



# City of Las Cruces

## Economic Development Committee

August 10, 2016

The following are minutes for the meeting of the Economic Development Committee for August 10, 2016 at 10:00 a.m., at the City of Las Cruces, City Hall, Conference Room 2007C, 700 North Main, Las Cruces, New Mexico.

### Members Present:

Craig Buchanan (D-1)  
Mayra De La Canal, Economic Development Coordinator  
Councillor Jack Eakman  
Councillor Ceil Levatino  
Irene Oliver-Lewis (D-4)  
Christine Logan (D-2)  
Eric Martin, Project Management Administrator  
Arlon Parish (D-6)  
Jose Provencio, Business Services Administrator  
Cruz Ramos, Economic Development  
Loretta Reyes, Interim Assistant City Manager/COO  
Councillor Gill Sorg  
David Weir, Community Development Director

### Members Absent:

Davin Lopez (D-5)  
Abby Train (D-3)

### Others Present:

Manny Altamirano  
Mary Armstrong  
Leo Baca  
Srijana Basnyat  
Rita Jaramillo  
Scott Marr, Information Technology Director  
Scott Murray  
Barbi Narvaez, Recording Secretary  
Larry North  
Orlando Padilla

### **I. Call to Order (10:04 a.m.)**

Chair Gill Sorg called the meeting to order. First item after calling the meeting to order is the conflict of interest disclosure and determination.

### **II. Conflict of Interest Disclosure and Determination**

Gill Sorg: Is there anyone here that has a conflict of interest on an item on the agenda.

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Irene Oliver -Lewis: Mr. Chair, I would like to...

Gill Sorg: Disclose?

Irene Oliver-Lewis: Disclose that I am a volunteer board member on Film Las Cruces.

Gill Sorg: Ok. Any others? Ok, seeing none others. Moving on to number 3, approval of regular meeting meetings of July 6, 2016.

**III. Approval of Regular Meeting Minutes: July 6, 2016**

Jack Eakman: I move approval of those minutes as distributed.

Gill Sorg: Ok.

Irene Oliver-Lewis: Second.

Gill Sorg: Moved to approve by Councillor Eakman, second by Irene Oliver-Lewis. Any corrections or additions as they usual say. If not, all those in favor, say aye.

All responded aye.

Gill Sorg: Any opposed? Then we are good on the minutes. The next item is the Branding of Las Cruces. I believe Councillor Eakman is dealing in that as well as another staff member or two. Councillor would you like to take over and discuss this item?

**IV. Branding of Las Cruces**

Jack Eakman: This item came to the front because of an initiative I described about four months ago. In having a meeting on that, the initiative was, the thought was...

Mary Armstrong: Hello.

Gill Sorg: Pause.

Mary Armstrong: I can sit in the back.

Leo Baca: Sorry we are late, we just had a meeting with Mayor Miyagishima prior to coming over here.

Gill Sorg: Ok. Councillor Eakman would you mind if we pause again, your presentation, and the people that are here today could introduce themselves. Starting with the lady down at the end. Yes, you.

Mary Armstrong: Mary Armstrong.

Gill Sorg: Yes.

Mary Armstrong: I am a resident in your district.

Gill Sorg: Yes, I know. Go around this way and skip to the back row too.

1  
2 Leo Baca: My name is Leo Baca. I am the Government Affairs director for CenturyLink in New  
3 Mexico.  
4  
5 Gill Sorg: Ok.  
6  
7 Manny Altamirano: Manny Altamirano, Field Engineer for CenturyLink here in Las Cruces.  
8  
9 Gill Sorg: Ok.  
10  
11 Rita Jaramillo: Rita Jaramillo, Engineering Manager for upstate New Mexico.  
12  
13 Gill Sorg: Ok.  
14  
15 Larry North: Larry North. I am the Operations Vice-president for CenturyLink of New Mexico  
16  
17 Gill Sorg: Ok.  
18  
19 Christine Logan: Christine Logan, I'm with New Mexico Economic Development Department and  
20 the rep for District 2.  
21  
22 Jose Provencio: Jose Provencio, Business Services Administrator for Utilities.  
23  
24 Scott Marr: Scott Marr, Information Technology Director for City of Las Cruces.  
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26 Arlon Parish: Arlon Parish, local developer.  
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28 Scott Murray: Scott Murray, film liaison from Las Cruces.  
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30 Eric Martin: Eric Martin, Public Works Facilities  
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32 Mayra De La Canal: Mayra De La Canal, Economic Development for Las Cruces  
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34 David Weir: David Weir, Community Development Director.  
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36 Gill Sorg: Gill Sorg, City Councillor.  
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38 Irene Oliver-Lewis: Irene Oliver-Lewis, retiree. Sorry, mostly, and I represent District 4 on the  
39 Committee.  
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41 Cruz Ramos: Cruz Ramos, Economic Development City of Las Cruces.  
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43 Loretta Reyes: Loretta Reyes, Interim Assistant City Manager, Chief Operating Officer.  
44  
45 Ceil Levatino: Ceil Levatino, Las Cruces City Councillor, District 6.  
46  
47 Jack Eakman: Jack Eakman, City Councillor, District 4.  
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49 Srijana Basnyat: Srijana Basnyat, Senior Planner, Community Development.  
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51 Gill Sorg: Ok, are we done? Well, very good, then Jack you can continue now.

1 Jack Eakman: Thank you. The topic is, the idea of branding or an identity for our beautiful city.  
2 This all came to the fore about four months ago, I talked about a potential initiative of working  
3 with Mesilla Valley Transportation. I am so impressed with their development and their visibility  
4 all through the United States of America, Mexico and into Canada. And all of those trailers,  
5 going across, getting all the eye contact throughout all these lands. Could we possible work with  
6 them to promote Las Cruces and the advantages of Las Cruces to people who might want to  
7 retire here or bring businesses here or something like that. It was totally exploratory. So a sub-  
8 committee was named; I met with those folks, Irene was a part of that sub-committee along with  
9 Davin Lopez and Phil San Filippo and we met. And we are excited about this. We think it will  
10 work. We even have four potential websites for people to give us feedback on those trailers and  
11 things like that. But then, someone, I think it was Irene spoiled the entire day and she said, what  
12 do we say? Who are we? What are we going to promote? What are we going to say we are?  
13 And this all came to the fore. And I looked around, and I know we have some things in the  
14 community, the City has a brand but it is very internal. It is people helping people. It is very  
15 internal to city government. And so, the idea of sparking a conversation on this came to my  
16 mind. And I know you have all heard about branding, it is not new. I only have 16 copies of this;  
17 you will have to share. It is not the only article on branding in the world, it is one of thousands.  
18 But I thought it was quite comprehensive, quite brief and to the point. In the discussion on  
19 branding, it says who should do it, things of that nature. And to cut to the quick on what I have  
20 been learning, if this is for Economic Development, it should be handled through Economic  
21 Development and this group. If it is community wide, it should be more with the city at the core,  
22 working with our local business communities and our chambers and all of the other entities  
23 coming through. My responsibility in this at this time is, I don't think we do have a brand, I don't  
24 think we do really have an identity. I love this community. I think we all love this community.  
25 Now what do we want to tell the nation? We are leaving it up to everybody else to decide what  
26 they think Las Cruces is. We are just plain leaving it up to them because we haven't claimed  
27 what it is. It is going to have to be real. We can't have something that goes to our citizens and  
28 them say, that is not us, or I have never seen that. We have got to something that really rings  
29 true. And so, I would like to see this process begin. Somewhere, somehow, I am not directing  
30 where it happens throughout our organization, I am bringing it up for discussion and I guess, if  
31 you want to have a discussion on this, brief discussion on this Mr. Chair, you can. But I would  
32 like to see this start with this group, with our Economic Development Department. And see how  
33 we can spread it out as far as how we can have a process for creating a realistic brand and  
34 identity for Las Cruces.

35  
36 Gill Sorg: Ok. Anybody else have any comments or questions. I think you have said it well. That  
37 is something that maybe the Economic Development Department could be thinking about here.  
38 Do what you can, I agree.

39  
40 Jack Eakman: I would love to meet with that department as they work on this and so we can  
41 have a report at our next meeting.

42  
43 Gill Sorg: Ok. Is that all right, Mayra?

44  
45 Mayra De La Canal: Sure Council Sorg. As one of the working groups that we identified in the  
46 past, it was Economic Gardening, I believe, we met and we agree with you Council Eakman that  
47 we need to start branding Las Cruces.

48  
49 Gill Sorg: Ok.

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51 Irene Oliver-Lewis: And there's...

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2 Gill Sorg: Irene and then Loretta.  
3  
4 Irene Oliver-Lewis: And at a national level, if this is Economic Development, and I know that the  
5 City and as we got, this that we are going to be talking about, the plan, the Comprehensive  
6 Plan, there is so much involved in Economic Development and how to tie into a city and how to  
7 make a city interesting. Not only for business, for people, but for everybody who comes to a city,  
8 why you come to a city because it is all wrapped around. So, I think it is a real important topic. I  
9 see these wonderful commercials for New York and how New York has done incredible stuff  
10 and bringing business to that state so I think it is an exciting thing and very appropriate that it is  
11 under the Economic Development. I do think that you need to tie in, the city needs to tie in very  
12 closely with the Visitors Center, Visitor...  
13  
14 Loretta Reyes: Convention and Visitors Center.  
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16 Irene Oliver-Lewis: With Phil's. What is it? I never know. Right, yes, they have a brand now,  
17 those 3 words, live, experience, what is it? Experience, Explore, Experience and three words.  
18 So I think it needs to be tied in to something with them as well.  
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20 Gill Sorg: Ok, Loretta.  
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22 Loretta Reyes: Mr. Chairman, that was going to be my comment. That something be  
23 coordinated with the Convention and Visitors Bureau.  
24  
25 Gill Sorg: Right. Mary?  
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27 Mary Armstrong: Since I'm not a member of the committee, I have this thought though that I  
28 have lived here now for a little over 6 years and I think my really initial impression of Las Cruces  
29 was how great the diversity was and to me the first thing that comes to my mind is a Place for  
30 Everyone.  
31  
32 Irene Oliver-Lewis: That's nice.  
33  
34 Mary Armstrong: Yeah, that is my first impression, I thought I would just share that.  
35  
36 Gill Sorg: Any others?  
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38 Irene Oliver-Lewis: I just thought of something.  
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40 Gill Sorg: Irene?  
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42 Irene Oliver-Lewis: The museum, the Branigan Cultural Center, they are doing a whole two  
43 years, initially thinking about branding as and what is the city about. And that was one of the  
44 things that came out, they have done a bunch of focus groups in the city now so you need to  
45 also connect with Rebecca because they are doing something similar, for this exhibit, a  
46 permanent exhibit that they are going to open in 2018, about Las Cruces.  
47  
48 Gill Sorg: Ok. Any other comments? Ok, let's move on to item number 4, Branding of Las  
49 Cruces. I wanted this on the agenda because for my knowledge of, did I say Branding of Las  
50 Cruces? I meant, 5, Internet Connection for local businesses.  
51

1 **V. Internet Connection for Local Businesses**

2  
3 Gill Sorg: When I first got on the Council, there was an effort by others in the Council and in  
4 Staff to see what we could get for internet, better internet connection to the city. I don't know  
5 how detailed that was and I was told very briefly that it was pretty difficult to do, or at least what  
6 they were trying to do which I am not exactly sure what it was. And then last year, when this  
7 committee was first formed, the chairman at the time, Councillor Small, had it on as one of the  
8 items on the agenda too. So I thought, it is time maybe we bring it back to explore it some more.  
9 And so therefore, I asked Staff if they could put together some information to let us know what  
10 the possibilities are and of course, we are primarily trying to help small business here have  
11 better internet connection. That includes other businesses, not just small, but other businesses,  
12 it has been since Irene and I have been involved in the Film Las Cruces, it has been brought up  
13 that high speed internet is going to be critical for that business to be here to. And so, with that  
14 introduction, I will let Staff take care of, speak about what they know.

