



# City of Las Cruces

## Economic Development Committee April 6, 2016

The following are minutes for the Work Session meeting of the Economic Development Committee for April 6, 2016 at 10:00 a.m., at the Thomas Branigan Memorial Library, Roadrunner Room, 200 E. Picacho Avenue, Las Cruces, New Mexico.

### Members Present:

Craig Buchanan (D-1)  
Mayra De La Canal, Economic Development Coordinator  
Councilor Jack Eakman  
Jorge Garcia, Utilities Director  
Councilor Ceil Levatino  
Irene Oliver-Lewis (D-4)  
Christine Logan (D-2)  
Davin Lopez (D-5)  
Eric Martin, Acting Public Works Director  
Arlon Parish (D-6)  
Cruz Ramos, Economic Development  
Councilor Gill Sorg  
David Weir, Community Development Director

### Members Absent:

Abby Train (D-3)

### Others Present:

Annette Granado, Recording Secretary  
Phil San Filippo, CVB Executive Director  
Senator Jeff Steinborn  
Scott Murray

### I. Call to Order (10:08 a.m.)

Chair Gill Sorg called the meeting to order.

### II. Conflict of Interest Disclosure and Determination

Gill Sorg: The first item on the agenda is Disclosure of Conflict of Interest. Is there any member of the Committee or Staff that has a conflict of interest of any item on the agenda? Seeing none, we will move on to the approval of the Regular Meeting Minutes of January 13, 2016.

### III. Approval of Regular Meeting Minutes: January 13, 2016

Gill Sorg: Is there a motion? We just started Irene.

Irene Oliver-Lewis: Thank you.

Jack Eakman: So moved.

1  
2 Gill Sorg: Ok, moved by Council Eakman.  
3  
4 Davin Lopez: Second  
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6 Gill Sorg: Seconded by Davin Lopez. Any corrections or additions? Comments? If not, all those  
7 in favor of accepting the minutes of January 13, say aye.  
8  
9 All responded aye.  
10  
11 Gill Sorg: Opposed?  
12  
13 **IV. Approval of Work Session Minutes: February 25, 2016**  
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15 Gill Sorg: Then approval of the Work Session Minutes of February 25<sup>th</sup>.  
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17 Christine Logan: So moved.  
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19 Gill Sorg: Moved by Christine.  
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21 Craig Buchanan: Second.  
22  
23 Gill Sorg: Seconded by Craig. Any discussion, or corrections or additions on those minutes?  
24 Seeing none, all those in favor of accepting the motion to approve the Work Session Minutes of  
25 February 25, say aye.  
26  
27 All responded aye.  
28  
29 Gill Sorg: Opposed? Motion carried.  
30  
31 **V. LCLED Plan and By-Laws**  
32  
33 Gill Sorg: Ok, the first, next item on the agenda is the Economic Development Plan and the By-  
34 Laws. And let me start off by saying, how urgent would it be, mainly to Staff and also the  
35 Committee, how urgent is it that we need to get this plan and by-laws squared away, revised?  
36 Do you have a sense of how important it is; how fast we need to get it done?  
37  
38 David Weir: On the By-Laws, I don't think that there's a real urgency (inaudible) the committee  
39 is controlled by the City's Charter already and there is a broad frame of By-Laws that would  
40 govern it already. The plan, I don't know Mayra if you have, what are your thoughts on that?  
41  
42 Mayra De La Canal: Yes. I think that with that one we have a sense of urgency. We met  
43 previously, David, Davin Lopez, Arlon, myself and Christine Logan also and we were a little bit  
44 confused trying to put together the Comprehensive Plan, the Economic Development Plan, the  
45 Local Economic Development Plan and this strategical together. So we think we have a sense  
46 of urgency on that one because we want to be, we want to have more directive and we want to  
47 be clear on the goal we need to attain.  
48  
49 Gill Sorg: That makes sense.  
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51 Eric Martin: I would concur.

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Gill Sorg: Ok. Good. So how much have we done so far on it? On the plan?

Mayra De La Canal: The Comprehensive Plan?

David Weir: No he is talking about the Economic Development Plan.

Mayra De La Canal: Ok.

Gill Sorg: The Development Plan.

Mayra De La Canal: Yeah. These are my notes. We need to broaden the scope of the existing 2014 Strategic Plan for Economic Development. From the twenty-five goals adopted by Council and Staff on behalf of the community, we would like to incorporate four more goals which is Foster Regional Collaboration, Develop Employee Skills to exceed customer expectations, Foster Creativity and Innovation and promote Las Cruces' unique identity and branding Las Cruces. So for the Economic Development goals, we would like to include these four items to the current two goals that we have. But in order to do this, we also need to tie it to our Comprehensive Plan and that is where we are finding some confusion.

Gill Sorg: (inaudible) Christine?

Christine Logan: I would say that although your Economic Plan is labeled 2013, it's really the 2004 with an addition that was put on in '13. So it is really out of date and not consistent with the other plans. Same token from an urgency point of view, you have a plan in place and so there is no legal requirement. It is not useful as it is now because it is 2000 data but it does meet the requirement of having a current plan. You would be better off making it consistent with other plans and where it fits in there than just rushing to change it for the sake of having a newer date on the piece of paper.

Gill Sorg: Ok.

Mayra De La Canal: Exactly. The data on that plan is outdated and then we just keep changing the front page to reflect the latest year.

Gill Sorg: Which page?

Mayra De La Canal: The first page on this Local Economic Development Plan. We keep changing the year over here on this.

Christine Logan: Yeah, it was just changed that one time in 2013.

Mayra De La Canal: So it's back from 2000, like Christine mentioned, and now all the data is outdated.

Gill Sorg: Right, yeah, that's what I noticed too.

Mayra De La Canal: Right.

Gill Sorg: What do you all think of removing the LEDA part of it and put that in a separate document?

1 Mayra De La Canal: Exactly. We do.  
2  
3 Gill Sorg: Do you all agree with that?  
4  
5 Mayra De La Canal: I agree with that.  
6  
7 Gill Sorg: I see nodding heads.  
8  
9 Mayra De La Canal: Yes.  
10  
11 Christine Logan: I think it would be much easier to market the LEDA if it was a clear (inaudible)  
12 or incentive one tool. The other thing too is that the Economic Development Plan makes it  
13 sound like that is the only tool that we have and it ignores all of the other tools that the City of  
14 Las Cruces uses.  
15  
16 Mayra De La Canal: Right.  
17  
18 Davin Lopez: I might add; I think it's strategies that help implement some of these goals but also  
19 as Christine mentioned, it is not only some of the existing tools but it's really, I think, an in-depth  
20 look at what tools are needed to be competitive and keep us competitive. That is something  
21 Council may need to seriously look at adopting in the future. So I think we have not had that  
22 discussion yet and we need to dig into that.  
23  
24 Gill Sorg: Good point. Any other discussion on the Economic Development Plan or the By-  
25 Laws? Let me add one more thing on the By-Laws. Something that is pretty simple to change is  
26 in Article 4, under Members. Unless I have an out of date copy of it but I got here last year, it  
27 lists the members, six members, each one submitted by each City Councilor and appointed by  
28 the Mayor with the advice and consent of the City Council. Each member shall reside in the  
29 City. Members should include artists and other individuals with diverse backgrounds in related  
30 fields. It turns out we have more than six right now. We have like nine, I'm counting nine. Am I  
31 wrong on that? I think we are nine.  
32  
33 Irene Oliver-Lewis: The nine includes the staff or just the community?  
34  
35 Gill Sorg: No, just voting. Just voting.  
36  
37 David Weir: I think your resolution to establish the committee included staff.  
38  
39 Gill Sorg: Say again?  
40  
41 David Weir: I said, your resolution that approved, adopted this committee included staff. It had  
42 the Utilities Director, CD Director.  
43  
44 Gill Sorg: As voting members?  
45  
46 David Weir: As voting members. Yes.  
47  
48 Gill Sorg: Ok so we have even more. Maybe we don't even have a quorum yet.  
49

1 Cruz Ramos: Mr. Chair. Just for clarification, I don't know if you can shed some additional light  
2 on this. Would Mayra, as essentially Economic Development section's liaison to the committee  
3 as well as being a member, I can understand her, but what about myself as staff.  
4

5 David Weir: Resolution 15-193 says that the committee will be comprised of three members of  
6 the City Council (to be appointed by the Mayor with the advice and consent of the City Council),  
7 the Community Development Director/Designee, the Public Works Director/Designee, the  
8 Utilities Director, the Assistant City Manager/Designee, and one representative by each City  
9 Councilor. The Economic Development Coordinator shall service as staff liaison.

10  
11 Cruz Ramos: Thank you.

12  
13 Gill Sorg: I knew it was a least nine. So that totals up to be a few more. I don't know what the  
14 total is. But that would be something that we would have to change in the By-Laws right?

15  
16 Irene Oliver-Lewis: Right.

17  
18 Gill Sorg: Am I correct in that?

19  
20 Davin Lopez: Yes.

21  
22 Gill Sorg: Perhaps in our next meeting we can have an action item that changes at least that in  
23 the By-Laws and then the other simple things in the By-Laws that might be changed we can add  
24 that to it. And we could get the By-Laws out of the way, get them off the agenda.

25  
26 Christine Logan: Does a committee that is created through a resolution need its own By-Laws?  
27 Or is it governed by the whatever the Board Ordinance is?

28  
29 David Weir: I don't think there is anything wrong with adopting their own By-Laws but I think in  
30 lieu of them it reverts to the Charter and the Board Committee.

31  
32 Gill Sorg: Just a second here, I have a person that wants to come but doesn't know where the  
33 meetings at, he might go up on the roof. Ok, so where are we here. Enough on the By-Laws  
34 then. Any other items or discussion for By-Laws or Plan? Yes, Irene?

35  
36 Irene Oliver-Lewis: Can I ask, going back to your original question of "Is it an immediate thing or  
37 can we wait on the plan?" What is your reasoning on that?

38  
39 Gill Sorg: My reasoning? I have got no reason at all. It was brought up by Staff that we need to  
40 coordinate with this Comprehensive Plan.

41  
42 Irene Oliver-Lewis: Ok.

43  
44 Gill Sorg: Am I correct? And there is a lot of work to be done there.

45  
46 Irene Oliver-Lewis: Ok.

47  
48 Gill Sorg: And so we have to work on this, we will keep progressing and we will get her done  
49 eventually. And then of course, the Comprehensive Plan, David when is the next big targeted  
50 date for the Comprehensive Plan.

