



City of Las Cruces

Economic Development Committee February 25, 2016

The following are minutes for the Work Session meeting of the Economic Development Committee for February 25, 2016 at 12:00 p.m., at the City of Las Cruces, City Hall, Conference Room 2007C, 700 North Main Street, Las Cruces, New Mexico.

Members Present:

Daniel Avila, Assistant CM/Chief Operating Officer
Mayra De La Canal, Economic Development Coordinator
Irene Oliver-Lewis (D-4)
Davin Lopez (D-5)
José Provencio, Acting Utilities Director
Cruz Ramos, Economic Development
Loretta Reyes, Public Works Director
Councilor Gill Sorg
David Weir, Community Development Director

Members Absent:

Craig Buchanan (D-1)
Councilor Jack Eakman
Councilor Ceil Levatino
Christine Logan (D-2)
Abby Train (D-3)
Arlon Parish (D-6)

Others Present:

Jennifer Bales, Director of Sales & Services, CVB
Srijana Basnyat, Planner, Community Development
David Dollahon, Community & Cultural Services Director
Annette Granado, Recording Secretary
Phil San Filippo, CVB Executive Director
Councilor Greg Smith
Derek Fisher, New Mexico State University
Sharon Shoemaker, OD Consultant
Russ Smith
Senator Jeff Steinborn

I. Call to Order (12:05 p.m.)

Chair Gill Sorg called the meeting to order.

II. Future Meeting Discussions: Work Sessions vs. Regular Meetings

Gill Sorg: First thing we need to discuss is future meetings. We have six members that are not here, seven are. I can vouch for three of those members, because they communicated with either staff or myself as to their availability. I think Jack Eakman and Ceil Levatino, we aren't

1 going to worry about them too much, because they can make time to do this. I think we can set
2 up some future meetings here. According to the By-laws that we have now, we are supposed to
3 meet either three or four times, just three or four times a year for regular meetings. That does
4 not mean we cannot have work sessions like this in between. Because of the urgency of some
5 of the stuff staff might be doing, we will try to get some of that done and then have a regular
6 meeting and all the information will be out there and we can decide.

7
8 Gill Sorg: Ok, so first of all I'll tell you, Craig Buchanan can't meet on Friday mornings and
9 Wednesday's and Friday's work best for Christine Logan but she needs advance notice so if we
10 can schedule a few meetings ahead of time, I think she will be ok with whatever day we pick,
11 Wednesday or Friday. Abby Train is really tight; she is going to have a very hard time making
12 any of these meetings. Friday mornings are the only time that really work for Abby. In the month
13 of March, Abby will be gone every Friday; she will be either in Albuquerque or Santa Fe. So we
14 may might consider replacing Abby with a regular person so that it helps with a quorum but
15 because of her expertise in Economic Gardening she is more than willing to have her input
16 when she can.

17
18 Daniel Avila: Do we want to replace her or just have her send someone in her place.

19
20 Gill Sorg: That's an idea.

21
22 Irene Oliver-Lewis: Mr. Chairman, we said at our initial meetings, of those of us who were there
23 at the beginning, we felt that this was such an important committee, that we didn't want
24 replacements. We wanted those people to be consistent who were going to be and we said that
25 pretty early on in our committee.

26
27 Cruz Ramos: Mr. Chairman, do the By-Laws allow for someone actually calling in and
28 conferencing in?

29
30 Irene Oliver-Lewis: I think we did that.

31
32 Cruz Ramos: If that is permissible, perhaps give Abby Train that option in particular and we can
33 see what her response is. She does have very specific expertise.

34
35 Gill Sorg: So suggestions for, well first of all, we need to decide if we are going to have regular
36 meetings, we probably should set that now. Would you all agree? (All responded yes). And then
37 the workshops we can work on after and maybe do it as we need it. So when would be the best
38 time to have regular meetings and let's plan on four a year? Any suggestions?

39
40 Irene Oliver-Lewis: Well, and then, I believe we had more than four because there were
41 deadlines that the Council needed, so we were meeting at least once a month as needed. I
42 believe the Council is asking us for things by July, I don't know the exact date, but didn't they
43 want certain things to be completed by July, so we can set those four meetings but I think we
44 are going to need more meetings if we are going to get business done.

45
46 Gill Sorg: According to Article 6, Meetings – "Committee shall meet as they deem necessary but
47 at a minimum of four times per year." So that seems pretty doable and flexible. The By-Laws
48 suggest the months of July, October, January and April. So should we start with April and go
49 from there? (All responded yes). Give me some dates and times for April, get your calendars
50 out.

1 Irene Oliver-Lewis: I'll be flexible, I can move things around more than other people.
2
3 Gill Sorg: Why don't we go around the room and pick the best days and time.
4
5 Joe Provencio: I wouldn't know what the schedule would be because I'm sitting in for Jorge.
6
7 David Weir: Wednesday mornings are good days and I can move my schedule around to other
8 folks.
9
10 Cruz Ramos: Wednesday mornings sound pretty good for me.
11
12 Gill Sorg: But flexible? Davin?
13
14 Davin Lopez: I'm very flexible in April after April 4th.
15
16 Gill Sorg: April 4th is the Board Meeting?
17
18 Daniel Avila: April 4th is a Monday so that's not a good day anyway.
19
20 Gill Sorg: Oh definitely.
21
22 Davin Lopez: I'm flexible throughout the month as of now.
23
24 Gill Sorg: So far we are good on Wednesday mornings.
25
26 Daniel Avila: Wednesdays, I'm good with Wednesdays.
27
28 Loretta Reyes: Wednesday mornings would be ok.
29
30 Gill Sorg: Loretta & Irene? Wednesday morning ok?
31
32 Irene Oliver-Lewis: I'm flexible, but Wednesdays are fine with me.
33
34 Gill Sorg: Ok, let me get my calendar. Ok, we have the 6th, 13th, 20th and 27th. Maybe the 6th? If
35 something happens with the 6th, we have three other Wednesdays for backup. So let's plan on
36 the 6th of April for our regular meeting.
37
38 Loretta Reyes: I will have to send someone for that one, I won't be in town.
39
40 Gill Sorg: What is the best time? Is 10:00 ok with everyone? (All responded yes). That will give
41 us time to prep ahead of time. So let's plan on that for the regular meeting. We will see how
42 today goes and see if we need to have another work session between now and then. How does
43 that sound? Any objections? (All responded no). Okay, good. Now, as I was explaining to some
44 people already in talks with Staff, having sub-committees is going to be problematic because
45 sub-committees are rules by the Open Meetings Act. We have to have a 72 hour public notice
46 and some other details. But we can work around that if we have what we call "working groups".
47 Each project can have two or three people, four at the most, that work on the project and we
48 can meet during the work sessions separately, that's why I say I wish we had that other room,
49 next time we will have to think of that, we can meet separately in our small groups for however
50 long we need and then come back to the whole committee to report what you come up with. Yes
51 David?