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16 Mayra De La Canal: Councillor Sorg, we have representatives from CenturyLink, and they are  
17 here to be visiting us in order to further explain on the subject.

18  
19 Gill Sorg: Ok.

20  
21 Leo Baca: Ready?

22  
23 Gill Sorg: We're ready, yeah.

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25 Leo Baca: Thank you so much for allowing us to join your meeting today. Again, I am Leo Baca,  
26 I am the Government Affairs Director from CenturyLink in New Mexico. I know I just briefly went  
27 around and introduced, but I want to point out that Larry North who is our new VP of Operations,  
28 so his team, his entire group in the State of New Mexico is responsible for putting together both,  
29 deploying, not deploying, but installing and repairing, maintaining all of the network, all of  
30 CenturyLink's network in New Mexico and he is new to New Mexico, moved here from Arizona  
31 several weeks ago. I want to introduce Larry first because he is here on other meetings, he just  
32 happened to know that we were going to be here and I asked him to join us just for the  
33 introduction. Larry, if you want to say a couple of words, I know he has to leave fairly soon and  
34 then I will introduce Rita Jaramillo and Manny here.

35  
36 Larry North: Good morning everybody. Thank you for letting me join you. I had a specific  
37 passion for this meeting Chairman because Economic Development is really important to every  
38 city that we are involved in. The idea of you know, public safety and education comes up a lot  
39 but the idea of being able to connect to the things that matter in and outside the community is  
40 really fundamental. It is part of the reason I love the job that I've got. We did come with a lot of  
41 information today. The hope is to show you how capable we are already. There is a lot of  
42 potential right at the door step as we stand here today and we will go through those details. For  
43 the things that we would still need to be able to build there is a lot of opportunity there as well. It  
44 is a great invitation to be down here, I do appreciate you letting me join you for the discussion.  
45 Thank you Leo.

46  
47 Leo Baca: And joining us also, if Rita Jaramillo, who is the Engineering Manager in New Mexico  
48 and Manny Altamirano who works for Rita. A couple of the things we wanted to talk about briefly  
49 today would be what we currently have available in Las Cruces and I think there is a map that  
50 we are going to be passing around. It is a sensitive piece of information so we can't leave it  
51 behind but we can show it to you. What is shows are what we currently have as far as

1 broadband speeds in the Las Cruces area. And then we are also going to talk about a program  
2 that we are working with the FCC on, the Federal Communications Commission, called the  
3 Connect American Fund Phase II. And these are dollars that were redirected to broadband  
4 deployment from the old universal service fund that the FCC has had in place for many, many  
5 years. And we are going to talk a little bit about how those dollars are coming to this area as  
6 well to deploy more and more broadband with the subsidies from the FCC. And these are  
7 primarily in areas that are a little bit harder to reach and that is why we need the subsidy to get  
8 to because it is more of a high cost scenario. And I even have a couple of copies of that map  
9 too and again, I'm sorry, I can't leave the map behind, it is sensitive, competitive information, we  
10 wouldn't want out competitors to see it. So, Rita, I will let you say a few words and then I can  
11 chime in and we can let Manny can help answer questions.

12  
13 Rita Jaramillo: Well, as we will explain some of the (inaudible) that we are going to be  
14 deploying. We have completed some of the sites for 2016. We are stating on 2017 to engineer  
15 and design and send that to construction. In the Las Cruces Telshor areas we are planning to  
16 hit possibly a little over 900 living units with higher with HSI bandwidth.

17  
18 Gill Sorg: Can you explain HSI?

19  
20 Rita Jaramillo: Well it is High Speed Internet. So your 10 meg, 20 meg, 40 meg speeds will be  
21 available to some of these areas.

22  
23 Gill Sorg: Yeah, you need to be careful with acronyms.

24  
25 Rita Jaramillo: Right, I understand.

26  
27 Irene Oliver-Lewis: We're not up to high speed yet.

28  
29 Rita Jaramillo: So that is part of the plan, I mean, I know that you talked about some of the  
30 businesses wanting higher speed internet so if you have, possibly specific areas that we could  
31 talk about.

32  
33 Gill Sorg: Ok. Scott?

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35 Scott Marr: So one of the things that I've heard since I have worked for the City and kind of  
36 been somewhat involved in this, lack of internet service in the business park up on the West  
37 Mesa. And I think that is one area that is a challenge for us because for example we have had  
38 an outage at our airport, and this is just city connectivity, it is not internet related, but we have  
39 had an outage at our airport due to lightning strike hit on our microwave tower which feeds the  
40 airport. The reason we use microwave is we cannot get fiber or copper connectivity to that part  
41 of the city. And so, I think that is one of the areas that I have heard in the past in terms of  
42 Economic Development is how can we get high speed internet access to the business park  
43 area. And then when I look at a map in the main part of the city, it at least casually, it looks like  
44 there is pretty good coverage for broadband. But at the same time, we also have to determine  
45 what speeds businesses need. And different businesses have different needs. You mentioned  
46 the film industry. They are going to have a much higher need of bandwidth than other types of  
47 businesses such as manufacturing, right. And the reason for that is because they are going to  
48 be transferring digital content over that. So those are the kinds of questions that need to be  
49 asked, is the location, the type of business that we are expecting in those locations so that we  
50 can kind of quantify what they needs might be.

51

1 Leo Baca: And to answer part of your comment there is that we did confirm yesterday that we  
2 do have fiber optics to the industrial park, the West Side Industrial Park.

3  
4 Manny Altamirano: Leo, on the south side of I-10 we are pretty well proliferated with fiber. On  
5 the north side, the actual airport complex, we are about 3,000' away with fiber.

6  
7 Gill Sorg: Close. That's getting there, we got to get the last 3,000'.

8  
9 Leo Baca: You know, I have been involved now with a project going on with the City of Santa Fe  
10 and I hope I am not spilling the beans because we are just about announce it, we are working  
11 together with Mayor Gonzalez and the city officials, we have deployed higher speed broadband  
12 throughout the city in Santa Fe to over 30 locations and one of them is the airport. And we are  
13 taking fiber to the airport as part of this overall project. And so, sometimes in working with the  
14 cities on multiple site locations and looking at whether it is a contract renewal or whatever, we  
15 can justify those builds where we can build that last 3,000'. I know that is something, I don't  
16 know what the footage is to the Santa Fe airport that we are extending our fiber, but the overall  
17 plan there allowed us to build that fiber to the Santa Fe airport. So they are going to have the  
18 fiber optic accessibility at the Santa Fe airport. So what we can do is have our folks get together  
19 with you all or the appropriate person at the City to start looking at that to see what it would take  
20 to get fiber to the airport.

21  
22 Rita Jaramillo: Yeah, to the airport.

23  
24 Scott Marr: So the higher point, I think I pointed out is every time there is an anchor tenant,  
25 maybe they have a large enough desire it justifies by itself if not, the art of this is trying to find, if  
26 you want the airport, any other restaurants, or other things that are out there, we can see if  
27 everybody wants in, it helps justify those bills. Every 500' closer we get, the next 500' is easier. I  
28 think when working with a team like this, it is easier to get information from all those different  
29 sources so you don't have five or six different entities asking individually which maybe don't on  
30 their own want in but in (inaudible) will. I think that is the power of this group.

31  
32 Gill Sorg: Right. Ok. Right.

33  
34 Larry North: You aggregate the demand. You can more easily get those type of jobs done.

35  
36 Gill Sorg: Right. Right. Councillor Levatino?

37  
38 Ceil Levatino: How does this tie in to what we are trying to do at the south end of Main Street  
39 with the project down there with redeveloping that area? There is going to be several  
40 restaurants, large, fairly large enclosed patio area, will people who are going to those  
41 restaurants and using that area have internet access? Will our plaza have internet access?

42  
43 Gill Sorg: Well that is a good point. That is an excellent point. I was told at one time by  
44 somebody, rumor kind of thing, that the downtown would have wireless Wi-Fi. Is that true, do we  
45 know that?

46  
47 **Leo Baca:** Mr. Chair, so we have been working for some time to try to figure out how to  
48 approach that. The original, and it is on the strategic plan, there is an element regarding a  
49 feasibility assessment if you will, of public Wi-Fi in the area. It started off with looking at the Main  
50 Street, we solicited some vendors to look at what the cost would be. The roadblock that we ran  
51 into is the mounting to provide that would be required the use the current light poles which the

1 vendor would not support any additional weight on those poles and you would void the warranty  
2 so we ran into a situation where all the poles would have to be replaced. So during that period,  
3 is when the plaza design development was going through and we met with the developer and  
4 discussed the feasibility of starting there and providing a conduit to the poles that we would put  
5 in place. We had a couple of conversations, but we didn't get much feedback from them. Had  
6 another meeting around November, December of last year and found out they are using the  
7 same light poles as they are down Main Street and they will not support the weight of any radios  
8 which you would have to mount. So they pulled that because of the increase in cost, I guess it  
9 would triple the cost of the light poles, they pulled that from their budget and they did not run  
10 conduit for data cable into those poles. We do have, they did put in a conduit run from where the  
11 stage is, there is a control room area, they did put conduit from that towards Municipal Court,  
12 which we have fiber at that location that we can run a new cable through and patch it in. There  
13 is a vault on Griggs for fiber termination. The concept there is that we would backhaul that traffic  
14 to City Hall and then have equipment to provide that access. But the challenges really are one  
15 of meeting expectation. Anytime you have a service for free it typically gets clogged with  
16 everyone trying to download large amounts of information, whether that be music files, videos,  
17 watching YouTube so forth. The other challenge that we would face is putting content filtering  
18 on there so it can't be used for illicit purposes. And then maintaining that system and how the  
19 public reports issues because then we are going to end up in a tech support role. So, right now,  
20 what we have done is we issued an RFP to have a Feasibility Assessment done by a third party.  
21 The first issuance of the RFP had not responders so we reissued it, it is due to close I think this  
22 week and we will see. Now, we did go back to the folks that we sent the RFP to, to determine  
23 why they did not respond. Some of it was they did not have enough time to respond, some of it  
24 was that they had questions and for whatever reason didn't ask them. So, we have answered  
25 some questions and we are hoping to get a better response. So the idea there is have a third  
26 party come in and look at what would be the budget be to implement and what would be the  
27 budget be to operate it. But one thing I would point out, is currently, as you may know, the City  
28 is migrating to more cloud based services and so we have been increasing our own internet  
29 access speeds. We currently use 100 meg interface today to the internet and that is full 100  
30 meg up and down by directional. And that is running us \$4,000. So we also look at how much  
31 capacity do we need to provide adequate access to the entire length of Main Street for the  
32 public based on their usage.