1 David Weir: I don't know.  
2  
3 Gill Sorg: I'm just thinking there was a timeline that the Council got at one time and I've  
4 forgotten it myself.  
5  
6 David Weir: Mr. Chairman as you are aware, last week they did a lot of public engagement  
7 activities so they are going to be compiling that information. I'd have to get back; they schedule  
8 has kind of changed. I'm not real familiar with that.  
9  
10 Gill Sorg: It's a moving schedule.  
11  
12 David Weir: The Comp Plan, it is kind of interesting, is that it has gone from a, it used to be very  
13 topical. There was a whole chapter or section that just dealt with Economic Development and  
14 now they have integrated with all the other elements.  
15  
16 Gill Sorg: Ok.  
17  
18 David Weir: And so, the goal is to establish a plan with basically four themes and every two  
19 years review those. The first one would include an Economic Development as one of the, I  
20 guess, pillars of that section or theme. But it would have to be reviewed with each of those  
21 cycles so that they complement one another. I can bring that to our next meeting, what the  
22 schedule is for the Comp Plan.  
23  
24 Gill Sorg: Ok. Good. Jack?  
25  
26 Jack Eakman: Mr. Chairman, what would help me is a poll of the group. Because sitting here  
27 hearing we have an outdated plan, and By-Laws that need some modification. What my  
28 question would be for each member is "do we have a shared focus on what we want to  
29 accomplish." And if we have a shared focus, in my mind, we move ahead, in my mind, I don't  
30 have a focus I share with you at this time and it would help me if I did. So my question is, do we  
31 have, as members, have a shared focus of what this Economic Development Committee is to  
32 do?  
33  
34 Gill Sorg: Ok.  
35  
36 Jack Eakman: My answer is no.  
37  
38 Gill Sorg: Ok. Anybody like to address that?  
39  
40 Irene Oliver-Lewis: Mr. Chair, I think we discussed, we started discussing this at the work  
41 session saying we needed to come to an agreement of what we wanted this Economic  
42 Development Committee to do. And I agree with Jack, I feel we need to come to some  
43 agreement and some focus on how to move forward. If I'm hearing from Staff, they need a little  
44 more time to look at the whole City's Comprehensive Development and then how it is moving  
45 into Economic Development but then what I feel as a committee we should be able to help  
46 guide you with the expertise that is in the committee, the members of the committee. There  
47 needs to be a little more discussion of what are some simply things on this Economic  
48 Development. Not necessary the projects we talked about in the first group of people that were  
49 on the committee but what is the focus of the Economic Development Committee.  
50

1 Gill Sorg: Sure. If I can just add what I think here. We are going to be guided by our City's  
2 Strategic Plan which has to do with more diversified Economic Development, as well as more  
3 jobs. So that's the overall (inaudible). Discuss amongst you what more detail you want.  
4

5 Mayra De La Canal: I would like to add something please if I may. The working groups were  
6 established last meeting and out of that, we are going to meet and really identify the potential for  
7 each one of these working groups and really identify the tools or the programs that we need or  
8 the strategies that we need to take into each one of those groups and report back to this  
9 committee and then so we can all have a consensus of how we are going and then if we all  
10 agree with what we are doing.  
11

12 Gill Sorg: Good. I didn't hear a thing. Anyone else want to chime in?  
13

14 David Weir: Mr. Chairman. I'm going to go back to the resolution that adopted this. In it, one of  
15 the sections states, "the committee shall meet on a regular basis and oversee the revision of the  
16 Local Economic Development Plan 2013", which we talked about earlier, "review policies,  
17 advise and make recommendations for comprehensive citywide economic development to the  
18 City Council. Among the committee's chief responsibilities will be: a) development and oversight  
19 of the City's Economic Gardening Program, b) aggressive implementation of the Local  
20 Economic Development Act and other incentive programs, c) development of an economic  
21 indicator dashboard and Business Retention and Expansion Survey, d) response to  
22 'globalization', e) continued development and marketing of the West Mesa Industrial Park, f)  
23 initiatives in workforce development, entrepreneurship, innovation and sustainability." And then I  
24 know some of the other meetings we had they talk about the committee reviewing and making  
25 comment on the development permitting process and also developing collaborative partners. So  
26 it might be useful for us to distribute the resolution again.  
27

28 Gill Sorg: Yes. Let's get this resolution out to everybody. Ok? Jack? Irene? It does focus on  
29 some things that we want to do here. Ok, let's move on to the next item on the agenda which is  
30 the Economic Gardening/Expansion and Retention. What new things have been going on  
31 there?  
32

## 33 **VI. Economic Gardening/Expansion and Retention**

34

35 Mayra De La Canal: Mr. Chairman. We met, part of the group, the working group and we invited  
36 others beside the members that were included in this working group. Abby Train, Davin Lopez,  
37 Cruz Ramos, myself and Sharon Shoemaker, we met and we want to, the goal is development  
38 an ECO system for existing businesses to grow. The programs that we would like to have under  
39 Economic Gardening or Business Retention/Expansion, first of all we want to map all the  
40 resources, we want to have central repository of resources, incentives, tools, networking  
41 consortium, relationship building, access to capital, training, human capital, promote and  
42 highlight Las Cruces and branding Las Cruces, propose initiatives for quality of life, social media  
43 and internet guidance and marketing Economic Development capabilities. Be able to support  
44 business locally when State does not qualify them. For instance, JTIP and Wage Plus, when the  
45 State, if for whatever reason, a business does not qualify under State rules and regulations, we  
46 still want to be able to (inaudible) and support them locally. So what we determined is that we  
47 need more time to create a Comprehensive program for the business community in order to  
48 take businesses to the next phase of growth. So we are going to continue meeting and we  
49 would like for all the programs that I mentioned, we would like to have something in place, some  
50 strategy in place, because we feel this is the way we are going to make businesses grow and

1 we really have an economic, an ECO system, a Comprehensive Plan, ECO system for the  
2 business community.

3  
4 Gill Sorg: Ok.

5  
6 Irene Oliver-Lewis: I have a question.

7  
8 Gill Sorg: Sure.

9  
10 Ceil Levatino: I think what I need is some clarification on what you mean by making businesses  
11 grow? Because government can't make businesses grow nor can committees so I think I need  
12 some clarification on exactly what you mean by that.

13  
14 Mayra De La Canal: Yes, we can make them grow if we provide with assistance. It doesn't have  
15 to be financial assistance, sometimes it's just guidance. And with Economic Development, we  
16 need to have programs to help those businesses with those questions. I'm going to give you a  
17 specific example: yesterday or day before yesterday I had a small business in my office and all  
18 they needed, all they had was questions. They needed to know where to go, what resources are  
19 available. So we, as an Economic Development office, we need to be able to forward those  
20 businesses or those questions to the right partner that is going to be able to help. And they just  
21 had questions, it was just not, I want money from you or I want incentives or I want you to pay  
22 for this, no it was just questions. So we were able to refer them to the right partners.

23  
24 Ceil Levatino: Ok. I had another question and now it just left my mind. If I think of it, I will bring it  
25 back. Thank you. I appreciate that clarification.

26  
27 Mayra De La Canal: You're welcome.

28  
29 Ceil Levatino: Last fall, think it was last, it was last fall because it was during the campaign, the  
30 Kauffman Foundation, I don't know whether you are familiar with them, the Kauffman  
31 Foundation held a national conference up in Albuquerque, it was a national conference of  
32 mayors actually and our mayor couldn't go so I went in his stead. And it was all about  
33 opportunities that the cities could take to encourage and promote entrepreneurship and this  
34 didn't necessarily mean financial support but it was jammed packed with great, great  
35 information. Unfortunately, they didn't video or in any other way take notes so you couldn't go  
36 back afterwards and review and I can't write fast enough to take three days' worth of notes but it  
37 was enormously good information. But I can contact the Kauffman Foundation anytime I want,  
38 because I attended, and get that information with any specific questions that we might have. I  
39 would encourage us to use that as a resource because the cities, I had the great opportunity to  
40 meet mayors from all over the country and many of them had already started planting the seeds  
41 in a variety of different ways. They weren't all doing the same thing. To listen to them, to talk to  
42 them and to hear what succeeded, what didn't succeed, how they tweaked different programs  
43 was just fascinating and I think we should take advantage of that or at least look into it and see  
44 if there is anything that peaks our interest that we can perhaps use.

45  
46 Mayra De La Canal: I think that would be very useful. Thank you.

47  
48 Gill Sorg: That would be good if you could share that information with the committee. Any other  
49 discussion on Economic Gardening, any additions? Any additional information? Irene?

50

1 Irene Oliver-Lewis: I'll just take the opportunity, because it kind of goes with, I'd like to  
2 compliment you on your article. The article that you were featured, I hope that everybody saw  
3 that, in last week's business section of the Sun-News. It had a wonderful picture of Annette and  
4 Mayra and the article was really nice, they talked a little bit about what you were just reporting  
5 on. I just want to compliment you.

6  
7 Gill Sorg: Very good.

8  
9 Mayra De La Canal: Thank you.

10  
11 Gill Sorg: Ok. Nothing else on the Economic Gardening? Would there be any action items?  
12 Anything that we need to present in the future about Economic Gardening and so forth. Do you  
13 have any in mind?

14  
15 Davin Lopez: I just want to make a comment. I guess, I think we did discuss this and I don't  
16 know if we came a final resolution but I think the first thing out of the gate is really definition of  
17 what Economic Gardening is. I mean for five years now that I have heard it and looked at how it  
18 has been done around the country, everybody is doing it different, calling it different and it goes  
19 into different types of programs. And I think we talked a lot about, I think the main thing is, I  
20 don't even know if you can call it Economic Gardening without having to pay the fees to them.

21  
22 Irene Oliver-Lewis: Trademark word.

23  
24 Davin Lopez: So we may want to call it something different. But I think the most important thing  
25 is using this opportunity to understand how best practices have been used in this area and then  
26 create something that is really unique to the unique situations of Las Cruces, not to Portland,  
27 not to Maine, not to other places around the country.

28  
29 Gill Sorg: Can we all agree on that?

30  
31 All responded yes.

32  
33 Gill Sorg: Can you bring something forward, a definition, so to speak next month.

34  
35 Mayra De La Canal: I have one right now.

36  
37 Gill Sorg: Say again?

38  
39 Mayra De La Canal: I have one right now. I have a, instead of calling it Economic Gardening, we  
40 can just say Economic Business Retention and Expansion. And that is a very general broad  
41 concept.

42  
43 Gill Sorg: Ok. Great. That sounds great. Thank you. Moving on, Wage Plus update. There was  
44 some suggestion that we need to redo the Wage Plus that the City has. Who is in charge of that  
45 working group? Or who wants to report?