1
2 David Dollahon: Mr. Chairman, as part of our discussion also on the small working groups. I
3 think most if not all these projects, you are going to have to have other staff in the room other
4 than Economic Development staff. You could be having Community Development staff, you
5 may have Public Works staff involved in the group that would not normally participate in these
6 types of discussions. So the rest of the Committee needs to keep that in mind, the working
7 group is not just going to be regular members of this committee, it's also going to be other staff.
8 They are probably going to be the staff that are getting the work done but not in the working
9 group as well.

10
11 Gill Sorg: That's what I was thinking too. You read my mind. But a couple of the Committee
12 members at least, maybe three and other staff. Ok, got it.

13
14 Davin Lopez: Mr. Chairman, just one comment before getting into additional agenda items. I
15 think I mentioned it the last time, and I think even a meeting before that someone else
16 mentioned it. But I think we still need to get to a point of a discussion on Comprehensive
17 Strategies, Multiple Strategies. I'll just be honest and stick to my stand point, walking into the
18 room and seeing a set agenda, I'm wondering where the agenda came from because we didn't
19 speak about these things at any of the past meetings. And I still think if this Committee is going
20 to be as successful as it can be, we really need to bring forward a variety of different ideas and
21 concepts to hone in on, maybe two or three or four, whatever it may be, that we really want to
22 push forward and concentrate on. That's my recommendation.

23
24 Gill Sorg: Continued discussion on strategy. Because we did talk about strategy in past
25 meetings last year but we didn't complete it, obviously.

26
27 Davin Lopez: Yes, if I recall, we had one kind of presentation on for strategy but again, I don't
28 think the group even compressively brought these ideas to the table and we didn't really talk
29 through them in depth.

30
31 Gill Sorg: Ok

32
33 David Dollahon: Mr. Chairman if I may?

34
35 Gill Sorg: Yes David.

36
37 David Dollahon: So Staff worked with the Chairman on setting the agenda because that is one
38 of the normal duties. We had brought up that Strategic Planning item but it was after the agenda
39 was set and it had to be published out. And so, that is why we kind of listed other projects on the
40 agenda. We wanted to discuss Strategic Planning and those strategies under that item on the
41 agenda, Item F. And really, the agenda, in my opinion, for both Work Sessions and Regular
42 Meetings is really driven by the work that has been previously done. So it's really completing or
43 updating what you are already working on and then where do those new projects come in and
44 that's where the Committee needs to weigh in at the previous meeting. And that's really under
45 Other Discussion because you have to create a cue and you have to start building on your
46 successes. That's where the agenda is driven by with the approval of the Chair. So if you have
47 concerns about future agenda items, it needs to be communicated at this meeting so we can put
48 that on the cue sheet. We may not get to it immediately at the next meeting but that is how it
49 works.

50

1 Davin Lopez: I don't want to argue, I know, again, my feeling is, that four items were brought by
2 Staff six months ago, and one has percolated through and that's the film and I know that's an
3 ongoing discussion. I don't think we have gone back to and discussed the other three and
4 whether or not there should be others. And so that is my recommendation for the next meeting.
5

6 Gill Sorg: Ok, well definitely bring it up before we leave here. But as far as Strategic Planning,
7 would our Economic Development Plan be related to what you are talking about?
8

9 Davin Lopez: Ultimately. And under F I will share some ideas and decide whether they want to
10 go forward or not.
11

12 Gill Sorg: Well that is one of the working groups so would you like to be part of that working
13 group? The Economic Development Plan?
14

15 Davin Lopez: Mr. Chair, absolutely, I'd be happy to be part of a working group, I think we just
16 have to decide which of those working groups there are unless you are talking about a Strategic
17 Planning one specifically.
18

19 **III. Discussions: Future Work Activities for Working Groups** 20

21 Gill Sorg: Well to start with, we have these five: Soundstage, Committee By-Laws, Economic
22 Gardening, Economic Development Plan, as well as Wage Plus was brought up by Davin which
23 is why I wanted to put it on there. It's something that might be a little more urgent than some of
24 the other things we are doing.
25

26 Irene Oliver-Lewis: Mr. Chair, I would like to echo what Davin said. I think if you look at the
27 whole nature of Economic Development in the world now and in the state and in the cities, if we
28 are to think about how we as a committee are helping to define and to answer and to suggest
29 things to the Council we need to think about a bigger aspect of what is Economic Development?
30 I think even the things that you brought here, I appreciate what you're saying David, because
31 we do want to have successes of what we put down but we were down to a deadline to give
32 something to the Council and we came up with these projects. You are exactly right on the
33 Soundstage it has emerged as something that is substantial and can occur and should occur.
34 But the other things we need to look at. Where do we want to go as Economic Development and
35 how do we want to grow as a city and how can we offer something substantial as a committee?
36 And I don't think we need to be, these other things are like projects, it's like we are getting
37 projects done instead of looking at an infrastructure and the ground work. And I think that was
38 the frustration we felt at the last meeting and when Christine said, wait a minute we are always
39 given these things and we have to make decisions in five minutes. And I don't think we want to
40 make those decisions.
41

42 Gill Sorg: No we don't, you are right. May I suggest what you are talking about is also in the
43 Economic Development Plan? It has been touched up, it has been modified somewhat already.
44 I think maybe everyone should get a copy of it so you can see what changes are made in it
45 already. Christine Logan did most of the work, I pitched in my little two bits on it. There is a lot of
46 stuff in here that has to be updated. It is ten years old or more so there is a lot of updating
47 needed. That's something the Economic Development Plan working group will have to work on.
48 Which by the way, as long as we are on that, Christine Logan said she would like to be on that
49 working group. So we will assign her that in her absence here.
50