33  
34 Gill Sorg: I see.

35  
36 Ceil Levatino: Ok, it is a lot more complicated than I thought.

37  
38 Gill Sorg: It is nice to know you have done a lot of work on it already. Yes, and we are trying, we  
39 are trying, that is the main thing. Irene?

40  
41 Irene Oliver-Lewis: I have two questions. You mentioned, Mr. Baca, you mentioned Connect  
42 America Fund, is that, what is the amount in that fund and who is that accessible to? Is that only  
43 accessible to commercial companies or is that accessible cities or what exactly is that Connect  
44 America Fund?

45  
46 Leo Baca: Good question. What it is it's a program that the FCC is administering and I believe if  
47 you went on line you could find it, but what it is, is that they offered to the phone companies, to  
48 the major phone companies, it is a shift of dollars from the old universal service funds to this  
49 new fund that prompts more broadband to areas that either have very limited broadband or  
50 don't have any broadband. So it is intended to try to get further and further reach of broadband  
51 into rural areas and throughout the country. So in New Mexico what the FCC did is they offered

1 CenturyLink \$66,000,000 over 6 years, so it is about \$11,000,000 a year to deploy broadband in  
2 areas that the FCC identified, and what they did is they went by the census block area, and the  
3 FCC has these formulas that tell us where they believe we need to be deploying this. We have a  
4 little bit of latitude on how we use those dollars to deploy. And in New Mexico, I believe Rita and  
5 all the engineers have been working since the end of 2015, I believe, to be working on areas in  
6 New Mexico and throughout 2016, we have been deploying 10 megs down, 1 meg up, which  
7 was again, the criteria for this deployment. That is the minimum speeds. As Rita mentioned,  
8 there is areas where we are getting much faster speeds than that based on the design and the  
9 location on where we are deploying this. But again, it is offered only to the main phone  
10 companies who have a pre-existing network. Because if you look at it, it is much more efficient  
11 to grow an existing network because we already have fiber throughout the Las Cruces area.  
12 There are gaps, there are gaps where we need to fill those gaps and some of them are high  
13 cost. And that is what this fund is really good for is to help us fill those gaps that would be very  
14 difficult to fill under ordinary business. And so we are using those dollars, again it is a six-year  
15 program from the FCC to provide broadband to those areas that they designate. And it just so  
16 happens that this area, there is quite a few, as Rita said, living units, these are basically like  
17 homes, we look at it as homes that are designated on the census block way. And so, this area is  
18 getting quite a bit of deployment over the next couple of years.

19  
20 Irene Oliver-Lewis: But from a standpoint of personal, when you say living, that is not  
21 necessarily addressing what we would be looking at is how to bring more to the businesses to  
22 commercial entities or business. The homes can be small business, there are some cottage  
23 industries around and in the creative economy concept there is a lot of small business one to  
24 people. So I would like to know how does the City work with you to access some of this money.

25  
26 Leo Baca: Well the beauty, kind of going back to the first part of what you said, and then I will  
27 answer the second part. The beauty of this is, as we are deploying fiber to these areas, to these  
28 living units identified by the FCC, we are going right past, whether it is a library, a school and  
29 office park, whatever, and wherever we see, I know when Manny is doing his design to these  
30 jobs, we are dropping off fiber to come back for future jobs that we can cover on our own dime  
31 to be able to deploy to those areas. And so, it has a secondary affect, so not only do we take  
32 care of the areas identified by the FCC but in going to those areas we are able to do much more  
33 work. I know of several areas where we have been able to have a far reaching affect beyond the  
34 original intent of the program. But if you have certain areas that you believe are lacking in  
35 bandwidth, that is why we wanted to bring Rita and Manny here to so we could talk about some  
36 of those areas. And this can be an ongoing discussion, we don't have to solve everything today,  
37 it can be an ongoing discussion, we will leave our business cards with you all and if you identify  
38 areas that you believe are in need of higher bandwidth, we can take a look at that and see  
39 maybe it folds in one of these areas where we are going right past it with one of these Connect  
40 America Fund jobs or maybe it is something that as Larry mention, we aggregate demand and  
41 try to get more fiber to the area based on an aggregated demand rather than an individual  
42 demand which may not prove it in cost wise.

43  
44 Irene Oliver-Lewis: And my second question to you is, you said your competitor's, so when the  
45 City looks at addressing the broadband issue, they look at several people, several corporations,  
46 correct? Am I correct in saying that? So CenturyLink is one, and who are the others?

47  
48 Gill Sorg: There is only one other.

49  
50 Leo Baca: Comcast would be the other one primarily.

1 Gill Sorg: Comcast.

2  
3 Leo Baca: Or there are also other elements of competition out there as well. You have  
4 companies called, they are called CLEC (Competitive Local Exchange Carriers) and these  
5 companies were formed back when Congress changed the laws back in 1996 with the  
6 Telecommunication Act in 1996 which allowed these competitors to come into the market and  
7 lease our facilities at cost. So they lease our facilities at a wholesale rate and then they resell  
8 those services to businesses or whomever and so those are also, there are some of those  
9 entities in Las Cruces. I believe, I don't know who the CLEC is for Windstream is, they are  
10 called Paytech, or I don't know what they are called. But there is other competitors in this area  
11 that are leasing facilities from us.

12  
13 Gill Sorg: Ok. Mary, or Jack.

14  
15 Mary Armstrong: I believe that the Connect America program is derived from Congress  
16 Congressional Act in the late 90's which appropriated \$250 billion to make America totally  
17 connected and competitive world wide with other countries. At this point, the United States is  
18 actually quite far down the list in terms of being connected. And based upon what I can see, Las  
19 Cruces is substantially in like the 10 percentile in the country. We are very underserved. I don't  
20 know why that is but it seems like that is the real story. I think greater competition is important, I  
21 also feel like we need to get this done as soon as possible because I think that this kind of  
22 service is very critical to be competitive for businesses as well as for people who want to retire  
23 here. Because one of the things that is happening right now, you know, nationwide is  
24 disconnecting from cable. And unfortunately, a lot of cable companies are also internet  
25 providers. They don't want to see that happen. There is a big chunk of money that goes out in  
26 cable service every month. And if people have high enough speed internet to disconnect from  
27 cable, that is a large amount of money that companies lose.

28  
29 Gill Sorg: Ok. Jack.

30  
31 Jack Eakman: Two things, they are not the only two providers. I mean Verizon of course works  
32 through their system and things like that, you can get broadband service through them. But the  
33 point I have is I understand you have proprietary information because of private investment, but  
34 the \$66 million, would you share with us your plans then going forward for where those  
35 installations are going to happen?

36  
37 Leo Baca: Good question. There is a map on the FCC's website that you can go to that shows  
38 you the census block area, it is not too, too detailed but it will show you basically where the FCC  
39 has identified these areas.

40  
41 Jack Eakman: Does their identification mean that that is what is in your plan at time certain?

42  
43 Rita Jaramillo: No, I don't think it is being updated that frequently because there are times that  
44 some of the locations that have been identified, the facilities were not possibly correct or the  
45 living units that were spotted by the Census Bureau are not accurate.

46  
47 Jack Eakman: Well then could you somehow make that information more transparent to us here  
48 as we consider some of the things we need to do for the community?

49  
50 Rita Jaramillo: I think we could.

51

1 Larry North: So candidly there is a horizon by which we can translate what is eligible living units  
2 from Connect America from the FCC mapping to what we know we are going to build. And  
3 basically when Rita's team gets done saying, have we vented our records and we think this is  
4 really what we thought it was, we move and transition from what is somewhat vague to more  
5 defined as she has described, they are planning the 2017 build right now so we can get ahead. I  
6 think to Mary's point; we like to do this faster as well. It is good for everybody. So as that  
7 process happens, where we have planning defined and complete we move to a place where we  
8 are knowing about it, there are some regulatory rules around where we disclose for public  
9 access that information that would probably restrict that somewhat but I think it would take  
10 getting through that planning process before we would be eligible to do it.

11  
12 Jack Eakman: And could Scott or our Economic Development Department be able to access  
13 that then?

14  
15 Leo Baca: We would be willing to, at the appropriate time, when we are able to share it, we  
16 would be willing to share what we can.

17  
18 Gill Sorg: Ok.

19  
20 Larry North: I think what we take away from that is if you are looking for what is eligible to get an  
21 idea to start with, FCC and then I think Leo can work with Scott to connect.

22  
23 Jack Eakman: That would be helpful.

24  
25 Leo Baca: Recently we met with some of the folks in Santa Fe County because we had several  
26 areas in Santa Fe County that were being deployed and it was imminent that it was being  
27 deployed so we were able to share that information with Santa Fe County. So there is a point  
28 and time where we are able to do that and I will definitely do that.

29  
30 Gill Sorg: Ok. Christine?

31  
32 Christine Logan: Kind of what we were talking about before, about hitting the industrial areas or  
33 the airport and things like that. The FCC's goal is to connect household so people can do their  
34 homework, do their shopping and such and there are no households up there. So when you  
35 think about their eligible tracks, they are not going to be at West Mesa. When you look at this  
36 map you can see the faintest of faint outlines of gray of the city limits and you can see that what  
37 is in shades of pink and orange goes up to Raasaf Hills and Picacho, it is not going beyond  
38 there because there is big users, they are spread out, it is a lot less density of connections up  
39 there but it is the people, Rea Magnet Wire left but they were controlling their equipment in the  
40 West Mesa from their computer in Indiana or Illinois, one of those I places so they had to have  
41 really good conductivity.

42  
43 Jack Eakman: But we have a great interest in infield development too.

44  
45 Christine Logan: That will address a lot of things in the city, it won't necessarily, that Connect  
46 America Funding is not what was designed to fix the airport and industrial park issues but it  
47 would fill in a lot of gaps.

48  
49 Leo Baca: And luckily, as Manny had mentioned, on the south side of I-10, at the Industrial Park  
50 on the south side we do have fiber connectivity and we are fairly close to the airport, as we  
51 mentioned about 3,000'. So those types of businesses that you want to bring into the Industrial

1 Park are not going to buy the plain vanilla DSL, they are going to buy a fiber based designed  
2 circuit that is reliable up and down and monitored and those are the types of circuits that these  
3 larger companies would be interested in.

4  
5 Gill Sorg: Ok. Is that what you call a T?