46  
47 **VII. Wage Plus Update**

48  
49 Mayra De La Canal: I'm sorry which one was it?

50  
51 Gill Sorg: Wage Plus.

1  
2 Mayra De La Canal: Wage Plus. We met a couple of times, I believe, Davin Lopez, Christine  
3 Logan, Cruz and myself. We see the need for tools in order to be proactive in the Economic  
4 Development arena, incentive tools to market Las Cruces to include Wage Plus as one of the  
5 components. So we are looking at this as like a tool box. And then so, where we have all the  
6 tools and Wage Plus is going to be probably number one, the priority. We met and determined  
7 we need more time to develop and map out a strategy. We talked about branding Economic  
8 Incentive Analysis to see if we are going to have a return on the investment on whatever it is  
9 that we are offering to businesses. We need to conduct research, establish policy, maybe state  
10 wages over time. Like I mentioned initially, we want to be more proactive, competitive and able  
11 to market. So far right now we have been reactive. We have project and then we react to those  
12 projects. We haven't been proactive. We are not able to go out there and market ourselves. I  
13 guess Wage Plus, the way it is right now, it is a tool. But we need more of those tools so that we  
14 can be on the cutting edge and we can really be able to go after the big guys that we want to  
15 see where in Las Cruces or the ones we want to expand here. It's actually kind of a formula,  
16 they say, ok, if I do this, this and that, this is what I am getting back. Not like necessarily, let me  
17 have all the information for this project and I'm going to take it to Assistant City Manager or City  
18 Manager and then we can negotiate or come up with something that can be offered to you. So  
19 we want to be able, instead, to have all the tools and really be able to market Las Cruces.

20  
21 Gill Sorg: Ok. Any other discussion on Wage Plus?

22  
23 Davin Lopez: I would just comment, I mean, it's as written, I think it provides something of good  
24 value to a company. There are some tweaks that need to be made we think. One for example is  
25 removing from the Job Training Incentive Program, it's tied to that. I think we have missed some  
26 opportunities in using that as a tool because we tied it too tight to it for a reason at that time.  
27 Second, exactly what Mayra said, because we don't have a process on how it works, really  
28 works. It's not very marketable because instead of it being an attraction, a marketing attraction  
29 tool, it is more a, you could possibly receive this benefit but we think you are going to have to go  
30 through this path, this path, this path and when you think it might be a three to four month  
31 process, it is not explainable in that respect and if it is not clear and transparent to companies,  
32 then they will look at the areas that they compete against where it might be more transparent  
33 where that incentive might apply. That being said, I think timeline, Mayra joined us (inaudible)  
34 she joined us on a site visit we had by a company recently where this tool would work perfectly  
35 for them and it is up to 160 IT professional jobs. I mean, it is a very strong type of project that  
36 we would like to see in Las Cruces. Even before it is re-written, I think we are going to have to  
37 try to figure out how to make this tool work for them as easily as possible. And that just kind of  
38 highlights the changes that need to be made. But meanwhile, we still need to utilize the tool to  
39 move forward. Just a heads up. (inaudible)

40  
41 Mayra De La Canal: And just one more thing, please, Mr. Chairman. There are some  
42 restrictions within Wage Plus that kind of limit us what we can do and I'm going to mention a  
43 couple of them. One of them is that we are tied to the State. If the state qualifies them and then  
44 we follow. So we want to have some flexibility in that respect. The other one is I believe; we  
45 should be able to provide these incentives to even positions or employees that are not from Las  
46 Cruces or New Mexican. Because for instance, let's say, this company that is coming, that  
47 Davin is talking about, they are coming here and they are going to bring with them at least the  
48 key positions, maybe fifteen to twenty positions with them and then the rest is going to be from  
49 here. But then the program calls to only provide training opportunities for New Mexicans. How  
50 about those others that are coming that are key to this company in order to be successful and to  
51 grow? How about them? We are going to leave them out of it because they are not from here?

1 Gill Sorg: Yeah. I understand. I've been told about that before. Everybody else understand this,  
2 how it works? Maybe a quick explanation on how our Wage Plus works, just the basics, would  
3 be useful here for everybody to understand. Eric did you have something?  
4

5 Eric Martin: No, no.  
6

7 Gill Sorg: Ok. Could you do that, one of you?  
8

9 Mayra De La Canal: Sure, I can. Do you want to go ahead Christine?  
10

11 Davin Lopez: The thing is, because it is tied to, because Wage Plus today is tied to the State  
12 Jobs Training Incentive Program, the challenge becomes, almost all state programs require  
13 New Mexico residency of a certain period of time, normally it is about one year in order for  
14 anyone to take advantage of that. So the challenge we have had over the years is, when a  
15 company comes in they want to hire more technical related experienced people, it's one thing, I  
16 can sit in front of a company and explain to them, hey if you want to get newly vented  
17 engineers, we can provide that to you all day long. That is not a hard sales pitch. The problem  
18 becomes when the company is saying but I am going to need five to ten engineers with ten  
19 years with specific aerospace related experience. That becomes very challenging. And  
20 companies will not move to any location unless they have a visible available workforce for them.  
21 So we actually lose out on those discussions many times because our incentives do not apply to  
22 those people that they may need to bring in from other areas. We have had this discussion with  
23 the State where we need an approach that does do that because in my opinion whether you are  
24 a resident of New Mexico, one year or one day, what should it matter if you are making  
25 \$100,000 a year on day one, you are contributing to the local economy in a very good way. But  
26 changing requirements in state law are very challenging to do and it isn't going to happen  
27 anytime soon. So Wage Plus, if we open it up to that discussion, we then differentiate ourselves  
28 amongst those companies also looking at Albuquerque as another metro area within the state. It  
29 allows them more opportunity to say I can bring in that person I need to bring in. And still find  
30 the value from the local community or from the state. Hope that summed it up.  
31

32 Gill Sorg: Understandable? What are the dollar amounts involved in this? Wage Plus? Do you  
33 remember?  
34

35 Christine Logan: The way the program is now, the applicant has to meet the requirements of the  
36 state and actually go through the Job Training Incentive Program. So they get that financial  
37 reimbursement through that and then the City does an additional \$1,500 for each position that  
38 went all the way through. So they can be approved, as an example, Samson Equipment, in the  
39 West Mesa Industrial Park, was approved for five or six jobs through JTIP. But they actually  
40 were actually only able to fill one that qualified and so they would be eligible for one position  
41 through Wage Plus so \$1,500.  
42

43 Gill Sorg: Ok. Yes, Mayra?  
44

45 Mayra De La Canal: Mr. Chairman, that is another concern that I have. The way Wage Plus is  
46 right now, it calls for very high wages. That's why it is called Wage Plus I guess. Because it  
47 goes way beyond. But sometimes it is very hard to meet those rates. So the State, the way it  
48 goes, prevailing wage. And then we go for like \$19.00 an hour?  
49

50 Gill Sorg: I thought it was \$15.00?  
51

1 Davin Lopez: It is not that high.  
2  
3 Mayra De La Canal: Well something like that.  
4  
5 Davin Lopez: I think it is moving target but it is around \$14.00 today.  
6  
7 Mayra De La Canal: Or \$15.00 or something like that. Well I was wrong about that. But then not  
8 everybody qualifies for that. So what I am thinking, when I am talking about this toolbox and we  
9 want to have all these tools, I would also like to have something that helps the small business  
10 community that don't have those \$15.00 or \$16.00 per hour wages. That is more like prevailing  
11 wage, like the state. Prevailing wages, whatever the industry dictates. If you are creating jobs  
12 and are paying prevailing wages, then we can support you.  
13  
14 Gill Sorg: Ok.  
15  
16 Christine Logan: But would you want to provide a city incentive for a minimum wage job, if that  
17 was the prevailing in that industry, which that's not many industries where that is prevailing. But  
18 I think that is something we need to look at the bigger picture and that is where kind of looking  
19 at all of our incentives. What are we trying to accomplish so that we can work the programs that  
20 accomplish that as opposed to just throwing up free money which does accomplish something  
21 but might not get the return on investment that we were talking about, that Mayra mentioned  
22 earlier.  
23  
24 Gill Sorg: I think it has been mentioned already, our goal is to have more higher paying jobs. So  
25 whatever we do should support that goal. Anything more Mayra?  
26  
27 Mayra De La Canal: I think I really like that idea about supporting those that are creating those  
28 high paying jobs. I mean, yeah, they need to be rewarded because you didn't get there very  
29 easily, you went through a whole process in order to get there. But also, our small business  
30 community is very important. Eighty percent of the jobs that are created, they come from the  
31 small business community. If you put them all together, like here in Las Cruces we have 6,000, I  
32 ran 6,000 small businesses. They all create two or three jobs at a time. Put them all together,  
33 6,000 x 2 is 12,000 jobs. So I think that is the backbone of US economy and we need to support  
34 that.  
35  
36 Gill Sorg: I think we can all agree to that. Yes, Ceil?  
37  
38 Ceil Levatino: Last week, I can't remember what day now, I spend the day at NMSU at the Grad  
39 Nation Summit.  
40  
41 Gill Sorg: Friday.  
42  
43 Ceil Levatino: Was that Friday? And I can't help but wonder when you said that only one person  
44 qualified for it. Where does the qualified, where does a qualified workforce fit into this whole  
45 puzzle? Especially if we are talking jobs that are above minimum wages. I know we've got a lot  
46 of engineers who have to leave town and Grad Nation was more getting the kids through high  
47 school, making sure they get through high school. But I can't help but wonder where qualified  
48 workforce fits into this whole discussion.  
49  
50 Davin Lopez: Maybe I don't understand the question. I mean, qualified workforce fits in...  
51

1 Ceil Levatino: Well if we are trying to attract businesses here and this one business only, they  
2 only had one person who qualified for the JTIP.

3  
4 Christine Logan: Of the positions that they were approved for. So they, you have to do that in  
5 advance which is a little bit difficult for businesses because sometimes you have a contract and  
6 need people next week and JTIP is at best a thirty-day process to get approved. So they went  
7 with their plan. Ok, we plan to hire five people in the next six months and then when they got  
8 into the construction issues related to their expansion, it took longer. A contract came up and  
9 they got diverted spending money on a different piece of equipment and so the plans change.  
10 And the way that program is so structured, you have to get the contract approved first. So part  
11 of it was that things change. The other part of it is that they have a difficult time finding  
12 somebody who will come to work every day and do the work that they need. So they end up,  
13 actually what they end up doing is promoting the people they already have to work harder and  
14 buying equipment instead of more people.