1 Gill Sorg: But let's go through the other working groups and just assign people and just break
2 out into working groups right away and each of you working groups do what you want to do. The
3 Soundstage, who wants to be on that? Irene and Daniel. Okay, Cruz and Loretta.
4
5 Loretta Reyes: Because we have facilities and all that stuff.
6
7 Gill Sorg: Perhaps some of the other people, somebody on the other committee that isn't here
8 today will join with that eventually. So we will figure that is going to happen. But that is good to
9 start with anyway. Okay, Committee By-laws?
10
11 David Weir: I'll do it.
12
13 Gill Sorg: David.
14
15 David Dollahon: By the way, I think since you have no By-Laws, Mr. Chairman, you can appoint
16 whoever you would like.
17
18 Gill Sorg: Well we have By-Laws, they just have to be rewritten. I will put myself on there too
19 and either Jack or Ceil might want to do that too. I'll put Jack.
20
21 Gill Sorg: Economic Gardening, like I said, Abby, she will be part of it to some extent. Who else
22 would want to be on that one? I think Mayra and Cruz.
23
24 Irene Oliver-Lewis: Mayra?
25
26 Gill Sorg: Mayra rather, I'm going to get stuck on that. And the Development Plan? Davin, good
27 and David. And Wage Plus?
28
29 Davin Lopez: I'm not sure, Mr. Chairman, I'm not sure Wage Plus was actually a requirement for
30 a committee, it just, I think it was just a discussion of a program and how to improve it.
31
32 Gill Sorg: Right
33
34 Irene Oliver-Lewis: That is correct.
35
36 Gill Sorg: Ok, that's what I mean too. I agree. But do you want to work on that since you seem
37 to know more about it than anyone here, just about anybody.
38
39 Davin Lopez: Absolutely. I've been working with Mayra on that already so.
40
41 Gill Sorg: Ok, and if we all can't meet today in future workshops we can.
42
43 Davin Lopez: May I make a suggestion? I think maybe Wage Plus is a broader subject, maybe
44 the working group should be ancillary Economic Development Incentives and Policies. Maybe
45 something a little bit broader.
46
47 Gill Sorg: Sure, by all means, add more to it. Right. Is there any other one that somebody would
48 like to be on? I think we have plenty on here to go with, don't you think so. To work on to start.
49 We can add more in future meetings, when we have more committee members.
50

1 Irene Oliver-Lewis: So if we are going to break up and have these committees in the meeting
2 times, how are we breaking up into two committees at once?
3
4 David Dollahon: You're not.
5
6 Irene Oliver-Lewis: We're not suggesting that? Explain to me the process of these committees.
7
8 David Dollahon: I think the work sessions need to be status updates and other discussion and
9 items that the working group is presenting to the whole group and getting feedback as you are
10 working through issues. The working committees are going to be outside the work session and
11 regular meeting agenda items for the committee. So it is a different time commitment than what
12 you are working on. These working groups will not be during the work session, you may be
13 giving a status update, seeking input, asking questions, you know we need more information.
14 That's where you present where you are headed at the work session when everyone is here.
15 The working group is going to be at a different time.
16
17 Irene Oliver-Lewis: I'm real interested in gardening, Economic Gardening.
18
19 Gill Sorg: Ok.
20
21 Irene Oliver-Lewis: I don't know what that means.
22
23 David Dollahon: So on Wage Plus, you were thinking it's not just, it was more of an overall look
24 at incentives.
25
26 Davin Lopez: Incentives and business policy.
27
28 David Dollahon: Really business policy for the City and working through incentives?
29
30 Davin Lopez: I could be, I would suggest that working on Wage Plus would mean cleaning up
31 the existing program, but the other might just be ideas, best practices, suggestions on how to
32 improve our competitiveness basically.
33
34 Gill Sorg: Well that is different then what I pictured. I thought we would be doing these sub-
35 groups during working session. Can't do that?
36
37 David Dollahon: You can, but I don't know how productive you will be.
38
39 Gill Sorg: Won't be productive, ok.
40
41 Daniel Avila: Chairman I agree with David Dollahon. That's the only way of doing it.
42
43 Irene Oliver-Lewis: And then we can also in these work sessions, we can bring the experts in,
44 both Staff and experts in the community to assist us right.
45
46 David Dollahon: It would be easier to start at the working group meeting.
47
48 Irene Oliver-Lewis: And then figure it out.
49
50 David Dollahon: Yes. And on Davin's comment about Wage Plus and other incentives and
51 business practices. You can have a really quick success because Wage Plus is a quick clean

1 up and so you have to go after your low hanging fruit and make some progress sooner rather
2 than later. That's a good thing to start with in that category.

3
4 Gill Sorg: Well I'm just going to open the meeting up for any general discussion then as long as
5 we aren't going to break out into groups. Should we do it by subject? Or by item on the Work
6 Session here starting with the Soundstage.

7
8 Irene Oliver-Lewis: Does everybody know Mayra?

9
10 Gill Sorg: Oh Maya just, Mayra?

11
12 Mayra De La Canal: Mayra. Sorry for my delay, I was in Safety Training and I just got out of it
13 right now.

14
15 Gill Sorg: Welcome

16
17 Mayra De La Canal: Thank you.

18
19 David Dollahon: Can we talk about other under the Other Projects category? It gets back to
20 Davin's earlier comments about Strategic Planning which kind of ties into all of the other
21 subjects on there and the Plan and Ordinance. I feel like this committee representing Economic
22 Development and working with Economic Development staff, we need to create an Economic
23 Development Strategic Plan and help us identify our priorities, what our mission is, what our
24 vision is and what things we will go after and what things we won't. What are our strength and
25 weaknesses? That's going to help you in the future, there is a lot on your plate now but it will
26 help us keep focused in the future and I think that is an important subject that should be
27 something that we should be working through at a work session, not necessarily a work group, it
28 should be a work session.

29
30 Gill Sorg: The whole group?

31
32 David Dollahon: The whole group needs to hear from and we can facilitate that.

33
34 David Weir: Mr. Chairman?

35
36 Gill Sorg: Yes David.