6  
7 Scott Marr: No that is different technology.

8  
9 Rita Jaramillo: It is your 100 meg coming into the city building.

10  
11 Gill Sorg: Irene?

12  
13 Irene Oliver-Lewis: This is kind of a guidance for staff. So if we are thinking about, so we have  
14 the West Mesa and then we have the southern part of the city and Arrowhead, that's the  
15 university but still Arrowhead is going to be growing and all that economic development things  
16 that are happening. But we also have, if it grows, we have Amador Proximo and Amador  
17 Proximo is within the city limits and it was looking, if I remember the report of the Charrette,  
18 there was going to be lots of businesses. It was going to be multiuse in that area. So I think the  
19 way the whole city is going to be looking at is that multiuse of home and offices and downtown  
20 is supposed to be multi, it is that buzz word I guess of all urban planning now so I think it is  
21 important that city staff bring back to us what, it is like developing, we were talking about  
22 branding, but you are really developing a whole foundation of how the city is going to grow in  
23 economic development in all the areas and what can be done immediately with maybe some of  
24 this money and what can be done in a long term basis.

25  
26 Gill Sorg: I think our Community Development department is going to be explaining that soon.  
27 Mixed use is the word. Mixed use.

28  
29 Irene Oliver-Lewis: Mixed use, multi, I'm old fashion. Mixed use.

30  
31 Gill Sorg: Yes, Scott?

32  
33 Scott Marr: So a couple of things I just wanted to mention. First off, in preparing for this meeting,  
34 I came across a resource that may be of use. It is a broadband map that shows the State of  
35 New Mexico and you can zoom down to any of the communities. The URL for that is, if I can  
36 read it, it is super small on my screen here, [nmbbmapping.org](http://nmbbmapping.org).

37  
38 Gill Sorg: BD?

39  
40 Scott Marr: NM, New Mexico, BB, Broadband, mapping.org. I don't know how often the  
41 information is updated, I don't know how accurate it is, it is from the Department of Information  
42 Technology from the State is who maintains it. It uses our GIS so it is overlaid. It will show you  
43 fiber, wireless, cooper connectivity and you can zoom in and see the area so that maybe a  
44 useful tool.

45  
46 Ceil Levatino: Can you get down to a street level with that?

47  
48 Scott Marr: Yes. The other thing in terms of connectivity to homes, that is still an important  
49 component of Economic Development and the reason I say that is because more and more  
50 companies are working from home. Right. So yes, you do want this high speed by directional  
51 connectivity, high speed in both directions for larger businesses and again, smaller businesses

1 can be served well with broadband but typically the term broadband means that the connection  
2 is a symmetric. Meaning, you have a high speed download but a low speed upload capability.  
3 This is the most cost effective form of internet connection and that is what we have in our  
4 homes, typically. A symmetric connection, fiber based, like Leo said, is typically needed for  
5 larger organizations where not only are they trying to receive information but also push  
6 information out and that is needed if you work from home because if you are from home, you  
7 are going to be working with documents or systems that are at that facility and you need good  
8 connectivity to it. And in terms of why is Las Cruces in the condition it is in. My opinion is you  
9 have to look at growth of the internet which is very organic. It was originally developed by  
10 DARPA for military use to connect research facilities which happened to be universities at the  
11 time. And then the universities took it from there and grew this internetwork, which is all the  
12 internet is, it is a series of networks connected together to the point that it became a public  
13 resource. Where those networks connect together were done at areas that had research and  
14 higher education so you look around the country, the hub for the internet were the peering  
15 points area between CenturyLink, Verizon, Sprint, all these large telecommunication companies  
16 that now host the internet. The one in New Mexico is in Albuquerque, that is where the peering  
17 points are for these companies. When I am on my DSL from CenturyLink at home and I do a  
18 trace route to see what I go through to get to a certain site, it hits Albuquerque and then it  
19 connects to the real world. Right. So it is just that as the internet developed, it developed in  
20 areas of the Bay Area, the East Coast, Denver, Albuquerque, areas where there was research  
21 and higher education involved in research. The cost to build these peering points goes kind of  
22 back to something that Leo said, you have to have enough chicken in the egg, you have to have  
23 enough business going on for it to be economically feasible to bring in someone else.

24  
25 Gill Sorg: The demand.

26  
27 Scott Marr: Right. When we were looking at extending fiber to the East Mesa Public Safety  
28 Facility, which we just recently extended, it is not connected but it is in place, the cost we were  
29 looking at was a million dollars a mile. Now we didn't pay that because we were able to leverage  
30 some existing conduit that traffic engineering had where they had cooper and they had funding  
31 to replace it with fiber to go to intelligent traffic signal from the state. So one of the things is to be  
32 able to leverage existing infrastructure and I mean infrastructure of conduit in the ground. The  
33 cost of building this out is not so much the cable, it is getting conduit in the ground.

34  
35 Gill Sorg: And it is all buried now?

36  
37 Scott Marr: Yes. And the reason for that, is, I'll go back to what I said about the airport, we have  
38 a microwave link there but it is susceptible to lightning strikes and the problem is, for us, this  
39 microwave is FCC licensed frequency so in wireless communication you have licensed and  
40 unlicensed. Unlicensed is a free for all, anybody can compete with anyone else and signals can  
41 get corrupted because you are walking on someone else's session. We have licensed  
42 frequency we get from the FCC, the problem is those are purpose built radios and when they  
43 blow out they don't pull one off the shelf, they build one so we have a six-week lead time. So  
44 microwave is not the best technology, the best reliable technology is fiber and then second,  
45 maybe cooper. CenturyLink can probably speak to that better than me but.

46  
47 Gill Sorg: Ok. That is good information. Thank you.

48  
49 Mary Armstrong: I am a bit of a dissatisfied customer, I'm just saying. And when I moved to my  
50 location now in November, 2011. I was told by the internet company that I contacted that fiber  
51 optic would be coming in soon. Soon? What is soon?

1  
2 Gill Sorg: I was going to ask Leo and any of the others here from CenturyLink, do you have  
3 some kind of time table for these improvements you are planning on with Connect America?  
4

5 Rita Jaramillo: The build we are looking at now for 2017, we are actually planning and  
6 engineering. We have to start, the planning piece of it is starting now. They have to complete  
7 their portion by the end of September, then my group will get it to go out and take the field  
8 notes. We are hoping to have it designed and ready to issue out to construction by the first part  
9 of 2017 depending on the builds it could take 3 to 6 months depending on the length of the  
10 build, the equipment we need to order.  
11

12 Gill Sorg: Ok, I understand. Variables.  
13

14 Leo Baca: And Mr. Chairman, one other thing to keep in mind is this is this one particular  
15 program. We also have our own capital program where we build our own facilities throughout  
16 the state including you know, Las Cruces, obviously, so as the demand is there, as we need to  
17 add more facilities to a particular area or a certain customer wants a fiber based facility we build  
18 that just on our own capital program that we have in place ever single year.  
19

20 Gill Sorg: Ok, well, we talked about the gaps in the city here. I assume many of them are in the  
21 older part of the city where when they were build we didn't have fiber optics in those days. And  
22 as everybody should now here, we are replacing, rebuilding many streets and the utilities are  
23 being replaced in most of those streets. And I wonder if fiber optics is going to be part of that  
24 replacement when the street is rebuilt. Are fiber optics considered, are you putting them in when  
25 the street is torn up and you go down to the water and sewer pipes?  
26

27 Jack Eakman: I believe Loretta can answer that.  
28

29 Irene Oliver-Lewis: See it didn't help for you to sit over there.  
30

31 Gill Sorg: I don't care who answers.  
32

33 Loretta Reyes: Mr. Chairman, I know from the city point of view, we are working with our own IT  
34 Department to ensure fiber optic is addressed on our street projects. From a private, working  
35 with the private side as far as working with CenturyLink, anytime that we do a street project, we  
36 are to contact our utilities, all utilities that could possibly be in the street and work with them on  
37 anything that they have to do. Because the thing we would hate to have happen is that we  
38 reconstruct the street and some comes in later and tears it up. So we do, do coordination with  
39 private (inaudible) as well.  
40

41 Gill Sorg: Good. Thank you, thank you very much. Any last words on this subject? Yes, Manny?  
42

43 Manny Altamirano: To address the city projects, we do get informed and in working with the city,  
44 most of it is conflicts with our existing facilities as you put in the new city facilities but we do,  
45 especially, in the downtown mall, it is very congested and if we do take a look at getting the  
46 infrastructure conduit places, now that the road is tore up and we have got the availability to get  
47 in the trench, so we do take that into consideration and at least get something in the ground for  
48 future placement of fiber or whatever.  
49

50 Gill Sorg: Do you ever replace cooper with fiber optic?  
51

1 Rita Jaramillo: Yes.  
2  
3 Gill Sorg: Ok. That is what I like to hear. You are upgrading some.  
4  
5 Rita Jaramillo: We are upgrading.  
6  
7 Gill Sorg: Yeah, ok, very good. Thank you. Mary?  
8  
9 Mary Armstrong: One last thing.  
10  
11 Gill Sorg: Sure.  
12  
13 Mary Armstrong: I think maybe we are talking to the wrong people. I think that the issue here is  
14 what has been appropriated or allotted for us in terms of how much money. He said, I think he  
15 said \$66 million for whatever amount of time. Maybe what we should be doing is going to our  
16 congressman and talking to them about the priority Las Cruces is getting. Las Cruces, El Paso,  
17 Juarez is the 2<sup>nd</sup> largest bilingual commercial area in the western hemisphere. We shouldn't be  
18 sitting back and taking whatever is left over.  
19  
20 Gill Sorg: There is always something we could do there, for sure. Ok, if there is no more words  
21 on this, I think it is time we move on. This time I will get it right.  
22  
23 Leo Baca: If I could please ask for the maps back.  
24  
25 Gill Sorg: Oh yes, pass it around.  
26  
27 Irene Oliver-Lewis: We were hoping you would forget.  
28  
29 Gill Sorg: Ok, we are passing the maps back. The next item is number 6, the By-Laws (Meeting  
30 Minutes). Mayra?  
31  
32 **VI. By-Laws (Meeting Minutes)**  
33  
34 Mayra De La Canal: Mr. Chairman, as for the existing By-Laws, Article 7, Meeting, Item D. It  
35 calls for written summary minutes will be made of the Committee's proceedings and made  
36 available in a timely manner by the Staff Liaison. So we want to move from verbatim that we do  
37 right now to summary as the By-Laws suggest.  
38  
39 Gill Sorg: The By-Laws actually say that?  
40  
41 Mayra De La Canal: Right.  
42  
43 Gill Sorg: Ok, good. Any objection to that?  
44  
45 Jack Eakman: I'm sorry, I didn't hear all of that.  
46  
47 Ceil Levatino: We are going to specific verbatim of secretarial reporting to summarized.  
48  
49 Gill Sorg: Ok, let's pause. Those who are discussing things, if you take it out to the hall, we want  
50 to continue our meeting.  
51