15  
16 Davin Lopez: Mr. Chair, if I could comment. I think what you are saying on the qualification for  
17 Wage Plus? Right?

18  
19 Ceil Levatino: It's just in general. Her comments triggered the thought that ok, what part of this  
20 whole process needs to address what everyone seems to agree on is a workforce that at best  
21 is, can be a challenge.

22  
23 Christine Logan: Well while we are creating jobs, we also have to create employees. Otherwise  
24 you have jobs with no employees in them.

25  
26 Ceil Levatino: Or employees that are going to show up and stay.

27  
28 Christine Logan: You have to create employees.

29  
30 (several people talking at once, inaudible)

31  
32 Gill Sorg: Going back to the Wage Plus. The question I have is are we ready for a resolution on  
33 making changes to the Wage Plus? It seems to be rather important.

34  
35 Mayra De La Canal: It is important and we are going to keep meeting and I guess pretty soon  
36 we can provide you with what we come up with and then maybe then but at this point and time,  
37 not really.

38  
39 Gill Sorg: Ok, very good. Ok, moving on. I put number 7, I don't read roman numerals very well,  
40 number 8 because of what Assistant City Manager, Daniel Avila,

41  
42 **VIII. Expediting the Permitting, Inspections and Construction of Spec. Building and**  
43 **Industry Facilities**

44  
45 Gill Sorg: I put number 7, I don't read roman numerals very well, number 8 because of what  
46 Assistant City Manager, Daniel Avila, has spoken to me about in the past. And I was going to  
47 ask David Weir, if this permitting, expediting for spec buildings, what has been done if anything  
48 about that?

49  
50 David Weir: In regards to permitting, I mean we have the electronic software for that. I haven't  
51 been in any conversations about a spec building. So I don't have any clue what that is about.

1  
2 Gill Sorg: What he told me was that you could draft out different plans for different types of  
3 buildings, different sizes and so forth and have those plans all ready to go, if it happens to fit a  
4 company that wants to have a building like that, it would just speed the whole process of getting  
5 it build.

6  
7 David Weir: There is nothing that prohibits that taking place today.

8  
9 Gill Sorg: Ok.

10  
11 Eric Martin: Mr. Chairman, Tomas has a contract in place with ASA Architects to look at putting  
12 some type of spec building designs together.

13  
14 Gill Sorg: Ok.

15  
16 Eric Martin: There are two different issues though. If the company is going to construct and own  
17 the spec building, they may be permitting, doing their things through Community Development.  
18 If the City is going to own and lease back or rent the building to that agency, we have to  
19 establish our permitting through Construction Industries Division because we are not allowed to  
20 permit our own work. And so the issue that we were looking at, that we discussed with Ted  
21 Shelton, the primary owner and architect or principal of ASA Architect, is putting some type of  
22 plan set together that is generic enough, that the likelihood that code changes every two years  
23 will not cause the plans to be obsolete. To have a set of plans whether for our department  
24 internally or CID that are full construction, ready to go out the door, may not be completely  
25 feasible because as soon as the life safety code, electrical, plumbing, any of the mechanical  
26 codes, any of that changes, you have to go back to the architect and have the whole set of plan  
27 reevaluated before you go through that process. So what we are looking at was maybe for some  
28 type of generic tilt up structure or something like where tilt up concrete walls and a general large  
29 open structure. Codes aren't going to change drastically. But then if they want to build out the  
30 interior and add offices or things like that, then you go back and put those plans together and  
31 get that constructed. So our current regulatory environment, we think there might be ways to  
32 work within it to maybe expedite that process but at the same time it is not a very fast process  
33 depending on what happens with all the different codes that come into play for us to be able to  
34 build that building. Is that a fair shake of it?

35  
36 David Weir: I think the two, if it is a private and public is one thing. And even if you have the  
37 building structures, depending on the site, you still would have to do the site improvements. But  
38 as far as someone proposing a spec be ready to go, I mean, there is nothing that prohibits that.  
39 They can bring in a plan set and say if I have something I'd like to have it approved. You can go  
40 through the meetings, we can coordinate a meeting with all the disciplines, you know, fire, the  
41 building codes, what you will need from a site specific requirement. We can call those out, the  
42 biggest thing that is going to be is their design professional, who they hire as an architect or an  
43 engineer or the person who facilitates that. I mean, that is going to have the largest say on how  
44 long it takes them to get a project permitted.

45  
46 Eric Martin: Because depending on the size of the project and everything, they may have it  
47 designed by an architect in another state but usually our state requires that a New Mexico  
48 registered architect actually has to approve or a New Mexico engineer has to approve those  
49 plans. So there are other things that come into play. What I might be able to do because I know  
50 Mr. Shelton is working with us on the soundstage and things like that, is maybe we can invite  
51 him to one of the other Economic Development meetings and talk a little bit more about spec

1 buildings and that process. I know Tomas has the contract, they already have the contract and  
2 basically what we need to look at and maybe as a committee is evaluate what makes sense. I  
3 know the concern that Mr. Avila had was that we don't necessarily want to go out and building  
4 two or three spec buildings of different square footages and then for whatever reason, based on  
5 that company's needs, they either don't fit in there or whatever and then we end up with that  
6 building.

7  
8 Davin Lopez: If I can make a comment and this goes back to I guess a few months ago when  
9 we talked about spec buildings, before Christmas time. The comment I made based on  
10 companies that we meet with, obviously it would be nice to have spec buildings, something  
11 sitting there but I think part of the bigger discussion in terms of that toolbox Mayra mentioned  
12 was really a clear description of a fast track permitting program. And when I say a clear  
13 description, it is something that is marketable, something that not only has a name attached to  
14 it, it has a timeline attached to it from like let's say 90 to 120 days from the time of receiving  
15 certain types of maybe architectural drawings or engineering drawings. But something that is  
16 actually, you can go out to market and then the commitment by city to make those things  
17 happen. Right now, that becomes a cloud for us because I can't say whether a new build out or  
18 whether it is a renovation to an existing facility would take 360 days or 2something, I just don't  
19 know. I have no way to explain that to a company.

20  
21 David Weir: The problem for City staff is we don't know either. A lot of it is not depended on us.  
22 We, I think, have a pretty good track record of meeting our deadlines and getting it back. You  
23 know, we get a comment, code hasn't been met, providing it back to the applicant or the code  
24 person and then it is out of our timeline. So you want this date, we can give you dates that we  
25 would have it as a city and we do, it is in our building code. But we have not control of how long  
26 they take to review that and how they modify their plans and how they work with their  
27 comments. The deadlines for getting a permit out are always different. I mean it is difficult to  
28 give that and then if you turn it over to the state, I mean we have not control at all.

29  
30 Several people talking at the same time (inaudible).

31  
32 Eric Martin: Certainly we can work with the consulting architect and maybe we approach  
33 construction industries and see what we can work with. They have been told to some changes  
34 at different times for instance, if the city constructs the building, normally the state fire marshal is  
35 the one that comes in. Lately they have been seeding jurisdiction on certain buildings to a local  
36 fire marshal, which helps expedite and speed something's up. So maybe there are some  
37 discussions that we need to have with the construction industries.

38  
39 Davin Lopez: I guess, from my objective in terms of at MVEDA, we are marketing arm and the  
40 way I feel, is we are sales, if we are a big company here, we are sales, you are product  
41 development. It is my job to come back and tell you what the competition is doing, what we are  
42 hearing is happening out there so that we can be competitive and have a better product. And we  
43 run into this challenge with other states and communities where if you are sitting side by side  
44 and they say we can have something up in 90 days, and we can show it, we can point to, that  
45 puts us at a big setback. I don't how those other places do it, whether they actually do it  
46 correctly, whether it is just statements without actual data, I don't know. But I guess what I am  
47 suggesting is, it might be something in this Economic toolbox we are trying to building, that  
48 maybe, whether it is through this committee or through City staff, maybe investigating those  
49 stated best practices that are out there might be worthwhile.

50  
51 Gill Sorg: Christine?

1  
2 Christine Logan: I think that is kind of an advantage that the City has being the City, is you have  
3 been permitting remodels and reconstruction for at least the last 20 years. You can go back and  
4 look at, when did it get turned it and when did it come out. Obviously it is completely based on  
5 how well it was engineering and things. But you can show real information. Look, here are five  
6 buildings that were built and this is how long they took. And if you get a good professional  
7 services, we are sure they can go faster. Here is what we can do, but here is how long it takes  
8 for the professionals. But you can show that, here is our history, here is this building, this  
9 building and this building. Because Davin and all the other economic developers, we can say  
10 that as much as we want. The business will check with the other private businesses, really how  
11 long did it take you? And rather than just having them go out to the closest Pic Quik and ask  
12 contractors getting a burrito, we can give them information empirical. Here's we permitted it, the  
13 city had it for this many days, this is the total project because of having to do that architecture or  
14 whatever. But you have that information.

15  
16 Davin Lopez: I just want to make another comment. From an economic development standpoint,  
17 from the economic developer standpoint, would I love to have spec buildings, absolutely. If I  
18 were sitting in your shoes as a public official though, let's building something and then...

19  
20 Ceil Levatino: They will come.

21  
22 Davin Lopez: And they say, well Davin thought it could be here in six months and it has been a  
23 year. I mean obviously the public has not patience for those kind of things. For me the less  
24 risky, more proactive approach is finding out just how to be competitive in that messaging in  
25 terms of fast track.

26  
27 Eric Martin: Mr. Chairman?

28  
29 Gill Sorg: Yes, Eric?

30  
31 Eric Martin: I think what I will do, just on behalf of Loretta at this point, is get together with David  
32 and maybe Tomas and maybe Robert Kyle and we can sit down and discuss both those internal  
33 and other processes and maybe we can see how we can bring in some of our other state  
34 building officials that we might be able to talk to about those processes if you will and we can  
35 talk to fire as well because we know the state fire marshal has been seeing jurisdiction on  
36 certain projects locally and so there might be some things we can look at there.

37  
38 Gill Sorg: Thank you.

39  
40 Irene Oliver-Lewis: So Mr. Chairman, so if I'm understand then what Mr. Avila is trying to have is  
41 kind of a, we can't have a spec building, but if we create these options for five architectural  
42 options, they can move quicker? That's what this contract with ASA is? To help you guys be  
43 able to recruit businesses?

44  
45 Gill Sorg: Well Irene, that might be a little bit different.