37
38 David Weir: At our meeting in March, if I could offer staff to make a presentation on the
39 Comprehensive Plan and Economic Development Strategies? What we would like to do is show
40 that this is the broad vision that the City has already adopted as policy for that. As we get more
41 specific on where we are going and developing the Economic Development Plan make sure that
42 it is aligned with that or get feedback from this committee as we update our Comprehensive
43 Plan; what is missing, what needs to be strengthen as we go down the road. But I think it is
44 important for this group to see what is already on the books and what the Council has adopted
45 as Economic Development Strategies and Plans to begin with as a starting point. And what we
46 would like to do in CD since we are kind of the shepherd of that plan is show that this is the
47 broad strategy these are in general where we want to go and leave that portion at that level and
48 then make sure that everything underneath complements it so the City Council, their strategic
49 plan that they have, policies that are in line with the Comprehensive Plan, the local Economic
50 Development Plan, make sure that they all are aligned and fall in place so we have a common
51 front to go forward. So did I leave anything out, Srijana?

1
2 Gill Sorg: Well just to point out, in the 2004 (inaudible 28:52) there are goal statements which
3 could be mission or vision, goal objectives and strategies. That's all part of the plan. So yeah,
4 we need to do that for sure. I agree 100%. And maybe we should have a work session just on
5 that next time.

6
7 David Weir: Well I think at your regular meeting we can do a presentation because we are not in
8 the process of amending any of those sections yet but let you know if someone asks what the
9 City's Comprehensive Plan says about economic development, these are policies that are
10 already on the books and are supposed to be promoted and (inaudible 29:34).

11
12 Gill Sorg: Ok, ok. So say that again.

13
14 David Weir: I think we would just like to make a presentation to the whole board so they can
15 kind of have a common ground to start from as we start working on these more specific plans
16 that go forward. We are not the home of the City's Strategic Plan we can obviously call out
17 those policies that are a hit so we can see that also. That's kind of the working plan that the City
18 staff goes from.

19
20 Gill Sorg: I kind of take that stuff for granted, I've been over it so much. The rest of you may not
21 be. So, yes?

22
23 Irene Oliver-Lewis: Let me just clarify, so the Strategic Plan that is there are it's not the quick
24 page just has a series of statements right, there are four to five different areas. Am I thinking
25 that that's what you are talking about?

26
27 David Weir: No I'm talking about the City's Comprehensive Plan.

28
29 Irene Oliver-Lewis: But that Comprehensive Plan, isn't it condensed for the public and a simple
30 thing?

31
32 David Weir: No

33
34 Irene Oliver-Lewis: Ok, is that being worked on or has that been approved by the Council?

35
36 David Weir: It has been approved by the Council. There are current policies and actions that
37 have been adopted by Council and should be, this is our vision that will have a diverse economy
38 that will have a trained workforce. They are very broad statements and then they start narrowing
39 down and like I said, these other plans should make sure it complements refers back. This is the
40 broad picture and this is how we are going to do it as we go further down these plans that we
41 develop.

42
43 Irene Oliver-Lewis: Mr. Chair, I think that would be very applicable for us to tie into that. And you
44 are suggesting to do it at the April meeting we just planned.

45
46 David Weir: Yes, staff can put a presentation together, go over the policies and we can even do
47 some of the actions the City takes, how they try to complement this. Like if we see an industrial
48 park and they have to have a rezoning or something, these are policies that we refer to; does it
49 meet those or not to meet the vision the City wants for those items. We can provide some
50 examples.

1 Gill Sorg: Any other comments? (There were none) Ok any other comments on anything else on
2 the agenda?

3
4 Irene Oliver-Lewis: So we are kind of open-ended, this meeting since it's a meeting?

5
6 Gill Sorg: It's open, yes, open discussion since this is a work session.

7
8 Irene Oliver-Lewis: So we may go back, can I go back to what Davin is talking about? Looking
9 at, just have a little discussion since we have major staff in the committee and would like to kind
10 of get their ideas of understanding and some guidance and how to move forward with what we
11 want to get done. So maybe we can just have a general discussion on Economic Development.
12 I think the meetings from the Charrette was such an interesting process and what people are
13 thinking about and to me, listening to the Place Makers, not everybody was at that ending
14 meeting, but looking when the Place Makers were discussing what to do with Downtown and
15 how to bring business in and how to bring retail in, I kept thinking about my responsibility as a
16 committee member on this committee how that affects some of the things we should be talking
17 about in a general sense of the whole city. And I thought of that also with what the Soundstage
18 is looking at and building infrastructure for workforce development. So although they were
19 talking about Downtown, those strategic ideas they had really had to do with our total picture of
20 Economic Development and that's what I would like to see us looking at. Specific things but also
21 general, just like you explain the Comprehensive Plan, you have these specific things but then
22 you get into the goals and the objectives and how you are going to make them happen. And if
23 we start talking about that, and you guys are doing the day to day work of running the City, I
24 think we need some of your input and some decisions. And you are brand new to Economic
25 Development. What does the City want the Economic Development department to become? If
26 we can hear those things, we are more in the knowledge and trying to bring everything together
27 to make it doable. Does that make sense?

28
29 Davin Lopez: Absolutely.

30
31 Mayra De La Canal: Well if I may. Again, sorry for my delay. I was trying to time myself and then
32 they had a test that we had to complete at the end.

33
34 Irene Oliver-Lewis: Did you pass?

35
36 Mayra De La Canal: I did, I did, thank God. I don't have to take it again. So going back to your,
37 I'm new to Economic Development, I was working for Economic Development for the City of El
38 Paso, as I understand our main priority as I discussed with the COO is Business Retention and
39 Expansion.

40
41 Irene: Excuse me?

42
43 Mayra De La Canal: Business Retention and Expansion to reach out to the business
44 community. And then well Economic Development is a four-legged stool which is Business
45 Retention & Expansion, Attraction and Entrepreneurship. And then we have the experts, the
46 Attraction experts which is MVEDA. And then we are trying to collaborate and partner with them
47 as much as we can. And then we have the experts in Entrepreneurship which is Arrowhead
48 Center which we are also trying to partner with them and then collaborate as much as we can
49 and learn from each other. And then actually we have been working very close together lately
50 on a couple of projects with MVEDA. So Business Retention & Expansion is what we are, Cruz