1 Ceil Levatino: Who determines what can be summarized and how always makes me nervous so  
2 I don't think I will agree with that.  
3  
4 Leo Baca: Are there any maps that are still out. Thank you very much.  
5  
6 Committee thanked CenturyLink and Scott for attending.  
7  
8 Rita Jaramillo: And Manny is just a block and a half away.  
9  
10 Manny Altamirano: Yes, you can contact me for anything in Cruces or anything in the valley and  
11 I can get you to the right person that will answer your questions:  
12  
13 Ceil Levatino: I'm sorry Mayra, can you go over that again?  
14  
15 Mayra De La Canal: The existing By-Laws that we have for the Economic Development  
16 Committee, Article 7, Meetings, D calls for written summary minutes will be made of the  
17 Committee's proceedings and made available in a timely manner by the Staff Liaison. Currently  
18 we do verbatim, not summary so we wanted to move from verbatim to summary as these  
19 articles suggest.  
20  
21 Gill Sorg: Ok.  
22  
23 Ceil Levatino: Of the minutes?  
24  
25 Gill Sorg: Just the minutes of the meetings.  
26  
27 Ceil Levatino: So who determines what is going to be summarized and how. My fear is that a lot  
28 is going to be lost in the translation so I am not in favor of that.  
29  
30 Gill Sorg: Ok. Any other comments?  
31  
32 David Weir: Mr. Chair, I don't think you need to change the By-Laws, I think you can just pass a  
33 motion at your meeting saying you want them to remain verbatim and then staff would have  
34 direction to prepare them in that manner. I don't think it requires you to change your By-Laws.  
35  
36 Gill Sorg: Ok.  
37  
38 David Weir: Because that is more information, it would allow you, if you were comfortable with  
39 verbatim minutes to do that. I guess the catch to your situation would be, each individual that  
40 spoke could review the minutes when they come out and say this does not quite reflect the  
41 essence of what I said, I would like it modified to reflect this, if you wanted to go to a summary  
42 type of minute situation.  
43  
44 Gill Sorg: Ok. So another words, we could still adjust the minutes shall we say.  
45  
46 David Weir: Well I think every time you approve the minutes you always ask are there any  
47 changes or modifications, you could say, this doesn't quite catch the essence of what I was  
48 trying to say and then restate it and they could put that.  
49  
50 Gill Sorg: Ok.  
51

1 David Weir: I don't think the By-Laws limit you, that is a lessor standard so if you wanted to keep  
2 verbatim I think you just instruct staff that we know we can go to summary but we are not  
3 comfortable with that so we would like you to continue to prepare them verbatim.  
4  
5 Ceil Levatino: Or maybe if there is specific, for instance, having CenturyLink here, we could  
6 determine which items on the agenda should be reported verbatim and others could be  
7 summarized.  
8  
9 Gill Sorg: Can you mix it?  
10  
11 Irene Oliver-Lewis: I don't think so.  
12  
13 Ceil Levatino: I think the conversation that we just had with CenturyLink, I would like verbatim to  
14 go back over and review. I think that is important, you know maybe some of these other stuff is  
15 not as important. See what I mean?  
16  
17 Gill Sorg: Ok, understand. I see what you mean. Irene?  
18  
19 Irene Oliver-Lewis: Can I just ask a technical question for the staff? Isn't it more difficult to do a  
20 summary than to do a verbatim.  
21  
22 Ceil Levatino: Oh yes.  
23  
24 Irene Oliver-Lewis: So I would like to think about staff's time.  
25  
26 Ceil Levatino: That is a good point.  
27  
28 Irene Oliver-Lewis: And on a verbatim, we get everything there and the staff just has to pump it  
29 out. Right?  
30  
31 Mayra De La Canal: Yes.  
32  
33 Irene Oliver-Lewis: Ok, I just needed to know that.  
34  
35 Gill Sorg: Good point. I was wondering about that myself.  
36  
37 Christine Logan: It is more trees and less time.  
38  
39 Irene Oliver-Lewis: Right.  
40  
41 Gill Sorg: That is what it boils down to. Yes. Christine?  
42  
43 Irene Oliver-Lewis: I just know because in a summary you are using judgement of the listener.  
44  
45 Ceil Levatino: Exactly.  
46  
47 Irene Oliver-Lewis: And in the verbatim you get, and the verbatim is kind of interesting because I  
48 ramble. But it is verbatim.  
49  
50 Gill Sorg: So, if you want to keep verbatim, we better have a motion than right.  
51

1 Jack Eakman: I would vote we keep it verbatim.

2  
3 Gill Sorg: Ok, is there a second?

4  
5 Ceil Levatino: Second.

6  
7 Gill Sorg: Second by Ceil, moved by Jack. Ok, all those in favor say aye.

8  
9 All responded aye.

10  
11 Gill Sorg: Any opposed? Ok, we will keep verbatim then. The next item on the agenda is 7.  
12 Soundstage Update.

13  
14 **VII. Soundstage Update**

15  
16 Gill Sorg: We have Scott Murray here that is from the Film Las Cruces who has been working  
17 on the soundstage as far as the Film Las Cruces side goes. Let me just begin by saying that the  
18 main thing we are working on here is the business plan. And it is getting very close, we are  
19 getting down to some details on it but we are not quite there yet. There is a few details that have  
20 to be done on it yet but one of the main things that Film Las Cruces and, well just Film Las  
21 Cruces wants to do is have along with the business plan for the building itself, that is the  
22 purchase of it, the operations of it, the maintenance of it, the management of it. Those are the  
23 four main parts of the business plan; we also want to have a workforce plan too because that is  
24 going to be key; is one reason why we did lose one production that we could have gotten here  
25 because we just didn't have the workforce. I have been told, Scott correct me, that be barely  
26 have 20, excuse me a dozen union members in the area here that live here and when a  
27 production wants to come here they may have a crew of up to 200 people. Well they have to  
28 bring those, whatever is left over, whatever they need in and pay them per diem and that  
29 increases their cost quite a bit. But there are other issues too. It is not just the workforce but that  
30 is a key part. And so we want to have a workforce plan, how we can build our workforce in the  
31 city here as quickly as we can. And I will defer to Irene and Scott who are both on the Film Las  
32 Cruces Board and you can add whatever you want here.

33  
34 Irene Oliver-Lewis: I think that is a great summary. What is very important in the plan, from the  
35 standpoint of the Board, is that it really is a workable plan and that anything that would be  
36 brought to this committee shows options of both the management of the building, what are the  
37 pros and cons of the existing buildings that were or sites that were suggested in the past to the  
38 current possible, current building and how you build that workforce. Lots of statistics, we are  
39 getting lots of state statistics to put into the business plan so that it is a comprehensive  
40 document that this committee can really assess. So there has been a lot of movement from the  
41 different board members and two people that are working as consultants and with SCORE and  
42 at the last meeting lots of discussion on the business plan. I think it is real important to bring into  
43 the workforce development to add a company, an industry in this area and so that is being  
44 discussed both on the academic end of it and the educational end of it and then from the  
45 industrial end of it so that you create training to a retired person or a vet, somebody who is in  
46 their 30's, 40's who could be on a movie set right away as opposed to someone who wants to  
47 get a four-year degree. And what is that training and how do we develop that training within our  
48 city so we feel like probably by our next meeting we will be able to have a good business plan  
49 with graphics and graphs and etc. etc. to this committee.

50

1 Gill Sorg: Just to clarify, when Irene says a vet, we are not talking about veterinarians we are  
2 talking about veterans.

3  
4 Irene Oliver-Lewis: Veterans.

5  
6 Gill Sorg: Ok.

7  
8 Scott Murray: Although veterinarians could be used too.

9  
10 Gill Sorg: We could use them too.

11  
12 Irene Oliver-Lewis: You may need them on a film.

13  
14 Gill Sorg: Right, both, we will call it both them.

15  
16 Scott Murray: It is kind of a chicken and egg dilemma because you need production to train your  
17 crew and you need trained crew to staff production. Short term we can certainly work with low  
18 budget film or projects that come here. Things that are probably under \$1 million. The union is  
19 willing to grant financial, I'll say, aid to those productions if they sign a union contract. If they  
20 sign a union contract, then the people working on it can get their days in to get their card to be a  
21 union member. No production has to hire union people, they choose too. They can hire non-  
22 union people, the union VA or some representative will show up and ask the people to join  
23 which involves they will have to pay dues, they will have to pay into the union welfare and  
24 benefit fund and eventually they will get, the employee will their days in and then they will get  
25 their card. So again, there is a give and take. We do have a few projects coming, a TV pilot is  
26 going to meet with the writer's tomorrow, they want to shoot it here in the CMI graduates, they  
27 have funding for it. There is also a production, I believe rolling into White Sands in the near  
28 future which I have not gotten in contact with. If anyone has any questions, please feel free to  
29 call me, email me, I can help clarify. I printed out a couple of crew lists, list of all the local line,  
30 these are the people, like myself, are carpenters, that are welders, painters, they are not the  
31 people that do the writing, or the actors, that sort of thing. There is a \$3 million low budget  
32 movie that I worked on, this was the final crew list and then the production that just rolled  
33 through here a month or so ago, there only partially crewed and that was a \$20 million  
34 production. I printed these out so you could look at them. The green highlights are crews that  
35 we can put in pretty quickly, immediately, they are the very low end of the spectrum, they are  
36 the PA's they are the grunts. The blue are people that could come from our population, they  
37 need, you know if there is children actors, you have to have tutors, if you have animals then you  
38 need wranglers or veterinarians, you need accountants, you need security, so off duty police  
39 officers, EMS, so you need medics so the people that are trained as EMS can double duty on  
40 something like that. All they need to do is get two cards, a (inaudible) and a general safety card  
41 which can be a one-day class offered by the union. So there are short range ways we can get a  
42 crew base and then there is also the long range where we are looking at training the students,  
43 offering more classes through the DACC. Right now there is one class that you can get your two  
44 cards, you can get a third card in IATSE 480 certification, you get 15 days towards the 30 days  
45 you need with the union to get your card.

46  
47 Gill Sorg: And that is just one semester.

48  
49 Ceil Levatino: Is that the class that, I can't remember their name right now, teaches.

50  
51 Gill Sorg: Matt.