46  
47 Eric Martin: Mr. Chairman, yeah, ideally kind of what ASA Architects is going to look at and ties  
48 into discussion that we should probably have along those lines is to have some type of general  
49 spec building maybe on paper; 20, 40, 60 thousand, 60, 80, 100 thousand, whatever that  
50 square footage is but to find that those specifications that we can have theoretically  
51 preapproved plans whether they are internal through Community Development or externally

1 through Construction Industries Division that the different parties conceptually might agree to.  
2 So if somebody comes in and says I need a 100,000 square foot building that is tilt up or  
3 something for instance, well maybe we have something that CID or Community Development  
4 has said we can work with this, this generally meets our current codes and with minor  
5 modifications or whatever, that part of the plan is already spec'd put into place so now it is just  
6 the build out of, it's what Mr. Weir was talking about. Ok, it is the sight layout, it's drainage, it's  
7 parking, all those other things needed to meet our codes, a lot of those can be reasonably  
8 determined in advance, but if we can get Construction Industries on board, if the City is going to  
9 own the facility.

10  
11 Gill Sorg: I wasn't thinking of ownership.

12  
13 Eric Martin: Well and see, that's that kind of two prong approach is I don't know what the City's  
14 plan is as to whether when we attract a new business are we expecting them to build the  
15 building or is the City going to enter in some type of ownership or lease back arrangement or  
16 something and that answer I don't have. I am just trying to look at the two different approaches  
17 and if we have those as options, then we may have a different set of rules that we need to play  
18 by in order to make it happen either way in terms of providing those options. That's all I'm  
19 saying.

20  
21 Gill Sorg: Did you have something Craig?

22  
23 Craig Buchanan: I think we have kind of covered it. But I think what businesses are looking for is  
24 some level of certainty and that is hard to provide, I understand. But that is part of making this  
25 productive is removing as much uncertainty as we can from a business prospective. Correct me  
26 if I am wrong, but (inaudible), most businesses are looking for when they come here and we  
27 also know what the competition is providing from a lot of experience in the area. I think what we  
28 had talked about was potentially having the City own a building, I'm not really in favor of that to  
29 be candid, but I think also working with some of our developers, the city does own some sites,  
30 we have an industrial park that the city basically controls.

31  
32 Gill Sorg: Right.

33  
34 Craig Buchanan: There is other areas, such as Arrowhead, where we have a fairly good  
35 understanding of what the incentives are, what the issues are, what the land availability is. You  
36 can't build a one size fits all for every location in Las Cruces, I get that. But you could, I think  
37 conceivability, look at four or five sites at the Westside Industrial Park, you could also look at  
38 some sites in Arrowhead, you could have something that is pretty well ready to go where Davin  
39 could talk to a company coming and say, look I've got these four places, if you need something  
40 quick, we have got something ready to go on these four sites. If you want to build something on  
41 North Telshor, we may or may not be able to accommodate your needs. But as a City, we have  
42 got things ready to go or we can react more quickly because we know what is available at the  
43 West Mesa Industrial Park. We know what the infrastructure needs are, you can have that pretty  
44 well identified. And so that is where I think we can remove some of the uncertainty where Davin  
45 can be proactive with his clients.

46  
47 Gill Sorg: Right, very good. Don't forget Amador Proximo.

48  
49 Craig Buchanan: And Amador Proximo.

50  
51 Ceil Levatino: And the East Mesa.

1  
2 Craig Buchanan: And the East Mesa. So there is a lot of availabilities. But I understand that you  
3 can't every site in Las Cruces and say we have something ready to go, and I don't think that is  
4 even reasonable for Davin to project.

5  
6 David Weir: The question is, why haven't we don't that already. There's not a mystery to what is  
7 required on a site plan and what the adopted codes are. So why is that message not getting out  
8 that it is ready to go.

9  
10 Davin Lopez: That is the question I have been saying for the last two years.

11  
12 David Weir: When Christine worked for the department, wait a minute, she went through the  
13 review process and said, David, 95% of the time you are meeting your review deadlines. They  
14 are getting done less than three review cycles which is unheard of. So there was that trend of  
15 the cycle, the city is slowing everything down, the data didn't support it. I mean it wasn't taking  
16 place.

17  
18 Gill Sorg: It is hard to change perceptions. It will change as time goes on. I have confidence.  
19 Any other discussion on this topic?

20  
21 Ceil Levatino: So what's the breakdown? I mean, what is the breakdown?

22  
23 Christine Logan: One of the things is that...

24  
25 Ceil Levatino: We just tap danced around it.

26  
27 Christine Logan: To do the design, you know, even if you have the piece of land, which one  
28 thing is they don't want to buy the land in advance, but we have offered in the past to ok, we will  
29 take that piece of land off the market, and we can sell it to you if you get someone to occupy the  
30 building but just to design the building and determine, do the engineering for the parking and all  
31 of that costs \$30,000ish. Anybody have a number on that?

32  
33 Eric Martin: It is based on about 10% of the construction cost of the building.

34  
35 Christine Logan: So that's it. Who is putting up that upfront money. It is so much easier to sell it  
36 to the business of that was a private person. I mean, it would be great, if the City is looking at  
37 doing it because the private people haven't. But the company would rather deal with the private  
38 person who already did it. But somebody has to put that money upfront to do the design and  
39 pay their architect and their engineer if it is just that they are paying their salaries and keeping  
40 the plans which they can then sell when a business shows up. But nobody has done that upfront  
41 investment. But that is where I think, if you show the numbers, because you are right, if you ask  
42 the contractor, the city keeps everything slow. Here's the numbers, they don't lie. It came in this  
43 day, it went out that day, it is not slow.

44  
45 Davin Lopez: For me, it is really just what is marketable and what is not. Again, I say 120 days  
46 because I sat next to Rio Rancho in a lot of different meetings in front of clients where they were  
47 saying 120 days and they said we can point to a building and then the next conversation  
48 happens with them, not with use. So for me, it is more what is marketable and what can be  
49 committed to. And if these are ways to do that by having four or five kind of options that are  
50 already predesigned with some flexibility then maybe that's the way to get there.

1 Eric Martin: Mr. Chairman?

2  
3 Gill Sorg: Yes, Eric?

4  
5 Eric Martin: To answer your question as well. I think, let's, we will get staff together and have a  
6 little bit more of a round table internal discussion on how we might approach that both internally  
7 and externally if that is ok with you David.

8  
9 David Weir: Does the city, the council want city staff design as for private people? I mean that's  
10 the policy question.

11  
12 Eric Martin: Well there's that too.

13  
14 Mayra De La Canal: Mr. Chairman?

15  
16 Gill Sorg: Yes, Mayra?

17  
18 Mayra De La Canal: Going back to the permitting concern that we have here. We, of course,  
19 any company or any individual that shows up and pulls a permit, that means growth. And we  
20 want (inaudible), because they are expanding, they are adding, they making an addition to  
21 either their home, their house or their facility, the company whatever that is. So I agree with  
22 David to a certain extend. We can, as a City, we can tell them you know this is how long it is  
23 going to take us but then of course it goes back to you and then you take some time to correct  
24 that plan or to add to that plan according to our requirements and then when you give it back to  
25 us and then this is what we can commit to and I agree if you can come up with that sort of.

26  
27 David Weir: Well what we can do very easily is the process. We amended our code that if your  
28 projects a major new commercial or industrial project that you have a pre-app meeting before  
29 you submit anything at all. We bring everybody that we use at utilities, engineering, public  
30 works, fire, etc. and say these are the items we have to address. Here are codes, here are  
31 issues that we have seen, this is when we will do that. That seems to have worked well but it  
32 gets back to, that's not the only, I mean, if we can get rid of the obstacles but you know, you  
33 talked about you brought a company in here and they wanted this many IT people and you  
34 could only find one. I think there is several factors in play here. We have to get the workforce to  
35 bring some of these companies here that we want. Not to move the target but.

36  
37 Gill Sorg: Sure. Yeah ok. Ok. Irene?

38  
39 Irene Oliver-Lewis: Mr. Chairman, I have another clarification. Craig you said in your discussion,  
40 you said something about, there's private contractors that they are in the mix of, can you explain  
41 how you brought in the availability or the interest of private industry contractors to help in the  
42 picture of bringing in these companies. I just need a little clarification.

43  
44 Craig Buchanan: I think the way it works is you have to build a team. And to David's question,  
45 maybe the reason it hasn't happened is because we don't have a team assembled with this  
46 focus in mind. For instance, in Rio Rancho, when they were doing more of this, there was one  
47 or two developers that were particularly interested in the process. Now, to everybody's point, it  
48 is hard to justify building a spec building. Nobody really wants to risk several million dollars on  
49 an empty building, I mean I don't either. Somebody, probably, would be willing, if you have the  
50 right partner and the right connections, and we could justify a reasonable time frame, there may  
51 be people who would be willing to invest \$50,000 to get far enough into a process to be ready to

1 go. That is a different equation, \$50,000 versus a couple of million. So I think it is a matter of  
2 potentially finding the right partners, you are working with Ted Shelton with ASA, he is a great  
3 resource, there are other developers who could partner with Ted or with other people so that  
4 you have a team already assembled to say we know who is going to build this building, we know  
5 who is interested. This is who you need to work with, this is how far along we are and that in  
6 turn, gives you the ability to give some reasonable assurances that if you look at this site, this  
7 site or this site, I can answer your questions about how long it is going to take. If you want  
8 something outside of those perimeters, then we have to reconsider. But I think the way it has  
9 worked in the past, there was already a team assembled from an architect to a developer and a  
10 builder who were essentially waiting in the wings to say, if you bring this to me, I am ready to go  
11 and I will build on that site and this is how long it takes because I am ready to go and the City is  
12 ready to go because you already know what they are going to build, more or less, and you  
13 already know the players and so it is not, maybe it is just an effort of coordination as much as  
14 anything else and developing the right partners who have an interest in doing that.

15  
16 Davin Lopez: I agree with that evaluation of it. It would help if we were more focused on what  
17 we are trying to do. It seems like to me, we cast as wide of a web as we can, which that has its  
18 benefits also, but that is my concern, is if we promise something, we are thinking this and  
19 somebody brings something totally out of left field and we totally blow the time schedule and we  
20 lost all that (inaudible) capital we tried to build up.

21  
22 Craig Buchanan: And maybe that comes back to the earlier question about what are we, we  
23 can't conceive of everything and we can't plan ahead for everything. But we know, we know  
24 generally what our market dictates, we know from past performance what jobs are likely, we  
25 might call on Davin to get give us some guidance on this is what people are looking for and  
26 here's the calls we are getting and here is what we are competing against, here is what, so you  
27 have an idea of what you should be looking at to be competitive at that moment in time. And  
28 that will change over time, but you know, 50,000 sq. ft. tilt up building is, that design hasn't really  
29 changed much in the last 40 years, it's a pretty, if that is what we are trying to accomplish, that  
30 is pretty generic.