1 and myself, we are going to be targeting, putting a plan of action together in order to
2 accomplish and reach out to the community and see how we can assist them.
3
4 Gill Sorg: I think that is what you are talking about.
5
6 Irene Oliver-Lewis: Yes I am, yes I am exactly.
7
8 Gill Sorg: Okay, now what? I for one would like a report from anybody on staff that knows what
9 the status of the Soundstage is at this point. What do we know that's new from January? Ok?
10
11 Mayra De La Canal: As far as the Request for Interest, we worked on, between myself and
12 Wayne Savage, from Arrowhead, we worked on a Request for Interest and we submitted it to
13 COO and then I'm not sure, it may not be ready yet we might need content for knowledge from
14 the film industry people that want to incorporate some text that is related to that because Wayne
15 and myself we're not very familiar with the film industry but the ACO would determine that.
16
17 Gill Sorg: Daniel
18
19 Irene Oliver-Lewis: What is the ACO?
20
21 Mayra De La Canal: COO.
22
23 Daniel Avila: Assistant City Manager.
24
25 Irene Oliver-Lewis: Okay, sorry.
26
27 Gill Sorg: Using acronyms
28
29 Daniel Avila: So one of the things, Mayra put it together and Wayne volunteered, Wayne
30 Savage volunteered to take a look at it. He had his input and we are getting ready to put it out.
31
32 Irene Oliver-Lewis: So I think what you said needs to be underlined. You need to incorporate the
33 film community because what you are doing is you're asking a Request for Interest for someone
34 that is going to run the Soundstage. And as you said it is not your field but there is a whole
35 group, Film Las Cruces, I don't know if you have been informed, that Film Las Cruces has an
36 MOU with the City to work with the City and to help you create that infrastructure. So I guess I'm
37 asking as, Economic Development Committee, before you release that to the general public, if
38 we can have several people from the film community be part of the language to help you
39 maybe, I haven't seen it yet, so to see what that language is so that we are directly talking to the
40 very nature of the industry. Because in the industry, it is a very unforgiving industry, if you do not
41 speak their language right away they seem to think they don't know what you're doing. And this
42 is the first thing that I applaud the City for that it's going out, that's really major in a long time
43 and I want it to be as crystal clear and precise as it needs to be so that the whole world, the
44 whole industry says, oh my God, y holla we have to go to Las Cruces. So I guess what I'm say, I
45 think I can speak for the film community, that we are willing and ready to walk hand in hand,
46 mano a mano, as everybody is saying at the international level and walk hand in hand with you
47 to make the Soundstage the best and major economic development in our community.
48
49 Daniel Avila: I'm sure you have already been working with them, right?
50
51 Mayra De La Canal: I've been working with Wayne.

1
2 Irene Oliver-Lewis: With Wayne?
3
4 Daniel Avila: Not with Film Las Cruces?
5
6 Mayra De La Canal: Not with Film Las Cruces.
7
8 Irene Oliver-Lewis: Not with Film Las Cruces.
9
10 Gill Sorg: I took the liberty of forwarding the RFI draft to the Film Las Cruces Committee so they
11 have a copy and you do too.
12
13 Irene Oliver-Lewis: Just now, just now, two days ago.
14
15 Gill Sorg: The President or the Chairman of Film Las Cruces got it here a while back.
16
17 Mayra De La Canal: We have revised that copy that you have so there is a final copy that we
18 will send to you.
19
20 Irene Oliver-Lewis: Ok, great, thank you very much.
21
22 Daniel Avila: It's a draft.
23
24 Mayra De La Canal: It's a draft.
25
26 Gill Sorg: It's still a draft, it's a final draft.
27
28 Irene Oliver-Lewis: Great, we appreciate that very much.
29
30 Mayra De La Canal: Yes.
31
32 Gill Sorg: Ok, good. Any other thing to report on the Soundstage?
33
34 Irene Oliver-Lewis: How does the, and David has been leading us with this, where are we, City
35 Manager talked about the convention center, in the facility, in the location of the facility, so have
36 we moved any further from our last discussion from the City Council when it was brought up?
37 Where do we have to go to hone it down or what do you need from the people in the business? I
38 don't know where it has gone since it was first brought up that maybe we should consider the
39 convention center.
40
41 Cruz Ramos: Mr. Chairman?
42
43 Gill Sorg: Sure go ahead.
44
45 Cruz Ramos: Right now the architects, ASA & DPS, are working on it, they have a draft put
46 together but that needs to be made final so that there is closure on the pre-concept design
47 stage and I would recommend that we wait for that report which should be issued fairly soon
48 after review by Mayra and perhaps the Assistant City Manager, Daniel Avila. But I would say
49 let's get closure on that particular stage and then move from there to address that particular site,
50 in addition to the other two that we have been discussing.
51

1 Gill Sorg: You are talking about the stand-alone soundstage?
2
3 Cruz Ramos: I am talking about Arrowhead and West Mesa Industrial Park as the two locations
4 that the architects were contracted to specifically work on. The Las Cruces Convention Center,
5 an add-on to that, was not broached until the last, more recent City Council working session. So
6 let's deal with and address this particular phase and arrive at closure and again, they are ready
7 to wrap that up and then move forward on looking into and assessing the additional location.
8
9 Gill Sorg: That's good.
10
11 David Dollahon: I have a further complexity related to that. Because we were working on an
12 RFP already for design services for an addition specific to the convention center and using City
13 money already. And that was preliminarily reviewed this week by our Selection Advisory
14 Committee and developed by Loretta's staff and Facilities Management section and the
15 component of the Soundstage being on the property was included on this part of the discussion
16 on that design services when we go out to RFP. So there is a further complexity associated with
17 this so we are going to go to that next step sooner rather than later.
18
19 Gill Sorg: Daniel.
20
21 Daniel Avila: And I don't see a problem with moving forward with that. It doesn't mean that if for
22 some reason it turns out that we don't want it there, that if we spent the money its ok. It is better
23 to move forward with it then to just be waiting and not doing anything. So I don't see a problem
24 with it.
25
26 Gill Sorg: We can walk and chew gum at the same time. Members of the public are here that
27 want to speak on the Soundstage so I'm going to let them speak one at a time. Representative
28 Steinborn?
29
30 Jeff Steinborn: Thank you. Hey everyone, I know most of you, some of you I don't. I'm State
31 Representative Jeff Steinborn and also the Chairman of Film Las Cruces. This seventeen
32 member board of film people, political people, academic people that work on film. Appreciate
33 the discussion about the Soundstage. Just have a few comments. I think it is really important
34 that we do get an opportunity to look at the Request for Information. We should understand that
35 as much as we are trying to get information from the industry we are also marketing to the
36 industry. It is important that that document speak to the industry and there is a set group of
37 players here in the state that we are going to be reaching out to. Fortunately we know those
38 people so we can work directly with them to try to encourage them to work with us. A few
39 questions I have regarding, you said Cruz about bringing to fruition or completion, I'm not sure
40 exactly I knew what you meant. One, the big ticket item on that whole project was getting the
41 cost at a reasonable time frame and when we had our last meeting, and I haven't seen that
42 we've had another one with the architects, we had specifically asked if they could sharpen their
43 pencil and do as they call value engineering on the proposal to bring the cost more in line with
44 our budget. They were going to do that and they still have yet to do that. That's a huge final
45 thing for us so we can work to make sure how we can get that within our perimeters. Are they
46 working on that?
47
48 Cruz Ramos: They are indeed working, Mr. Chairman, I didn't mean to interrupt your discussion
49 or your comments, but they are indeed working on that. And because they were very specifically
50 contracted to work on those two locations, again, we want to wrap that up but that is one

1 important element. That information was difficult for them to get but I think they have made
2 some strides in getting it and again, we just need to review that before it is in a final form.

