



City of Rio Communities Economic Development Meeting
City Council Chambers - 360 Rio Communities Blvd
Rio Communities, NM 87002
Wednesday, September 8, 2021 10:00 AM
Minutes

Please silence all electronic devices.

Call to Order

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

Pledge of Allegiance

- Kuan Tikkun led the Pledge of Allegiance.

Roll Call

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

Approval of Agenda for August 11, 2021

- Kuan Tikkun asked to move a presentation by Marisol Lucero as the first item of the agenda.
- Secretary Rossberg made a motion to allow Marisol Lucero to present before other items on the agenda for August 11, 2021. Vice-chair Silva seconded the motion. Vote: Chairman Kuan Tikkun – yes; Vice-chair Loedi Silva; Frank Logan – yes. With a 3-0 vote the agenda for August 11, 2021 Economic Development meeting was approved as amended.

Approval of Meeting Minutes from August 11, 2021 and August 25, 2021

- Secretary Rossberg made a motion to approve the Economic Development Meeting Minutes from August 11, 2021 and August 25, 2021. Vice-chair Silva seconded the motion. Vote
- With a 3-0 vote the Economic Development Meeting Minutes from August 11, 2021 and August 25, 2021 was approved as written.

Discussion, Consideration, and Decision – Finalize Business Forum Memo

- Chair Tikkun said October 21 from 12 -1:30 there will be a Business Forum and we will discuss the survey results.
- Chair Tikkun asked Ralph Mimms to explain the workforce training center.
- Ralph Mimms asked what the survey was about.
- Secretary Rossberg explained the business survey.
- Ralph Mimms explained Los Lunas did a survey asking what type of retail people want to see in the area.
- Ralph Mimms began to explain the Workforce training center, a branch of the Valencia Campus, it will be all workforce trained in trades; we are looking for a dedication in December. He then explained there will be cross training with students and companies and it has an excellent location.

- Kuan Tikkun said the average education levels in Rio Communities is High School, and trades would really help improve that.
- Ralph Mimms said this is another carrot we can use to get people here in the County.
- Kuan Tikkun asked if there is an average salary for some of these careers.
- Ralph Mimms explained there are so many different salaries and can give an update once the school opens, but this is one more positive thing in Valencia County.
- Ralph Mimms agreed to speak about the trade school at the business forum.
- Ralph Mimms asked if businesses outside of Rio Communities have been invited to the business forum and strongly suggested doing that and continued the discussion.
- The Commission decided to have a separate meeting for outside businesses. The discussion continued.

Discussion, Consideration, and Decision – Requesting Approval to Retain Graphic Designer

- Chair Tikkun said she went through and looked at the things we need to do to put together the digital brochure.
- Fran Rossberg motioned to hire a graphic designer for the digital brochure. Vice-chair Silva seconded the motion. Vote: Chairman Kuan Tikkun – yes; Vice-chair Loedi Silva - yes; Secretary Rossberg – yes. With a 3-0 vote the motion to hire a graphic designer was approved.
- Chair Tikkun began a discussion regarding the next steps on obtaining a graphic designer.
- Chair Tikkun is concerned there will not be enough time to obtain a graphic designer so we need to update our current information, and we may have to put it together ourselves.
- Manager City Moore said it might not need a vote from Council, but he would discuss it with them in his report to Council.

General Discussion Topic – Digital Brochure Update

- Chair Tikkun said she would like to get agreement for the information that needs to be updated and began a discussion.
- Chair Tikkun would like the following items undated: the national cost of living vs. Rio Communities, Whitfield as a nearby resource, pictures and crime data.
- Chair Tikkun began a discussion about the banner for the Prime-Time event on October 13th.
- The Commission began a discussion regarding what needed updated on the brochure: an update from the City Manager on the Crime data.
- Manager Dr. Moore said the data is based on the dispatch calls from the 911 Center and he has not seen any data recent, and he feel they might need the most recent year of that compiled data, breaking the calls down into categories. The discussion continued.
- A discussion regarding crime statistics, how it is tracked, and why our crime rate is lower than Belen.
- Ralph Mimms asked if there were hard copies of the brochure and began a discussion.

General Discussion Topic – Picture Update

- Chair Tikkun said Mr. Logan is out of town so we have no new pictures.

General Discussion Topic – Whitfield Update

- Chair Tikkun said she thinks she can get ahold of Whitfield.

Public Comment:

- No comments were made.

General Commission Discussion/Future Agenda Items

- Chair Tikkun introduced Marisol Lucero who began a presentation on ABQSites.com.
- Ms. Lucero explained the ability and accessibility of the site allows anyone to find information on real estate of all types, properties in your area can be added if they are not on the site. She then explained the explore tab, the specific information found on the City of Rio Communities, including census data, community overview information such as age, population, labor force and other demographics; you can access this data and PDF the information to make it easier to share and the data can be accessed unlimited times. She continued to explain the breakdown of demographics that can be used in Rio Communities strategic plan.
- Chair Tikkun asked what the population of Rio Communities is.
- Ms. Lucero said the population is 4,456 and continued the discussion. She then explained the Compare Communities tab which will show charts and graphs of the communities selected, including labor force and demographics, with the ability to download reports.
- Ralph Mimms asked if there was a way to track website views.
- Ms. Lucero said we can take a look at that and continued the discussion.
- Ralph Mimms said it would be good to know where the interest in Rio Communities is coming from to figure out how we would follow up.
- Ms. Lucero said that would be a deeper subject, but it is something we can do.
- Ralph Mimms asked if having the population of the trade area is possible.
- Ms. Lucero said you could include a mile or drive distance under consumer expenditures and continued the discussion.
- Ms. Lucero explained you can drop a pin in a community and use a radius tool, measure a distance around a community and get the data that way.
- Ralph Mimms asked if the opportunity Zone can be highlighted on the site.
- Ms. Lucero said you can take a look at a potential property, and under map layers, you can add the opportunity zone. The discussion continued.
- Ralph Mimms asked if new market tax credits were on there as well.
- Ms. Lucero said that the tax credits are also under map layers and continued the discussion.
- Kuan Tikkun asked if the broadband map could be displayed.
- Ms. Lucero said that would also be a map layer and continued to explain the types of broadband on the map.

Adjourn

- Secretary Rossberg made a motion to adjourn. Vice-chair Silva second the motion and the meeting adjourned at 11:15 a.m. with a 3--0 vote.

Respectfully submitted,

Amy L. Lopez, Deputy Clerk

Approved:

Kuan Tikkun, Chairman

Loedi Silva, Vice Chairman

Fran Rossberg, Secretary

Frank Logan

Date: _____

DRAFT