31  
32 Gill Sorg: Ok.

33  
34 Phil San Filippo: May I just make an observation. Listening to the conversation, my observation  
35 would be, I think we are talking about a couple of different things. One if the fine tuning of a  
36 process and getting that process where it needs to be. Then there is a second problem, is once  
37 we have that product development done is communicating and marketing that and developing a  
38 marketing plan and a whole bunch of different tools to go out, so Davin and everybody else can  
39 market that and I'm not sure we have that at all. So I think there are two pieces, two elements  
40 that really need to be done. Obviously the process has to be there, but once the process is  
41 done, if we have this problem over and over again, that there is still a perception, that's maybe  
42 not a problem from your department, maybe it is a communication problem that we have to  
43 really address and that is a whole different area.

44  
45 Gill Sorg: Good points. This has been a good discussion for me at least, I hope for most of the  
46 others. We will leave it on the agenda for the next time and just if you have anything new to  
47 report on it. Your discussions, Eric and David with staff.

48  
49 Eric Martin: Mr. Chairman, I think what we will do is get together and meet and come back and  
50 report at the next meeting.

1 Gill Sorg: Ok, great. Ok, thank you. Irene last word?

2  
3 Irene Oliver-Lewis: Well, I keep going back to what you said because what you said was looking  
4 at things a little bit differently and looking at that very need of creativity and innovation. So in  
5 developing a team, maybe we haven't included all the people that are in the team and we need  
6 to keep that in mind to bring in the industry to bring in those individuals in the workforce or in the  
7 industry to help make some changes for us in the future and I just encourage that. I think that is  
8 why Amador Proximo, that charrette was so interesting because there was so many developers  
9 and business people in that charrette and we need to have more of that if we are going to start  
10 making some changes in the process.

11  
12 Gill Sorg: Ok. Very good. If I can, let's move on to the next item on the agenda.

### 13 14 **IX. Promotion of Las Cruces and Mesilla Valley Transport**

15  
16 Gill Sorg: I'm going to let Jack take over and have him start this at least.

17  
18 Jack Eakman: A skunk idea, ok, as Tom Peters use to say. I don't know why it took me so long  
19 to bring this up because it has been getting around here. Where ever I travel I see Mesilla  
20 Valley Transportation. They are a fantastically success operation in the USA and in Mexico. And  
21 as I go around they are doing a little bit of helping Las Cruces because it says Las Cruces, NM  
22 on every trailer. Five thousand trailers they have Gill?

23  
24 Gill Sorg: Yes.

25  
26 Jack Eakman: Five thousand trailers, 20% of them on the road at a time. And I was thinking,  
27 why don't we try to get the word out about Las Cruces, NM through the use of those trailers  
28 because we are looking for eye time. Anybody who is in promotion is looking for eye time. And if  
29 you get a part of a second, that is usually all you need to really get some sort of a message out.  
30 Because I am still frustrated. I live in the most wonderful city in the United States. And yet, my  
31 friends around the country say where. That's their first questions, where, what, huh? The  
32 knowledge about Las Cruces is very minimal and then I have to explain it when in a blink of an  
33 eye they could get a concept just driving down any road in America of one of these trailers. And  
34 then they park at these warehouse facilities and everything around the country for periods of  
35 time and they are seen by all those people there. In my mind, we need to work with Mesilla  
36 Valley Transport, who is open to this, in getting the message out about Las Cruces, NM. I don't  
37 have the gift of saying what the messages are but just pictures of the Organ Mountains, desert  
38 peaks, just pictures of the festivals around Las Cruces, just pictures of what we have here and  
39 the people enjoying themselves and the little messages about 360 days of sunshine a year. It is  
40 amazing of what you can grasp in less than a second. And what really brought this back to mind  
41 on my trip back to Las Cruces recently was this one semi went by me, 53' long with one  
42 message on the side. And that message was displayed by Kim Kardashian. It was a trailer just  
43 for her brand and it was a scantily clad. And I picked this up in less than a second. It was a  
44 scantily clad, Kim Kardashian with the drapes being pulled back. It was a beautiful, beautiful  
45 display because that is her brand. Her name is her brand and she is a billionaire because of a  
46 no talent brand. Well I'm just thinking, does this concept have feet. And yes, it is pure  
47 promotion. I would love to get more people thinking about this place as a retirement place for  
48 themselves or a place to move their business. More than anything, I would love to see more  
49 warehousing done here in Las Cruces at this perfect location between 10 and 25. I mean, I  
50 would love to see a, I forget what Amazon calls their...

1 Irene Oliver-Lewis: Distribution Hub.

2  
3 Jack Eakman: They have even another work besides distribution but a distribution hub for all  
4 kinds of things could be right here in Las Cruces. We see these in Mexico coming in and we  
5 would love to have more trade and things like that. So I am just throwing that out there right now  
6 to see if it germinates and has feet. But, why don't you tell them about your visit with Mesilla  
7 Valley Transportation.

8  
9 Gill Sorg: Ok, I met with Jimmy, I think and Royal Jones and they are very interested in this.  
10 They like the idea as long as we come to an agreement on some of the details. Of his five  
11 thousand more or less trailers they have, at any one time they don't have many more than a  
12 thousand on the road, so there is three, four thousand that are sitting in a parking lot  
13 somewhere in the United States. Most of them down in El Paso, but they have some in Chicago,  
14 it's really spread all over. So he said, you know if you start plastering some kind of logo or  
15 whatever you are going to do on these trailers, you can consider the fact that they will be out  
16 much less time than you think. Cost of the logo, Phil here, we talked about that, is not going to  
17 be cheap. It is going to be expensive. Also, he said he has done this before with an event down  
18 in El Paso and the event was over and he said, I'm not paying to have this thing taken off my  
19 trailer, it stayed on there, on these trailers for a long time. So I think if you were thinking about  
20 something to do this, he wanted something that is not going to have a (inaudible) time. Perhaps  
21 the Country Music Festival would not be the best thing to put on there. Something that would  
22 last for a long time because taking them off is not cheap either, as well as putting them on.

23  
24 Phil San Filippo: It has to be something very generic. It has to be something that has to be  
25 there, and will last and it has to be just a very short impression because you are driving by at  
26 75mph.

27  
28 Eric Martin: Mr. Chairman is this going to be like wraps that we have on our city busses  
29 basically?

30  
31 Phil San Filippo: Pretty much, yeah.

32  
33 Gill Sorg: It might be, yeah, something along those lines. I don't know the details.

34  
35 Ceil Levatino: I think once Economic Development has at least a few good things in their tool  
36 box that we want to promote, it would be very simple. Just having everything in place that we  
37 can honestly, and have the statistics like you were talking about 95% of the time you were  
38 boom, boom, boom on time. You know, just a simple thing on the tractor saying, check out Las  
39 Cruces, we are business friendly, or something to that effect. It doesn't have to be real detailed,  
40 I mean, you will see that and it will imprint in less than a second just like Jack said and some  
41 business man driving by will go hmmm, where is Las Cruces, let me look that up. It can be very  
42 simple.

43  
44 Gill Sorg: With the website.

45  
46 Mayra De La Canal: Mr. Chairman, if I may? I agree with you, Councillor Levatino.

47  
48 Ceil Levatino: But when they call, we have to prove that we can be very business friendly.

49  
50 Mayra De La Canal: Right, what I was going to say was my only question is that it is not  
51 measurable and it is not targeted. But if we can come up with something very simple so we

1 don't have to worry about our return on investment, we can come up with something very simple  
2 and inexpensive, it would be a very good idea.

3  
4 Eric Martin: Mr. Chairman, on something like that, could we not put that little black and white  
5 square barcode or whatever where someone could just take their mobile phone and pop it there  
6 and we can track the numbers of hits to there.

7  
8 Christine Logan: Not at 75 mph.

9  
10 Eric Martin: Well obviously they are going to pull over to the side of the road, and hands-free.  
11 But you know.

12  
13 Ceil Levatino: No they are going to do it at 75 mph.

14  
15 Eric Martin: But if you measure the website hits from somebody scanning that code, that code  
16 comes back to a business friendly website where there it is, and contact information and things  
17 like that.

18  
19 Mayra De La Canal: To some extent.

20  
21 Eric Martin: To some extent, that is right.

22  
23 Jack Eakman: Mayra brings up an excellent point. If this isn't measurable let's not do it. This has  
24 to be, has to have evaluation criteria set up with it because I use to be the worst bandit when  
25 people were telling how many hits they had on their websites. Well how many dollars did you  
26 get out of those hits is what I wanted to know. And so we need have some evaluating criteria set  
27 up with that. But that is not rocket surgery as they say, we can set that up.

28  
29 Gill Sorg: It's doable.

30  
31 Jack Eakman: It's doable, yes.

32  
33 Gill Sorg: So is there enough interest to pursue this idea.

34  
35 Irene Oliver-Lewis: Yes.

36  
37 Davin Lopez: I would just like to make a comment. Before I came here, probably about 10 years  
38 ago, I understand the was a Rank the Best campaign, which was a private sector, I think it was  
39 primarily private sector, came together to really market the real estate developments around  
40 town which was to attract retirees and homebuyers here. And I hear from the people who ran  
41 that that it was highly effective. Right now, I do know that there is another push, not to the scale  
42 that Rank the Best was but (inaudible), I think, (inaudible) United First Valley is involved in it.  
43 But there is a push now to do some more marketing to retirees again for that push of home  
44 buying here. It might be, I bring that up, only because this is a big picture campaign and it might  
45 be an opportunity to bring private sector, home developers, even maybe a successful, kind of  
46 more well known, regional national restaurants, like with La Posta or Chope's. Bring them  
47 together and really make it a community campaign that markets, not just that but maybe  
48 markets a branding. Which we discussed in one of our meetings, we kind of lack a branding.  
49 You have Santa Fe, the City Different, ok, whatever that means it's cool, you know, you hear it.  
50 But we lack a branding, and if we are going to do a campaign, I think that is part of it, bring in  
51 private sector, bring in public, sharing, and the branding and sharing the messaging.

1  
2 Gill Sorg: Irene:

3  
4 Irene Oliver-Lewis: You want to work here, you want to play here and you want to retire here.  
5 So if you want to just have that branding simple, simple things like KIM, a word, so it takes a  
6 creative energy to think this up but I think it is a very important thing. We were talking about that  
7 in Film, in Film Las Cruces, of how you bring the people here and create things. But just think  
8 about that, you'll have a workforce, a quality workforce that they can get jobs, you want them to  
9 retire and you have everything that you can play with here in the Organ Mountains and all our  
10 cultural, all our everything. So it brings in tourism, it brings in workforce and everything that  
11 leads to a total picture of that economic development. I think it is a great idea but bring in, I don't  
12 know who the city has do your marketing, but you need some really creative, he's creative, you  
13 need some really different type of pictures that say a lot and words that say a lot.