3
4 Gill Sorg: Sure, are they going to have an estimate when they might be ready with those?

5
6 Cruz Ramos: I'd say within the next week at the latest.

7
8 Gill Sorg: Ok, good. Yes Daniel?

9
10 Daniel Avila: Mr. Chairman, and on the value engineering, Cruz, I think we wanted other people
11 involved, other engineers, maybe Film Las Cruces involved with the discussions. I'm not sure
12 who is doing the value engineering.

13
14 Cruz Ramos: It is ASA and DPS along with our city architect, Tomas Mendez, and I can be, of
15 course, a part of that meeting as well. We can get with, what we are recommendations Daniel.

16
17 Daniel Avila: And I think if Film Las Cruces would like to be a part of that value engineering, I
18 think it would be good to include them.

19
20 Jeff Steinborn: And it might be good, if I can recommend, that maybe we have another meeting,
21 you know, that we bring in all the people, because Film Las Cruces we have a lot of people who
22 worked on soundstages and you know, also Derek not only had worked on soundstage but also
23 has architectural background and if we can be a part of that we can help kick the tires and make
24 sure we are moving forward in a good way. If I can, Mr. Chairman, I have just one other
25 comment pertaining to the Convention Center. I think it is great that we are moving forward
26 looking at the site but it is important to understand that design specifications that a soundstage
27 needs. It is a secure facility, it's a sound proof facility, you know, just the labor needs just for
28 parking and trucks and access. I think it would be important that we would also have a set of
29 eyes on your RFP potentially to be able to be on the same page as far as even understanding
30 what is possible at the Convention Center. We think it is an intriguing idea but we just need to
31 make sure that we can check the boxes for the needs of a soundstage there. Is that something
32 we can do as well?

33
34 Gill Sorg: Mr. Daniel Avila?

35
36 Daniel Avila: Absolutely. And Loretta Reyes is the person to work with on that and we definitely
37 want you to be involved. At this time, it looks like that is probably a better location because of all
38 the different funding, we already had funding to do an addition at the Convention Center and
39 then with this funding and possibly other funding, it looks like...

40
41 Jeff Steinborn: It's intriguing.

42
43 Daniel Avila: It really is. So yes. Go ahead Loretta.

44
45 Gill Sorg: Go ahead Loretta.

46
47 Loretta Reyes: Mr. Chairman, with regard to the funding, we just need to make sure we have
48 legislative funding in almost a \$1M, in fact, we just received the contract for the \$550,000 we
49 are taking to City Council for approval here shortly. But we need to make sure that that funding
50 when they say plan, design, construct, infrastructure for film, we have to make sure that that
51 funding can be applied to that as well because...

1 Jeff Steinborn: It is earmarked for that.

2
3 Loretta Reyes: Yes for that purpose so if we are going to use it as a soundstage for seven
4 months out of the year and then for convention center type activities, it may not sit well with the
5 NM Department of Finance & Administration so we are going to have to find that out.

6
7 David Dollahon: That is part of our RFP process as well. And not to take away anything from the
8 Soundstage, but there are complexities associated with operating a convention center that not
9 necessarily a soundstage is most conducive to having next door and so that is part of our
10 process so this is not the panacea of solutions. It is a possibility but there are operational issues
11 on both fronts that can negatively impact not just the soundstage but let's not forget the
12 convention center. And you will continue hear that from me.

13
14 Jeff Steinborn: Absolutely. When a production comes and you have 200 – 300 crew, where is
15 the parking for the convention center?

16
17 Irene Oliver-Lewis: And Mr. Chair that is the very thing that the sound and film makers have
18 discussed. And keeping in mind, how do you have a convention at the same time you have a full
19 scale production going on so the things you would need Loretta would be the things that brought
20 the most, how do you bring in all these trucks that nobody realizes what happens when you
21 have a real production going on. And the fact that we are looking at, initially the first year you
22 would not have it probably being used all those months but there is a sequential way of how it
23 will be used eventually to 100% capacity of a soundstage so we would have to look at that
24 funding that you're right that the State would look at immediately. But you do need to know,
25 Staff does need to know that the film industry people have been discussing the very things of
26 how you can bring it together but the physical place of it is very intriguing and if it could work
27 and suit everybody's needs that would be wonderful but like you were saying David, it may not
28 work itself out.

29
30 Gill Sorg: Right. Davin you had something?

31
32 Davin Lopez: Yes, Mr. Chair, Representative, I just have a question out of curiosity. At the end
33 of the day, who manages, runs and markets the soundstage?

34
35 Jeff Steinborn: Our thought would be we would try to find an industry partner to help us with
36 that. One of the other studios in New Mexico.

37
38 David Dollahon: And I thought that was part of the RFI?

39
40 Irene Oliver-Lewis: Yes, that is the RFI. It would be similar to the convention center. So you
41 have an independent agency or organization that runs the convention center but it is a city
42 owned building.

43
44 Davin Lopez: And Mr. Chair, I might just make a recommendation, again I don't want to throw so
45 much at the next meeting but I think what we are all trying to talk about is learning what is going
46 on ourselves and catching up and it would be great to see the film group come in and make a
47 presentation on the strategy and the future look. If you are curious about MVEDA we would be
48 more than happy to do the same at a future date. I think this is a learning experience for all of us
49 in terms of understanding what is already happening and making sure we are connecting
50 accordingly and not duplicating things along the way.