1  
2 Irene Oliver-Lewis: But Dan Williams teaches it. Dan Williams.  
3  
4 Gill Sorg: Dan. Yeah.  
5  
6 Scott Murray: There are still openings in that class so get the word out to folks, Film Las Cruces  
7 website will have the contact info, also the new Film Las Cruces Facebook page has the info on  
8 it so encourage people. And it doesn't have to be a student, it can be any of around the state  
9 take the class.  
10  
11 Ceil Levatino: I'm sorry, where do they get the information?  
12  
13 Scott Murray: FilmLasCruces.com, and also there is a new Facebook page that has just been  
14 launched for Film Las Cruces and I will try to get the link up on the website within the next day  
15 or so. Or you can just call the DACC CMT program. Yes, sir?  
16  
17 Jack Eakman: No that's ok, I want to speak when the Chair allows.  
18  
19 Gill Sorg: Yes, Councillor Eakman:  
20  
21 Jack Eakman: I'll ask Craig to help me with this. In my past career I have worked on quite a few  
22 business plans and the things that really interest me on this is, will be the demand analysis and  
23 your forecast of demand for the next five to ten years and on all the things I am going to mention  
24 it is the assumptions behind these forecast. I am going to have to evaluate in my own mind, I  
25 am speaking for myself.  
26  
27 Gill Sorg: Right.  
28  
29 Jack Eakman: A discussion of present and future competition, that is going to exist if there is  
30 money involved, your financial projections, I am going to be very interested in those because we  
31 are asking taxpayers to pony up here and I need to explain this to people. And then your  
32 sources of financing and where those are coming from. Who you are approaching, what  
33 commitments you might or might not have. I am going to be looking at that. Craig, do you have  
34 other things you would be looking for in a business plan?  
35  
36 Craig Buchanan: No, I think that is well said. To your original comment, it is really all the  
37 assumptions that you use to come up with your business plan. I say it somewhat jokingly, but 30  
38 years in banking, I have never seen a business plan that projected failure. That is very unusual  
39 but it all comes back to what are the assumptions. I think the comments I have heard, really a  
40 key piece of this is workforce availability as well as duration of use of the facility, do you have,  
41 you talk about one or two movies coming through, do you have TV series, I mean is there things  
42 that you can fill the available time with to keep your workforce occupied. It is one thing to have a  
43 trained workforce but it is another thing to provide work for them on a consistent basis and so  
44 you, it all comes together. Without reading more into it, I'm kind of rambling but when you talk  
45 about the assumptions, that is going to be critical in my mind on how it is assessed.  
46  
47 Gill Sorg: Understand and from what I have seen from the business plan they are trying to  
48 address that.  
49  
50 Irene Oliver-Lewis: And then you have the very things that you talked about.  
51

1 Gill Sorg: Irene?

2

3 Irene Oliver-Lewis: I'm sorry. And then what Scott said, so that we look at it in different levels  
4 and we are utilizing the building on an ongoing basis. So you have those low budget films that  
5 can occur, you have the workforce development training end of it that is happening within a  
6 professional system and then you have your high end multimillion dollar, \$20, \$30 program and  
7 so the particular space we are looking at now can handle all those three things at the same  
8 time.

9

10 Gill Sorg: Ok. Mary?

11

12 Mary Armstrong: It seems like a lot of what we need for personnel is found in El Paso because  
13 they have what three television stations already there so they have some of what we need for  
14 this. Are we, can we depend on that as a source or?

15

16 Gill Sorg: Yes, I think Scott is going to make a list of the workforce and El Paso is certainly in  
17 that list.

18

19 Mary Armstrong: Is there, in the time that I have been here, 6 ½ years whatever, I haven't heard  
20 much or anything about us getting our own television station in Las Cruces. Is there any hope  
21 for that? Because that would certainly make for a much better...

22

23 Gill Sorg: We do have our own.

24

25 Irene Oliver-Lewis: The City, channel 22 and NMSU has one.

26

27 Mary Armstrong: Well yes.

28

29 Gill Sorg: Ceil?

30

31 Ceil Levatino: We often bemoan the point that we are constantly sending the people that we do  
32 have here away to work. They are going to Albuquerque, they are going to Santa Fe, they are  
33 going out of state, whatever, can that be reversed until we build the desire for productions to be  
34 here and at the same time training people to be here for them. Are we not bringing people down  
35 here from Albuquerque and Santa Fe? Can we not do that? I mean we are sending them out,  
36 we are sending our people to other places, can't we do the opposite?

37

38 Gill Sorg: Scott?

39

40 Scott Murray: In a moderate to large production like Capitan Fantastic last year, shot here for  
41 seven to ten days, quite a bit of the crew came down from Albuquerque. And again, it is that we  
42 train the people but how do we keep them employed and who is going to employ them if they  
43 are going to be gone for three weeks or even five days to work on a shoot. So we need to find  
44 ways to circumvent that and that is why also looking at building a workforce with people who are  
45 already employed, self-employed, retired, recently retired, veterans that have returned. Tapping  
46 into that, because again, that can be almost an immediate crew base. Just give them their cards  
47 so they can work on a union shoot. But again, they don't have to work on a union shoot.

48

49 Ceil Levatino: Well they are not going to get a job if they are not union, let's be honest.

50

1 Scott Murray: Most of the bigger productions are going to go directly union. And trying to get  
2 these smaller low-budget films to work with the union and sign a union contract that means  
3 anybody that works on that that is local can get their days towards their union card. It is a  
4 conundrum.

5  
6 Irene Oliver-Lewis: And there is a strategy that was discussed through the workforce committee  
7 how to bring back, they have identified about thirty people who have graduated from here and if  
8 they had that constant work would rather come back home.

9  
10 Gill Sorg: Ok. If there is no other comments by the committee. Questions? Let me just say kind  
11 of a last word on this, the folks that are working on this plan, like I said, I think what all of you,  
12 Craig and Jack said, they are thinking about those things. And they do have a lot of that  
13 information now, they just need to tidy it up but the last things, they are trying to do their due  
14 diligence on it. And that is why it isn't quite ready yet. I'm pretty sure that by our last meeting in  
15 September it will be done, it could be done even sooner and if there is some urgency, and there  
16 are some urgencies here, a couple of them are, the availability of the facility itself. But even  
17 more so, or maybe not so more so but it is still urgent, is the money from the state. The staff is  
18 going to have to help us with that availability of that money. It is expected the legislature will go  
19 back into session in September and from one Legislator is telling me God only know what they  
20 are going to want to do in the Legislature to shore up the budget in the state. He has got a little  
21 fear that Capital Outlay may be pulled back. It is not a great fear though. So it is these kind of  
22 projects that we don't want to delay any longer than we have to of course. And just a last word  
23 on this.

24  
25 Jack Eakman: Is there a chance we can get that when it is ready, rather than the next meeting?

26  
27 Gill Sorg: Say again?

28  
29 Jack Eakman: Is there a chance we can get that business plan when it is done rather than wait  
30 until the next meeting?

31  
32 Irene Oliver-Lewis: Sure.

33  
34 Gill Sorg: Yeah, that is what I was eluding to is the fact that maybe we can have a quick special  
35 meeting just to do that business plan before the next meeting we have.

36  
37 Jack Eakman: Ok.

38  
39 Gill Sorg: Ok. And just another word, I participated in a visit from, let me get it out so I can get  
40 the names right, from what they call Q Studios in Albuquerque, Wayne Rauschenberger, came  
41 down here from the Q Studios, he is the operator or manager from the Q Studios and a couple  
42 of people who work with him and he did tour of the Coke building which is what the business  
43 plan is going to be about first and I was shocked how positive they were about it. There is, every  
44 room we went into they said yeah, this will work well for this and this will work well for that and  
45 so on and so forth. And of course they pointed out some of the things that have to be changed  
46 in the building in order to make it film ready and film friendly and so we made a list of all those  
47 things too. It sounded extremely positive when they went through it, I was quite surprised. There  
48 are little things that I want to make sure we take care of, like the leaks in the roof, it rained the  
49 night before and there was a puddle of water, that's for sure. And also, we can see where  
50 rodents can walk into the building very easily and they had their droppings left over. So those

1 little things that are going to add up and make sure that they are mentioned or covered in the  
2 business plan. With that, I am going to close this topic.

3  
4 Irene Oliver-Lewis: Just one more thing for the committee. Thanks to Loretta and Cruz and  
5 Mayra, it looks like Film Las Cruces will be moving into the WIA in September. So that there will  
6 be visibility and an office in the community.

7  
8 Gill Sorg: Yeah, I believe Loretta was going to mention something about that at some point. Do  
9 you want to wait until the end under comments or do you want to do it now?

10  
11 Loretta Reyes: I can do it now I guess.

12  
13 Gill Sorg: Ok.

14  
15 Loretta Reyes: Mr. Chairman, with regards to the WIA building, yes we received the information  
16 from you Irene, from Film Las Cruces. I have staff going through that right now, we do need  
17 some additional information from you so they are working up what we need. And that is criteria,  
18 you are proposing to receive credit in lieu of monthly payments for the space in the way of  
19 community services and training and things of that sort so we are going to have to iron that stuff  
20 out. But in the meantime, we thought what we would do is have a, and we are working through  
21 our Legal Department right now, is perhaps a separate lease and it is depends on how we tie  
22 that into the original MOU for one office at this time for Scott and what we are looking at is at  
23 this time we will have to have a monthly charge for that but we can certainly work and find out  
24 how and determine how we can give credit for that. So those are the kinds of things that we are  
25 going to work towards. So that would allow move in then in September and I believe you have  
26 an office right now at Arrowhead. I'm not sure what the terms are there.

27  
28 Irene Oliver-Lewis: Month to month.

29  
30 Loretta Reyes: But we can certainly make that happen.

31  
32 Irene Oliver-Lewis: Ok. Great. Thank you.

33  
34 Gill Sorg: Thank you Loretta. Moving on to the next item is number 8, Creative Economy Report.  
35 I believe Irene asked to have that put on the item on the agenda so I will let Irene explain.

36  
37 **VIII. Creative Economy Report**

38  
39 Irene Oliver-Lewis: You know this has been an issue that I have discussed forever in  
40 relationship to Economic Development, the Creative Economy. For years, every time I go up in  
41 front of City Council and say something, it is on the Creative Economy. It is now becoming a  
42 reality around the country on what Arts businesses or the business of Art makes a difference in  
43 the total picture of Economic Development. So Senator Udell has submitted or created a bill  
44 called the Create Act, so I put some, if you got, if you got the, there is a one pager of the Act  
45 and then the actual, more in depth of the Act and then I have about five of the actual Act or bill  
46 itself if people are interested. I think and then they had a meeting in Las Cruces and several  
47 people around the table were at that meeting and they had one yesterday in Albuquerque. And  
48 they are continuing bringing out the impact of the Arts on Economic Development. It is into  
49 three, they call them titles, so the three titles of the Act to summarize on this first page that you  
50 have, is Support for Artist, Support for the Creative Economy and Creative Community  
51 Development. And so they have narrowed it down really nicely into all the aspects really into

1 what goes into Economic Development in the Creative Economy. And I just bring it up because I  
2 think as part of this Committee we should be looking in to how this industry, this Economic  
3 Development industry can be utilized more in our city. It goes again, when I looked again at the  
4 presentation that we are going to be getting on Economic Prosperity how that creative economy  
5 goes into that total picture and the film industry actually is a huge part of that creative economy.  
6 So I just felt that we should be talking about it, it was just an introduction today, if there is any  
7 questions, but I think it is something that needs to be put into the picture on how to develop and  
8 what makes us different, again going back to branding, what makes us different and what we  
9 can do in Las Cruces to extend this, it is a great aspect of small business. You have a lot of  
10 artists who are entrepreneurs and who then build into other businesses, all the galleries, all the  
11 things you are talking about Downtown, all of that is part of the Creative Economy.