14  
15 Gill Sorg: Sure. CVB does a lot of that already. They are really good at it. Scott?

16  
17 Scott Murray: Thank you Mr. Chairman. You wouldn't need to wrap the entire trailer; you can  
18 just do a section.

19  
20 Gill Sorg: Yes, we discussed that. Just a corner, he didn't say, a lot of times you see it on the  
21 back, that's pretty good, you get to see it a long time as you trail but they have their wings on  
22 there so we didn't think that would be so good. Yes, Jack?

23  
24 Jack Eakman: You might also mention that Royal wants to have Metro Verde promote it on  
25 some of them and he is willing to pay for those.

26  
27 Gill Sorg: Ok, how about volunteers to work on this as a subcommittee or working group rather.  
28 Davin? Jack? Phil?

29  
30 Phil San Filippo: Ok.

31  
32 Gill Sorg: Irene? So we have Jack, Irene, Davin and Phil. Ok, moving on, the next item on the  
33 agenda is the agenda is the Soundstage.

### 34 35 **X. Soundstage**

36  
37 Gill Sorg: I don't know where to start, so much has been going on. Raise your hand if you would  
38 like to say something about the Soundstage. Yes, especially with the requests.

39  
40 Mayra De La Canal: I would like to say something about the RFI.

41  
42 Gill Sorg: Mayra.

43  
44 Mayra De La Canal: I started working with the RFI, and then Jeff Steinborn, Wayne Savage,  
45 Cruz, among all of us and some others, that had some revisions, so we came up with a revised,  
46 final revised copy within our office. I submitted that to Purchasing because they are the ones  
47 who are going to be distributing the RFI and they had concerns with it. Because the RFI that we  
48 put together...

49  
50 Ceil Levatino: What is an RFI?

51

1 Mayra De La Canal: Request for Interest. Request for Interest, sorry about that. So that Request  
2 for Interest for the Soundstage, it is combining Request for Interest and Request for Information  
3 so they were like you have to do one at a time. So just last night, I got a copy back from  
4 Purchasing. It is a Request for Interest in their book. I mean that is how they see it. So they  
5 made some revisions to it that I can share with you but that is the latest with the RFI.

6  
7 Gill Sorg: Ok. So they are going to be sending that RFI out pretty soon.

8  
9 Mayra De La Canal: Pretty soon, yes.

10  
11 Gill Sorg: Any other comments about that. Yes, I see Steinborn over there. Hey Jeff, go ahead.

12  
13 Jeff Steinborn: Mr. Chairman, you want me to take over?

14  
15 Gill Sorg: Yes.

16  
17 Jeff Steinborn: Good to be with you all. Good morning, I'm Representative Jeff Steinborn, I  
18 know everybody in this room. I will tell you there are so many different pieces to what is going  
19 on right now. We are working on growing the film industry here, Film Las Cruces is taking off,  
20 there is a new website, we are hiring a new film liaison for the town, we have some great  
21 responses from our advertising for that. Working with NMSU, the Community College, on  
22 workforce development on the academic side, things are doing really well. There is a strong  
23 interest to probably match the investment, the potential investment of a soundstage on the  
24 academic front and that is something we can talk more about later, the creation of a creative  
25 campus and a potential academic soundstage to train students. This would grow the enrollment  
26 at NMSU and also help more rapidly develop a workforce for the film industry here which is a  
27 key component growing that sector. The commercial soundstage, working with Mayra on the  
28 RFI, that is to reach out to the film industry to gauge interest in partnering with Las Cruces to  
29 run our Soundstage. And also it has to be specifically what the perceived demand occupancy  
30 success of a (inaudible) would be from them. I can tell you in my conversations recently, one of  
31 the big studio operators in the State, New Mexico is booming. We are just growing year after  
32 year, we are successfully recruiting more TV productions here because of the way we amended  
33 our film incentive to give an extra spiff for TV. As a consequence, these shows continue like  
34 "Better Call Saul" which is a successor to "Breaking Bad". This season has now been picked up  
35 for second and third season. We have multiple shows like that, they all film in soundstages and  
36 what is happening is the capacity of those stages are just filled or getting filled, they have  
37 waiting lists and one of the operators told me if he had three more stages he could film right  
38 now. For Las Cruces, our unique opportunity is not only to meet the demand of the growing  
39 industry in the state but we would be the first purpose built studio in the southern part of the  
40 state. Different climate, different environment, different locations, film schools with proximity to  
41 Chihuahua, you know, full services sector. We have a very unique advantage within the State of  
42 New Mexico as long as we are doing all these other things we have to do as well. Certainly do a  
43 much better job of location marketing and selling these assets, this is also a big challenge to  
44 brand for Las Cruces for the film arena. But it is all very exciting and it is all moving forward and  
45 I know that management is working on putting together a position paper slash potential  
46 resolution that kind of pulls this all together for the Council and lays out a clear path. But I am  
47 very excited on what is going on and in fact, for those of you that want to get involved with Film  
48 Las Cruces, we have our board meeting every first Wednesday of every month. We are meeting  
49 tonight at 6:00 pm at the Community Enterprise Center. I'd be happy to answer any questions if  
50 anybody has any.

51

1 Gill Sorg: Ok. Any questions about the soundstage then? I can add just a little bit more. There  
2 has been a small group that got together and the Film Las Cruces subgroup, you might say, is  
3 working on a business plan. This is small sketch of it, I just, there is no narrative whatsoever,  
4 you start asking questions right away as soon as you saw the first item. But it is a start. We  
5 need that information for the RFI to maybe start making a go. I see it as it is going to make a big  
6 difference whether or not we can come to an agreement with the university on whether or not to  
7 put it on the Arrowhead. There has been a lot of interest at both the Community College and the  
8 University for having that location there yet it is going to take some negotiations with the  
9 university and Arrowhead to get it there. So we will get this business plan done first and then I  
10 think the next step is to talk to the university. This is what Chancellor, President Gary Carruthers  
11 did, put right out in front, he wants to see a business plan in the first place before he is  
12 committing the university land to such an enterprise. I don't know how far we can go into this  
13 resolution for the members on the City Council, I'm told Garza wants to bring this to the Council  
14 on the 18<sup>th</sup> of this month. He has it all written up and it will be passed out soon. It is a little  
15 different plan but it doesn't hinder us from proceeding to work on the soundstage as we have  
16 been talking about. Any other last word on the soundstage then? Ok, then other projects.  
17

## 18 **XI. Other Projects**

19

20 Gill Sorg: Two things I want to bring up. One of them is that Davin has a report or a talk about  
21 MEVDA, so I'm going to let him and then I want to discuss membership in this committee a little  
22 bit after that. Go ahead Davin.  
23

24 Davin Lopez: Thank you Mr. Chair. I know only a few minutes were given. It's not really an  
25 update that I am provided it's really a who we are type of presentation. Because I think that is  
26 one of the requests I had, I thought it was important for this group and who is involved in  
27 Economic Development decision making for the City to really understand the different agencies  
28 or groups that are out there working on economic development so we have a synergy between  
29 what is being developed here. So that is really my goal. And in a short amount of time, I will try  
30 to be quick. I'm going to pass this out, I didn't bring enough, this is a bigger crowd than usual.  
31 But if you need to you can share. I'll look over your shoulder. This is basically a pie chart of our  
32 activities in terms of how we work as an organization, our mission behind it. I put this into writing  
33 about seven years ago when I first joined the organization but it incorporates a lot of the types of  
34 strategies that MVEDA has always been as an organization, I just think there was not a clear  
35 picture by the general community as to really how we did and what we do. Specifically, we have  
36 one major goal and that is "Enhance the wealth of all Dona Ana County and its residents  
37 through economic based jobs". That is the key distinction to what we do, "economic based jobs".  
38 Over the years, there have been so many missed (inaudible) that have come to us and said,  
39 well you guys only really work with large companies and you don't care about the small ones.  
40 And I always said, that is the furthest thing from the truth. We have worked with companies that  
41 come here that have created three hundred, four hundred jobs, we have worked with the local  
42 entrepreneurial company that has created one or two jobs. It's economic based is really the  
43 differentiation in our value proposition. Well what is economic based becomes the next  
44 question. Economic based becomes those types of companies that really export a product or  
45 service outside the region. The reason why we concentrate on that is because when you have  
46 an export factor, it brings new dollars into the region, whether that is through job creation,  
47 payroll, etc. or through supply chain, it brings new dollars into a region that naturally, we have  
48 leakage in a region, and those dollars circulate throughout the region in terms of spending  
49 patterns and those spending patterns go to support all the local businesses in town whether you  
50 are a mom pop store, whether you are a retailer, whether you are a store from whatever it may  
51 be, whatever service you may provide. It is rotation of those dollars. I have annual reports here;

1 this is of last fiscal year but to give you an understanding of the four-hundred fifty jobs created  
2 last year, economic based jobs, it basically estimates, though impact analysis, that \$46,000,000  
3 of new household spending will take place in the region over the next three years. That's impact  
4 analysis, that is the value of economic based jobs. And we even have it broken down by what  
5 industries, how the spread and share of spending takes place and I will leave these with you if  
6 you want it. That is our overall mission.

7  
8 The pie chart breaks us down into what staff has as our activities to complete that mission. The  
9 top two is basically, number one we market to industry around the country and we have a  
10 targeted marketing approach. We do an asset based market approach meaning, we don't want  
11 to compete with every city across the country on a deal, we will never win, we don't have the  
12 resources for it. So we really try to narrow it down on the unique assets we have that created  
13 business propositions to companies. We market those assets and that value statement so that  
14 we can narrow it down when we are competing with industry and other communities maybe  
15 narrow it down to five to ten versus a hundred to two hundred across the country. So we have  
16 spent a lot of time in our marketing efforts. It is geographically focused, it is industry focused, it  
17 is asset based focused and we try to cover as much of the United States as we can with the  
18 budget we have and we also try to go international, we look to different markets where we can  
19 again, market the uniqueness we have.