1 Gill Sorg: Amen. I would point out a couple of things. First of all, would it be inappropriate when
2 you have the final product of the RFI to share with the committee?
3

4 Daniel Avila: I think that is a good idea.
5

6 Gill Sorg: Ok, so the committee will see the final RFI before it goes out. Second thing is have
7 you decided, do you have a list of those places where you would send the RFI?
8

9 Mayra De La Canal: Not yet.
10

11 Gill Sorg: Not yet. Ok, I think Film Las Cruces can help you with that list too. Phil?
12

13 Phil San Filippo: Excuse us, but we have to leave but I did want to say one thing. We totally
14 agree, if there is synergy, let's do it. But we recognize the fact that there are challenges from
15 your end and our end both. And we would love to sit down with you and try to figure out a way to
16 see if it can come together but at the same time there are some incredible challenges that we
17 both realize is in the cards on this. So anytime, the CVB is ready to sit at the table and do what
18 we can to either make it work or at least help you figure out what we can to get it done.
19

20 Gill Sorg: In the interest of openness and sunshine do we all know where this idea came from?
21

22 David Dollahon: City Manager.
23

24 Gill Sorg: Yes, so that's ok, it was just him.
25

26 David Dollahon: May I add one thing. Because we have an RFP for the convention center
27 design that needs to go out sooner rather than later and then there is the RFI. Because you are
28 dealing with the procurement issues, we need to review those sooner because once it is out on
29 the street, there can be no further discussion about those items because we are in the middle of
30 the procurement process. So before we go running out the door with those, if we need to
31 distribute those for people to see because once they are out on the street and available and
32 they are in the procurement process there is no discussing them amongst our group, it is done.
33 So keep that in mind because you are dealing with procurement, that can mess the whole thing
34 up and we would have to start all over so let's not go down that path. Everybody needs to keep
35 that in mind.
36

37 Gill Sorg: Yes Jeff.
38

39 Jeff Steinborn: I just want to say something else for the benefit of the staff and your Mr.
40 Chairman. The State's budget is in pretty rough situation and we are not quite sure where it is
41 going to go. John Arthur Smith said we are in faith based economics at this point. We are
42 praying, ok that things don't get worse. But our budget is so tight and our reserves are so
43 shallow at this point that if the price of oil were to continue to freefall which it could depending,
44 you just, such an international market. We could end up back in a special session, we could end
45 up in a situation, because we have a balanced budget here in this State, a balanced budget
46 requirement, so if we suddenly and we are in the middle of a fiscal year, you know have to cut
47 another \$100M we have swept a lot of existing state funds, we have collected a lot of loose
48 change, everyone is on a very tight budget in the state. One place they are going to look is
49 Capital Outlay, unspent Capital Outlay. And we did this in 2009 when our state had a massive
50 half a billion dollar shortfall and we collected a \$100M of unspent Capital Outlay. It touched
51 every single legislative district, in fact, ironically, we had, NMSU was given \$700,000 to try to

1 build a soundstage back then and they lost that money. They were trying to acquire property. So
2 it's ironic that we are kind of in a similar place but this is a big ticket item, the \$1M for the stage,
3 not to mention all the other city capital projects that are out there. So I just want to encourage
4 us, let's get the Request for Information out the door, let's keep the procurement processes
5 moving forward, even if we haven't selected a location and all that, if thinking about how we can
6 get a procurement process going so we are ready to launch it to cut time. And on all your
7 Capital Outlay items, I would just encourage you to get them under contract and be wary we are
8 in a tough budgetary time.

9
10 Gill Sorg: Yes.

11
12 Daniel Avila: Yes, I just want to agree with Jeff. That is more of a reason why we need to wrap
13 up the contract that we have with ASA. I don't really think we are going to be able to get there
14 as far as the funding but we need to try. We need to get Film Las Cruces involved and others
15 and try to wrap it up and I think that is part of the reason the City Manager was looking at the
16 Convention Center because he figured we aren't going to get the funding to be able to do it at
17 the other two locations.

18
19 Gill Sorg: What funding?

20
21 Daniel Avila: What was it, \$7M?

22
23 Gill Sorg: Oh the estimate.

24
25 Daniel Avila: That huge number. So I think that is why. So we definitely do need to wrap it up
26 and like David Dollahon mentioned, it would be great if you all could get together with Phil and
27 Jennifer to try to work something out. Is there a deadline for that David? Two weeks?

28
29 David Dollahon: I think they were trying to get it out within the next two weeks.

30
31 Daniel Avila: So the next week, I don't know if that is possible.

32
33 Jeff Steinborn: Who would we work with on looking at those fast to compare apples and
34 oranges here?

35
36 Loretta Reyes: We can get a copy of the RFP.

37
38 Daniel Avila: To Loretta. But I guess the biggest thing is getting together with Phil and Jennifer
39 to see how it is going to be, how it is going to work.

40
41 David Dollahon: On the facility staff, I don't know if Tomas was on the schedule on meeting on
42 that before it went out. I know there was some discussion about it.

43
44 Loretta Reyes: Right, ok, well let me check with him.

45
46 Gill Sorg: Just an overview of what we have been discussing so far. We need to get the ASA
47 contract finished in coordination with...

48
49 Cruz Ramos: That won't take very much time at all.