12  
13 Gill Sorg: Thank you Irene.

14  
15 Ceil Levatino: That was short.

16  
17 Irene Oliver-Lewis: Yeah. It is actually a lot, there is a lot to it. And I don't know what you would  
18 like from me, I could start getting more information to you because I think it is something we  
19 need to really put into our mix of your Department. And they were at the meeting so I don't know  
20 if they have any comments, if they want to add any comments.

21  
22 Gill Sorg: Ok. Just last word on this is that when they are talking about the Arts, we are not just  
23 talking about the fine arts, but it is performing arts and other kinds of arts too.

24  
25 Irene Oliver-Lewis: Literary arts, culinary arts.

26  
27 Gill Sorg: Literary arts, right. Ok, I apologize, when we first started, we were introducing  
28 ourselves to each other and we have a new comer coming into the room here. Orlando would  
29 you like us to say who you are.

30  
31 Irene Oliver-Lewis: He was here last time.

32  
33 Orlando Padilla: Actually I had the privilege of knowing most of you at the last meeting. I am  
34 Orlando Padilla, CEO and President of Padilla Networks, LLC. Sorry for my tardiness but there  
35 was an accident right here on Main and Picacho and there were five ambulances and five police  
36 cars so that is what held me up with being here on time so I apologize. I have a keen interest in  
37 (inaudible) between government business and my alma mater NMSU.

38  
39 Gill Sorg: Sure. Thank you. Ok, moving on to the Comprehensive Plan Summary. Go ahead,  
40 take it away.

## 41 42 **IX. Las Cruces Comprehensive Plan Summary**

43  
44 Srijana Basnyat: Thank you Mr. Chair. Thank you for this opportunity to talk about the  
45 Comprehensive Plan. I have quite a bit of information that is kind of condensed into these slides  
46 so trying to do this without a power point would not have worked well. So if any of you don't  
47 have this hand out with you, I have several more with me. This is basically a quick summary of  
48 the Economic Prosperity Chapter in our Comprehensive Plan. Let's see if this work, and it  
49 doesn't. Alright, I will try to project from here. Ok, quickly, I am going to talk about briefly what is  
50 our Comprehensive Plan and then how this committee and the work that you all do, how the  
51 Economic Development plan will fit into the grand scheme of things. And also a little bit about

1 the update process, apparently we are in the process of updating the City's Comprehensive  
2 Plan. So I am going to talk about that just a little bit. And then we will go into Economic  
3 Prosperity which is one of the things in our Comprehensive Plan. So first of all the City's  
4 Comprehensive Plan provides a vision for the City. So how we want to grow, what kind of  
5 community we want to be and it is looking at 20, 30, 40 years into the future so it is a long term  
6 vision. I'm not going to read out the slide but our robust economy is of course part of that vision.  
7 So then we also have several principles in the Comprehensive Plan and one of them is to  
8 establish a diversified sustainable economy. So this is the overall planning framework and I  
9 don't know if this works, oh well, ok, so, in the middle you can see the four colored circles. Each  
10 of those are themes in the Comprehensive Plan and together that forms the Level 1 planning  
11 document for the City which is its most overarching planning document. So following the  
12 Comprehensive Plan, we have technical plans, we have area plans and blue prints and what we  
13 call corridor plans. So these are more area specific and so there is a level of detail in these  
14 plans but they all sort of (inaudible) back to the comprehensive plan just because the  
15 comprehensive plan is looking so far into the future, we do need more immediate and a shorter  
16 term plan to really meet the needs of our changing community. And what should happen is that  
17 once these plans come into place, we should then look back to the comprehensive plan and if  
18 needed, amend certain things in it. And that process is part of the (inaudible) process. And then  
19 last but not least you have the Municipal Code, our Capital Improvements Plan, our City Budget  
20 and our City Council Strategic Plan. So the local Economic Development Plan would fall into the  
21 Level 2, it would be a policy plan for the City, it looks shorter range, you are looking more at sort  
22 of the five-year outlook as opposed to the 20, 30 or 40-year outlook. So this roughly gives you  
23 the operational hierarchy of the document which is our Comprehensive Plan which we are, so  
24 the technical name is Comprehensive Plan 2040, but we want to refer to this document as the  
25 plan for Las Cruces. And if anybody needs a copy, please, this is available and then I can send  
26 you to our website or email you a copy as well. So what do we have? We have goals, we have  
27 policies and then we have actions that are recommended within this document. And so roughly  
28 we are looking at the Comprehensive Plan update timeline. Whereas right now, we are in the  
29 Healthy Community theme update process and in 2017 and beyond we are anticipating  
30 updating our Economic Prosperity theme. So the plan has four themes, hence the Plan4Las  
31 Cruces as in four and also it is for Las Cruces and we are planning for Las Cruces. So we have  
32 Healthy Community, we have Community Character, we have Economic Prosperity and we  
33 have Sustainable Growth. And this is part of what we are starting as a branding process for the  
34 city which we kind of touched on, why it is important and so future plans and documents in the  
35 city should look back to these, try to use these colors and these images and icons and see  
36 where it fits in the overall vision for the city so that we are moving in the same direction and not  
37 all over the place. So specifically Economic Prosperity is broken down into three sub-themes,  
38 Economic Diversity, Ready Workforce Environment and Business & Industry Support. And the  
39 2<sup>nd</sup> page of your hand out, or the back page has some of the goals and policies and actions as  
40 examples, I'm not going to read each one of these out loud but they talk about creating  
41 incentives, opportunities and policies to deal with each of the sub-themes and some of those  
42 are topics that were covered today, developing a Workforce, promoting, enhancing Las Cruces  
43 as a tourist destination, continue efforts to develop industrial areas and uses within the city and  
44 then we also have a mandate to maintain and update local economic development plan in  
45 accordance with the Local Economic Development Act. So there is a quick reference tables at  
46 the end of each of these sub-themes or chapters and what it does it is it lists each one of the  
47 major themes and then the sub-theme for that particular chapter and what it is doing is cross  
48 referencing policies so as we know, we are moving towards more of an interconnected holistic  
49 and comprehensive approach towards development planning, planning for our city in general.  
50 We need to take into account not just housing or transportation or land use or economic  
51 development but we know that all these things at some point overlap and they support each

1 other. And so these charts are very useful to just pick one policy up and see all the related  
2 policies in that one document. So we also have something called a Future Concept Map and  
3 this was developed as part of the administrative update to the 1999 Comprehensive Plan. That  
4 particular document, and I should probably let you all know that actually all the policies and  
5 actions in the document right now were developed and adopted as part of the 1999  
6 Comprehensive Plan adoption process. Currently we are in the process of revision these  
7 policies.

8  
9 David Weir: Srijana, when you say, excuse me for interrupting, when you say developed and  
10 then adopted, it is adopted by the City, and so the City Council...

11  
12 Srijana Basnyat: That is City Council.

13  
14 David Weir: has said that these are the policies on these topics.

15  
16 Srijana Basnyat: Correct. So the City Council, in the year 1999 and years before that adopted all  
17 of these policies and what we did in an Administrative update was just a cleanup of it, just  
18 language clarification and reorganized them into these thematic chapters so that they would be  
19 easy to update. And any change to this particular document would again have to go through  
20 City Council and City Council is the ultimate decision making body for the comprehensive plan.  
21 So what this shows is the approach that we would like to take in planning for growth in our city.  
22 So instead of having sort of a zoning map what we are looking at is what we are trying to  
23 achieve. So, Irene mentioned earlier, you know, the mix use concept that we are talking about  
24 but also the fact that we want to have all these services and industries but what else do we  
25 need to support it. You know, and what kind of distances are we talking about, what kind of  
26 quality of life impact do those things have so in order to accomplish the vision, we need to be  
27 thinking more about in terms of how physical planning and policy planning go hand in hand. So  
28 as you can see Downtown and most of the infield area is part of the traditional neighborhood  
29 area and so you have unique policies that apply to those areas specifically. And why are they  
30 different? Because just the nature of these areas are different. But this particular plan will go  
31 through the public engagement process again and we will be refining this map as we come  
32 upon new information. So there is also an implementation chapter that was part of the original  
33 1999 plan as well. And what it does is basically provides a starting point from which we can now  
34 say let's look at these actions and see if we have accomplished them, see where we are in  
35 terms of accomplishing them and whether they are still relevant to our community in this day  
36 and age or not. And that is, I think covers it. David did you want to add anything or where there  
37 any questions.

38  
39 David Weir: The only thing I wanted to add was I wanted Srijana to have the opportunity to  
40 present this to the Economic Development Committee for two reason. One I wanted the  
41 Committee to see where we are starting from, what policies the City has already adopted and  
42 what we as staff have worked on. And then secondly to kind of engage the Committee and get  
43 their participation or engagement in the update process so that where staff is updating this we  
44 are in the process of several engagement activities, we have done that for the last two or three  
45 years and just kind of branch out the tree as far as we can and get participation and the thought  
46 process of what is going on.

47  
48 Gill Sorg: Could you mention the videos that are available of the people who are contracted in  
49 doing this.

50  
51 Srijana Basnyat: Are you referring to the Blue Zones Consultants?

1 Gill Sorg: I can't hear you.

2

3 Srijana Basnyat: Our consultants for the comprehensive plan?

4

5 Gill Sorg: Yeah.

6

7 Srijana Basnyat: Yes, so we have Blue Zones, they are a built-in environment team. Their  
8 names are Dan Buettner and Samantha Thomas who are our consultants for the healthy  
9 community portion of it. And actually we are taking the final report that they produced to Council  
10 on August 22<sup>nd</sup>. I actually have a flyer with me, well I have a couple, announcing that and also  
11 we are going to have a workshop that same day in the evening with two guest speakers who will  
12 also present at Council at the Work Session. But the idea is to touch on all the things that sort of  
13 lend themselves to develop, to developing policies about healthy community and the idea is that  
14 Las Cruces being uniquely positioned with the senior population and being a college town. One  
15 of the key things that was brought up during our city wide survey was that people love Las  
16 Cruces for the outdoors. You know, so maintaining an active healthy lifestyle is very important  
17 on most people's lists. And so, it is a very key theme and we want to make sure we cover you  
18 know several different areas of it and so we are bringing in these outside expertise you know  
19 sort of to help us with that. And to engage the public we had a series of workshops and walk  
20 audits and for each council district and I will be presenting all this information at the August 22<sup>nd</sup>  
21 Work Session too. If any of you want more information, please feel free to call or email me and I  
22 can provide you all with more details obviously.

