Manager Dr. Moore said yes. The discussion continued.

Public Comment

- No public comments were made.

General Commission Discussion/Special Workshop with Council

- A discussion began regarding the gathering for the businesses.
- Mr. Logan asked if we should do hamburgers or burritos and said we will have to get feedback from the businesses to know who we will be feeding.
- Secretary Rossberg said we would need someone to speak as a representative for the City.
- City Manager Dr. Moore said we are extremely busy these days, but we can have the Mayor Pro tem come speak.
- A discussion began regarding the marijuana ordinances.
- A discussion began regarding the who should speak at the business gathering.
- Chair Tikkun asked if should be held October 21, 2021.
- Secretary Rossberg asked if businesses would be able to come during a weekday and continued the discussion.
- All members decided on having a meet and greet from 12:00-1:30 on October 21, 2021.
- Secretary Rossberg said we can ask each business to speak and let us know what they do.
- Mr. Logan said it is a nice idea, but if all the businesses speak then it will take too long.
- City Manager Dr. Moore said it needs to be a business forum.
- Mr. Logan said we need to ask them how we can help them and how to help each other. The discussion continued.
- Secretary Rossberg suggested having the local food trucks come and continued the discussion.

- Mr. Logan said we can send something out to the businesses by the end of August/beginning of September and get them thinking about it. The discussion continued.
- Mr. Logan said we can finalize the letter to the businesses on the September 8th meeting and mail them out the next day. The discussion continued.
- Chair Tikkun reviewed agenda for the Economic Development on August 11, 2021: Update on Digital Brochure; Map from MRCOG; Election of Officers; Cancellation of Economic Development meeting on October 13, 2021.

Adjourn

- Mr. Logan made a motion to adjourn the meeting at 12:03 p.m. Secretary Rossberg seconded the motion. With a 3-0 vote the motion to adjourn was approved.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Date: _____

Approved

Kuan Tikkun, Chairman

Loedi Silva, Vice Chairman

Fran Rossberg, Secretary

Frank Logan