20  
21 The other pie is Existing Business Retention and Expansion. Mayra mentioned that. I mention  
22 this because as the City has its endeavor of retention and expansion, we need to make sure we  
23 are working together in these areas. Again, our focus on retention and expansion is with  
24 economic based industry. The way we do that is we actually sit down with the industry, we listen  
25 to their challenges, we hear them out, understand what is impacting their growth and if we have  
26 a resolution for them, wonderful but most cases we don't. We have to go find resolutions to help  
27 these companies grow. Whether that is working at the State level to enhance a programs that  
28 they may have that may open up to our businesses down here. Like many programs that are  
29 designed, they are designed based on voices that are around Santa Fe and Albuquerque so  
30 they may not incorporate the needs we have. We make sure we are visible up in Santa Fe as  
31 these decisions are being made so we can help support our local business and have a tool box  
32 ready for our local businesses as well. A new area of retention and expansion that we have  
33 grown into has actually started in one of the lower categories, Capacity Building, but it jumped  
34 its way up is we always struggle, where do we fit working with small businesses and we  
35 determined, we don't really work with retail, we don't really work with hospitality, that is not the  
36 economic based forte we are involved in. But there is a lot of these small companies that might  
37 have a local product that they are making and selling locally and we figured, if we could help  
38 convert those companies to being export businesses, then they become economic based  
39 business. Now we are going the economic based pie but in a different way. For example, the  
40 Cruces Kick program, which you might have heard about. It is a relationship with Arrowhead. It  
41 was meant for that purpose. How do we identify local companies, local products sold locally,  
42 and turn them into economic based companies so that they create this value proposition of new  
43 dollar flow coming into the area? That is probably where we spend about 70% of our time.  
44 Maybe a little bit less nowadays because the bottom two categories have crept up in terms of  
45 our time obligation. That is Economic Development Advisory and Capacity Building. That is part  
46 of the services we offer, we think to the City and the County. In terms of economic development  
47 advisory, it is what I mentioned to you earlier. We are a sales force, we come back to you to tell  
48 you what the competitors looks like, what the proposition looks like, so that you can create a  
49 better product, the tool box as was said earlier so that we can be more competitive. The same  
50 thing at the State level. We sit on a number of State related economic development boards and  
51 our entire goal is to make sure that there is an honest and fair approach to make sure that

1 businesses down here in Dona Ana County are being represented. In many cases, we have  
2 actually fought the battles to make administrative or legislative changes that have positively  
3 impacted us over the past couple of years. The other side of it is Capacity Building. We can't do  
4 our job effectively if we don't have the right workforce, we don't have the right infrastructure, we  
5 don't have the right facility. We talked about that earlier as well. And we try to make an impact in  
6 those areas and we do it quite selfishly for us. If we don't have strong capacity in the area, then  
7 we will never do our jobs effectively in terms of job creation and that is how the entire  
8 community, including City and County really evaluate us at the end of the day, how many jobs  
9 were created. So for pure selfish reasons, we want to make sure that there is investment going  
10 towards infrastructure, there is investment going towards facilities, we have the right approach  
11 to market new facility development, etc. In terms of workforce, we took an active role. We  
12 understand we're not educators, we can't replicate what the City of Las Cruces school systems  
13 are doing, or Dona Ana County or New Mexico State, but we can identify where there are some  
14 implore challenges and that is one of the reasons why the jobs boot camp started. It was a  
15 relationship between ourselves and Dona Ana Community College originally. The whole aspect  
16 of this was employers are having challenge with soft skill sets, lack of soft skill sets in the public.  
17 And so our mission in that respect was to make is easier for employers to find the right  
18 employees was to start training the public on soft skills and what they needed to do to showcase  
19 themselves as valuable employees or potential employees to companies out there. So in a nut  
20 shell, that is really what we focus on and again, job creation is economic based, and I can't say  
21 that enough and I say that because there is a symbiotic relationship that we have with the City  
22 in terms of our activities and how we work together and even Jeff, when you talk about the film  
23 industry. We may not go after trying to market towards a film production, however, it is those  
24 long stream industry changes or growth along the way whether it is post production, whether it  
25 is gaming, whether it is multi-media type of companies that could locate here because we are  
26 building a film industry, we would be involved in that. I think it is important that everyone  
27 understands the symbiotic relationship that MVEDA does with each other. Phil we have talked a  
28 little bit about things that maybe we can work on together as well. But this is who we are and  
29 this what we try to do and in maybe ten minutes I wanted to relay that and if you have any  
30 questions, I'll try my best to answer them.

31  
32 Gill Sorg: Any questions for Davin?

33  
34 Cruz Ramos: Thank you Mr. Chair. Just, when you talk about economic based jobs, I think it is  
35 probably important to get across to this body that other jobs are created as a result of focusing  
36 on economic. Would you touch on that?

37  
38 Davin Lopez: That is a little bit of what the report tries to state. Basically, when economic based  
39 jobs are created, you have indirect and induced jobs that are also created. Indirect jobs are for  
40 example, and this is part of what we do in retention and expansion, try to understand each  
41 companies supply chain needs. We try to match, we will meet with a company down in Santa  
42 Teresa, manufacture, we will try to understand what their supply chain needs are so that we can  
43 then identify those types of companies like in Las Cruces that could supply those needs. So let's  
44 say a company goes to Santa Teresa creates a hundred jobs, there might be four suppliers in  
45 Las Cruces that supply to that company. Because of that new demand they have, they create  
46 five to ten jobs. That is the indirect job creation as a result of economic based companies  
47 coming in. Then what happens is you have more spending and you have more people earning  
48 money, we as Americans, we spend our money. Probably more than we should but we spend  
49 our money. And so we will go out to eat more, or we will go to the movies more, so those  
50 companies, those groups like restaurants, or the theater chain or an auto dealership who is  
51 selling more to the public based on this, they have a greater demand, each of them may create

1 one job as a result, that becomes an induced job being created. So every industry is different  
2 but we call it a multiplier effect. And general speaking like in manufacturing, for every hundred  
3 jobs created, there might be thirty more direct and indirect jobs being created as well. And that  
4 is the other value of proposition of targeting economic based job creation.

5  
6 Gill Sorg: Very good. Could I ask a question then too? Is there a multiplier factor for the money,  
7 the new money brings in as it goes through the local economy? Davin, have you ever seen or  
8 heard about that?

9  
10 Davin Lopez: So in terms of, well we try to get to spending, so it will change based on the value  
11 of the company that came in and whether the company hires a hundred people and they pay  
12 \$15.00 an hour or they pay \$20.00 an hour, that is going to have an overall impact and that is  
13 why we subscribe to impact analysis software but in this particular case, we are talking 450 jobs  
14 having a spending impact of \$46,000,000 over three years so that is about \$15,000,000 per  
15 year.

16  
17 Gill Sorg: What I'm talking about is \$1 of new money. Do you know what I am saying?

18  
19 Mayra De La Canal: I do have something to share with you guys. Well that impact, the induced  
20 and indirect jobs happens pretty much with any sector, not just economic based. And then they  
21 usually, I was running an incentive, not incentive, impact analysis a couple of days ago that the  
22 COO, Chief Operating Officer asked me for and usually it is 1.33 for every dollar that is directly  
23 generated, there is a 1.33 impact. You multiply that by 1.33 and that would be the additional  
24 impact in the market. But it can always change.

25  
26 Davin Lopez: The other thing we offer up in terms of economic development advisory, and what  
27 you just mentioned spurred the thought. Because we do subscribe to economic development  
28 impact analysis software, and it is quite expensive, there is a reason for it as well. We want to  
29 make sure that if there is any tax abates or public value that is being given to a project, we can  
30 run the analysis to show you as public officials that there is a return on investment and when  
31 that return on investment takes place. I think we all run into the situation with the general public  
32 in terms of criticisms towards inducements being given to private sector where, why are you  
33 giving our taxpayer money, well if we can show that a \$1 was invested to get these jobs here  
34 and we made \$5 in return, then that is a pretty good investment. So part of our impact analysis  
35 and advisory is to illustrate the value statement to these companies coming in. Give a very  
36 honest assessment if it doesn't and then you are giving too much and that becomes the  
37 tradeoff.

38  
39 Gill Sorg: Very good. Any other comments or questions. Yes, Irene?

40  
41 Irene Oliver-Lewis: I just have an economic economy thing I would like to pass out. So it is my  
42 play. So I wanted to just give you a flyer, it is next week at the Rio Grande and so.

43  
44 Gill Sorg: Well we aren't quite done.

45  
46 Irene Oliver-Lewis: Oh I'm sorry, I thought we were.

47  
48 Gill Sorg: There was a question a month or so ago about membership in the committee here. I  
49 would just like to bring up the fact that if anyone wants to leave the committee or wants to be  
50 added to the committee, I have a couple already, I think we should bring that to the attention of  
51 the meeting here. I have been in communication with Abby Train. She makes it very difficult to

1 get here during week, her best time is Friday morning. Craig. (inaudible) However, she probably  
2 will be able to call in at times, at least for part of the meeting, so we need in our by-laws a  
3 statement about being able to call in for a meeting. Can we get that written up for next meeting  
4 and have that by-law changed. Thank you. And then I just wanted to ask anybody if you have  
5 any items that could be on the agenda of next month, we will plan on having it the first  
6 Wednesday morning of the May unless there are any objectives. Yes, Mayra?

7  
8 Mayra De La Canal: We are trying to incorporate within our scope, Retail Attraction. MVEDA,  
9 they are the experts in industrial attraction, but within our office we are trying to incorporate  
10 Retail Attraction.

11  
12 Gill Sorg: Retail what?

13  
14 Mayra De La Canal: Attraction.

15  
16 Gill Sorg: Attractions. Instead of (inaudible) economic based job?

17  
18 Mayra De La Canal: What do you think MVEDA? I don't think so, it's not economic based. Retail  
19 attractions of the maybe the restaurants or the stores that you would like to see here in Las  
20 Cruces.

21  
22 Gill Sorg: Oh, that's a little bit, quite a bit different. We will have to think about it. Well we  
23 discuss it next month. Yes?

24  
25 Christine Logan: For another thing to discuss, I think it's good to have kind of an overview of  
26 what MVEDA does, if I could have five minutes next month and do the same thing of what the  
27 State does for the City, State Economic Development what services they have.

28  
29 Gill Sorg: Excellent.

30  
31 Christine Logan: And then maybe at each meeting get another one of the partners of what  
32 resources are being brought to this resource.

33  
34 Gill Sorg: Excellent idea. Thank you. Anything else? Then I will hear a motion to adjourn. Moved  
35 by Davin Lopez and seconded by Jack Eakman. All in favor say aye.

36  
37 All responded aye.

38  
39 **IV. Adjournment**

40  
41 Meeting was adjourned at 11:55 a.m.

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48  
  
Chairperson