23

24 Gill Sorg: I was more so referring to the program on KRWG.

25

26 Srijana Basnyat: Oh yes, thank you.

27

28 Gill Sorg: As well as on the internet.

29

30 Srijana Basnyat: Sure. So one of the speakers, Dr. Richard Jackson, he used to be the former  
31 head of the CDC and currently he is a professor at UCLA. He did a series of DVDs or  
32 documentaries. It is a four-part series called "Designing Healthy Communities". And we  
33 requested that KRWG and of course our City CLC TV, so channel 20, both of those are going to  
34 or have been broadcasting the series. I believe it's Sunday evenings at 7:00 or 8:00. I could be  
35 wrong but so each week is one episode.

36

37 Irene Oliver-Lewis: On KRWG or the City.

38

39 Srijana Basnyat: Both.

40

41 Irene Oliver-Lewis: Both.

42

43 Srijana Basnyat: And ummm, does that cover everything.

44

45 Gill Sorg: Ok, that's good. Thank you. Orlando?

46

47 Orlando Padilla: Thank you to Srijana and David for providing this high level overview and it  
48 gives me clear comprehensive of what you are trying to do. And I liked the way you integrated  
49 the different plans so it shows the reference point to each one, so they are all integrated  
50 together. But I found two things missing at the very top level and that is the creation of  
51 sustainable jobs with meaningful, let's say compensation employment so that, you know, we

1 can help with the self-empowerment, self-empowerment, economic empowerment of our  
2 citizens of Las Cruces and that needs to be, I think at the highest level showing this creation of  
3 jobs to begin with. Second, I think what we have here in the Las Cruces area is a wonderful  
4 quality of life, like no other location. I have been to all fifty states, even lived in a couple but I  
5 think what this offers, and I say this probably because I was raised here is the quality of life. And  
6 some way to extenuate that aspect of the quality of life that this location offers that would be  
7 another aspect of this plan.

8  
9 Srijana Basnyat: And those would be great comments for the update for that particular chapter,  
10 the overall.

11  
12 Gill Sorg: Councillor Eakman?

13  
14 Jack Eakman: I'm a nerd when it comes to planning. And I am wondering about the gaps now  
15 between where we currently are and where we want to be? Has there been a Gap Analysis  
16 conducted on this because let's face it we have very fine strengths and we have big warts. Do  
17 we have a Gap Analysis involved for all the steps we need to take to get where we want to be?  
18

19 Srijana Basnyat: Mr. Chair?

20  
21 Gill Sorg: Yes.

22  
23 Srijana Basnyat: So that is something that we need to do as soon as we approach that  
24 particular section.

25  
26 Jack Eakman: Gotcha ya.

27  
28 Srijana Basnyat: So we do that for each of these. And so a Fiscal Impact Analysis, or an  
29 Economic Impact Analysis, they are two different things. We probably want to do a Fiscal  
30 Impact Analysis just because we are looking at the actual growth of the city in terms of the  
31 physical form and so yes absolutely we would like to do that.

32  
33 Jack Eakman: Good answer. Thank you.

34  
35 Gill Sorg: Irene?

36  
37 Irene Oliver-Lewis: Can you send us the PowerPoint to the Committee?

38  
39 Srijana Basnyat: Absolutely.

40  
41 Irene Oliver-Lewis: Because it kind of fills in some things from this one pager. And then the  
42 other thing is how is this translated to all your departments; all the city departments? So how  
43 does police work and how do the museums work and how do, in this comprehensive plan so  
44 that everybody, that is what I really liked about it actually that you looked at all of it together so  
45 how is it being shared with staff and really becomes a moving document.

46  
47 Srijana Basnyat: Sure. Mr. Chair, so we do have something called the Interdepartmental Work  
48 Group for the Comprehensive Plan where all the directors are invited and their representatives.  
49 And so it is a common conversation we have at the staff level. But David if there is anything you  
50 want to add to that?

51

1 David Weir: Well the one thing, in the past, the City Charter says that the comp plan has to be  
2 updated every ten years or at least reviewed. And so we do these public engagement activities,  
3 we develop these working groups internally, we make sure that every function of the city  
4 operation is incorporated into that. In the past we had what, ten different chapter elements and  
5 they were very segregated and so when we did our, we call it our Administrative Update, we  
6 tried to go to themes so that it would force the integration of the departments would know these  
7 policies, how they integrate, how their operations, like police, how does that impact the  
8 development of a subdivision? We like input, you know, how do we improve the build  
9 environment so that your response time can be better. Utilities, what makes sense that we don't  
10 have to construct lift stations so it is more economical for them to extend utilities and services  
11 yet minimize their maintenance type of activities. So I'm going to loop back a little bit, I said we  
12 have a mandate to review this every ten years. What we want to do is get onto a two-year cycle  
13 where we look at every element or every theme and so that we have this discussion taking  
14 place with all of the departments. We keep it fresh in front of the City Council so that they are  
15 aware of what their policies are, they can use that as knowledge to develop budgets, capital  
16 improvement programs and instead of looking at it as a project where we develop these  
17 policies, we adopt them and we implement them, it is more of a process or a program where we  
18 are constantly reviewing those and forcing those relationship and discussions between staff and  
19 the community and also policy makers.

20  
21 Gill Sorg: Well thank you David and Srijana. I will never get that right. We are running out of  
22 time so I want to move on to the last one to make sure that we have enough time for comments.  
23 Does anybody have any other comments that they want to make? Something for the future,  
24 future meetings. Will someone get the lights.

## 25 26 **X. Comments**

27  
28 Gill Sorg: Well nobody else has a comment, I have one or two. Orlando and I attended last  
29 Thursday the Border Plex Alliance Summit they had in El Paso down at the Convention center  
30 there. The Border Plex is El Paso, Southern New Mexico and Juarez or Northern Chihuahua.  
31 Representatives came from all three areas. I wanted to be there to have somebody from  
32 government at least, except for the Chancellor of NMSU who spoke by the way and he spoke  
33 well about economic development in the region, in the area, in the border plex. And so they  
34 talked a lot about collaboration. Not only collaboration within the three areas that we are talking  
35 about here but collaboration all the way across, from one end of the border to the other, from  
36 Brownsville to San Diego and back and that is one of the things that came out of it, that  
37 common interest, common problems, common things that the whole border has could be  
38 addressed by having a cross the country, both countries collaboration, meeting together like it  
39 was here. They had people from San Diego, they had people from Arizona, they had people  
40 from Texas, all the way down from Brownsville. In fact, I think we ate lunch across the table  
41 from somebody from Brownsville, didn't we Orlando? And so anyway, it was very good, we are  
42 going to try to continue on this and I think the City ought to be part of that Border Plex Alliance.  
43 MVEDA was there, Davin was there, not when I was there, he went the next day I trust. I  
44 couldn't go the next day so the second day which was held down in Juarez, they took buses  
45 from El Paso down to Juarez and had concluding meetings on Friday. I don't have anything  
46 else, can't think of anything else to say about it. Orlando you want to make a comment?

47  
48 Orlando Padilla: I think you have covered it pretty well. This is the, this I believe started some  
49 years ago, before I ever got involved with it, I came for the first time, I think last year for the first  
50 time, but this year, Representative O'Rourke handed over the responsibility for the US/Mexico  
51 border summit to the Border Plex Alliance organization and this was their first time at the this. It

1 was smaller in scale compared to last year but what I mentioned already to Representative  
2 O'Rourke and to the president of the Border Plex Alliance is that there is a gap in both of  
3 (inaudible) and that is no participation by the private sector or business associations that create  
4 jobs. So they are saying, let's get involved for the next one, next year and get some of those  
5 factors involved because I wanted to get, have some of my friends from Dell or for example  
6 FedEx who have facilities in the Santa Teresa area to be a part of that discussion along with  
7 other here. But otherwise, it is a very good engagement. Kathy Hansen from Arrowhead was  
8 there also, she was on a panel the first day, talking about some of the things that we are seeing  
9 here in this area. So it was a good session.

10  
11 Gill Sorg: That is a good thing you reminded me that Chancellor Carruthers mentioned that the  
12 private sector has to be involved with this, he emphasized that big time. Oh and also, another  
13 point, for our lunch talk, presentation, not only did Representative Beto O'Rourke was there but  
14 also the Ambassadors to the United States and Mexico were both there and they had a nice  
15 discussion for lunch there. Any other comments? Christine?

16  
17 Christine Logan: Just a reminder, next week on Friday, the Legislative Interim Jobs Council is  
18 meeting in Las Cruces, it is at the Barbara Hubbard room at NMSU, it's in the Pan Am Center.  
19 But they will be at Santa Teresa on Thursday and at NMSU all day on Friday. They have some  
20 pretty good clout with Legislative, what is going in job work force.

21  
22 Irene Oliver-Lewis: What is it called?

23  
24 Christine Logan: Interim Legislative Committee for Jobs Council or something like that.

25  
26 Irene Oliver-Lewis: What time? Is it open to the public?

27  
28 Christine Logan: It is open to the public, it starts at 9 and goes until 4:30 and it is in the Barbara  
29 Hubbard room in the Pan Am Center.

30  
31 Cruz Ramos: NMSU.

32  
33 Gill Sorg: This is it. That is one report from them.

34  
35 Christine Logan: The agenda is available on the Legislative website.

36  
37 Irene Oliver-Lewis: Ok.

38  
39 Christine Logan: Last week the Legislative Committee for Rural and Economic Development  
40 was here. Councillor Smith talked to them about some of the city's interest and they had two  
41 days of meetings.

42  
43 Gill Sorg: Yes, he mentioned that. Ok, last word, I have more CenturyLink cards if you want one.  
44 Extras I should say. So with that, I will take a motion to adjourn.

45  
46 Irene Oliver-Lewis: I just have a general question to Christine. I read recently that LEDA money  
47 might be in jeopardy or is that correct or what is the latest, because what is happening in the  
48 State.

49  
50 Christine Logan: With the budget issues and the potential for a special session that has been  
51 bandied about is to pull back some of the LEDA funds to put them back into the general fund. Of

1 the funds that are out there, a little over \$30 million are committed to projects so I'm not real  
2 sure how much can be pulled back but it would kind of put a stop to being able to use it as a  
3 recruitment tool.

4  
5 Irene Oliver-Lewis: Right.

6  
7 Gill Sorg: Ok. Motion to adjourn.

8  
9 Jack Eakman: Move to adjourn.

10  
11 Ceil Levatino: Second.

12  
13 Gill Sorg: Councillor Eakman moved to adjourn, Councillor Levatino second. All those in favor  
14 say aye.

15  
16 All responded aye.

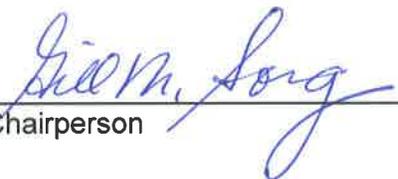
17  
18 Gill Sorg: All those opposed. None opposed. You will be notified of the next meeting whenever  
19 that is.

20  
21 Irene Oliver-Lewis: Ok. Will we have one in September or no?

22  
23 Gill Sorg: Yeah. Meeting adjourned.

24  
25 **XI. Adjournment**

26  
27 Meeting was adjourned at 11:58 a.m.

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29  
30   
31 \_\_\_\_\_  
32 Chairperson  
33