50

1 Gill Sorg: Get the RFI finished, ready to send out the door and then coordination with the RFP
2 for the Convention Center. There is one more thing. When all those are done, a business plan.
3
4 Daniel Avila: So there is like three different coordination's with Film Las Cruces.
5
6 Irene Oliver-Lewis: That's fine.
7
8 Jeff Steinborn: We are available.
9
10 Daniel Avila: Ok, great. So if you want to set the date with Mayra before the meeting is over with
11 Cruz and Loretta.
12
13 Cruz Ramos: With all due respect, look, I would need to either work with Loretta or Tomas to
14 make sure he can corral, Mr. Chairman, with all due respect, to make sure that he can get Tim
15 Gratten and Ted together so that we can meet quickly and then get the Soundstage meeting set
16 for the very near future. What I was going to say, earlier, on the \$555,000 appropriation, when
17 was that originally, because the clock starts ticking as of a year ago right. When do we have to
18 spend that money?
19
20 Jeff Steinborn: That's not really what we are in jeopardy. We also have another \$455,000 a year
21 before that.
22
23 Cruz Ramos: Yes but we need to spend the \$555,000 first. From what I understand, we need to
24 spend the \$555,000 first. No?
25
26 Jeff Steinborn: No, I mean you have both pots of money. You have \$957,000 total, that's really
27 the way to think about it. The clock started ticking on \$555,000 of that a year earlier so generally
28 I think you have about four years Cruz, to answer your question, to spend it but then what
29 happens the legislature can reauthorize and extend that time out. We do that every year. So
30 that's really not a problem for us. The bigger challenge is just keeping the project moving
31 forward, making sure we don't end up having the money being put in jeopardy by the State
32 budget which really mandates that we move on this project.
33
34 Gill Sorg: Maybe we can call it, to avoid a dead project that is sitting there doing nothing.
35
36 Irene Oliver-Lewis: Mr. Chair, can I reiterate, I would like it on the notes that Film Las Cruces,
37 when it started, we wanted to keep in mind, and when we first started talking to the City
38 Manager, we looked at a project not to exceed \$4 to \$5M. And that is what we were looking at
39 from the very beginning. When we got the information from the architect that it went up to \$7M,
40 it freaked everybody out and we need to get back to what can be cut and emphasis that that
41 amount needs to be, not come back to us with \$7M or \$6M, it needs to be trimmed and you can
42 still, according to the film makers, you can still have what you need in that sound studio by
43 looking at that architectural drawings that were given to us. So I'm not exactly sure if they are
44 going to come back to you with the same numbers, it is not helping anybody.
45
46 Gill Sorg: I think it is pretty clear.
47
48 Irene Oliver-Lewis: I just want to make sure because when it was first brought up at the last
49 meeting with Economic Development, everybody's eyes went like wait a minute, we don't have
50 that money.
51

1 Daniel Avila: So I guess, Mr. Chairman, the direction that we should really give the architect is
2 bring back a project that is not to exceed \$4M.
3
4 Cruz Ramos: Not to exceed \$4M?
5
6 Daniel Avila: Yes.
7
8 Irene Oliver-Lewis: Jeff is that correct? \$4M to \$5M.
9
10 Jeff Steinborn: I think...
11
12 Daniel Avila: We have \$3M and there is another million, I don't know where the 5 came from
13 that's why I'm saying not to exceed \$4M.
14
15 Jeff Steinborn: My recollection was that your previous iteration the Economic Development
16 Committee had looked at the City's part being around \$4M.
17
18 Daniel Avila: That was including that million we were getting from the State.
19
20 Jeff Steinborn: The number was kind of a little bit variable this is why we hired the architect in
21 the first place was we needed to get a more precise number. So \$4M might be a little bit tough. I
22 would also just throw out there, Daniel, I think there are some additional funds potentially out
23 there. We are aware of some similar partners that have just worked with you on the Amador are
24 interested in partnering with the University, maybe put that out on the table. Put a little capital
25 into the project potentially in concert with other university projects. There might be additional
26 legislative funds as well, so if we are in the neighborhood of around \$5M, I don't know if we are
27 going to be able to go from \$7M to \$4M but we might be able to go from \$7M to \$5M.
28
29 Daniel Avila: So you want it not to exceed \$5M?
30
31 Irene Oliver-Lewis: Yes.
32
33 Jeff Steinborn: That is at your pleasure Daniel.
34
35 Daniel Avila: I would say not to exceed \$4M just to make sure that we have a project but if you
36 think...
37
38 Jeff Steinborn: If they could get it down to \$4M that would be great.
39
40 Irene Oliver-Lewis: Yeah.
41
42 Gill Sorg: I wouldn't pin down the exact amount, or not to exceed amount, because it is the
43 Council that ultimately decide on this and they are going to have to weigh the risks with this and
44 not reward but the other side. Risk and reward, ok. But as far as the reward part goes, we want
45 a successful enterprise here. Yes?
46
47 Daniel Avila: Just a comment. You know, again, I know, and not to take anything away from
48 Film Las Cruces, but there is a lot of other people on the committee and I don't know if they
49 want to say, let's spend \$5M on a soundstage when there is other projects.
50

1 Gill Sorg: Is it possible to get two prices? Ok, this is what you get for \$4M and this is what you
2 get for \$5M?
3
4 Daniel Avila: Sure.
5
6 Irene Oliver-Lewis: Yay, yes it is.
7
8 Gill Sorg: And then we can weigh.
9
10 Daniel Avila: We can ask. Absolutely.
11
12 Cruz Ramos: \$4M and \$5M.
13
14 Daniel Avila: Good suggestion.
15
16 Gill Sorg: I like ranges. I like ranges so we can judge or evaluate. Ok, any other comments
17 then?
18
19 Loretta Reyes: I would just like to make one more comment on that \$555,000 it reverts in June,
20 2018.
21
22 Gill Sorg: '18?
23
24 Loretta Reyes: Because it was a prior, it was a reauthorization of a prior authorization but it still
25 kept the same timeline. Two years, that one is two years.
26
27 Gill Sorg: '18? Now is that beginning of '18 or middle of '18 or end of '18?
28
29 Loretta Reyes: June 30th of '18.
30
31 Gill Sorg: Ok good. Any other comments about the Soundstage to wrap that part up? Any other
32 questions? Ok, we have our marching orders here I believe. Yes Daniel?
33
34 Daniel Avila: Just one last thing. So there is a working group for soundstage. Are you going to
35 send that to the whole group, who's in it and if they have any comments they can email us?
36
37 Gill Sorg: Yes, I have Irene, you, Cruz and Loretta. Could staff, if you need to meet further
38 between now and our next meeting, could you go ahead and do that?
39
40 Daniel Avila: We will go ahead and meet but I'm just saying, if anybody wants to send any
41 comments, they can send them to any of us.
42
43 Gill Sorg: Sure. Ok? Film Las Cruces understands?
44
45 Jeff Steinborn: We understand. We just thought it would be helpful to let you all know that we
46 have a meeting with NMSU tomorrow with the vice-president for Economic Development who
47 has kind of been shepherding the whole creative campus discussion. You know, there is a lot of
48 players at NMSU who are very serious about co-locating this with the university and we think it
49 is a very good idea as well. Which, at the convention center, you can have a co-location back in
50 there too. But we have a meeting tomorrow just to let you know.
51

1 Gill Sorg: I would like to emphasize one more thing and then Councilor Smith can speak. Once
2 we have the information back and the Film Las Cruces involved in that, we have to work very
3 well, very hard to have a good product of a business plan for this soundstage. I know for a fact
4 the City Council, and this committee too of course, will not proceed forward on it unless it is a
5 decent business plan and that of course ties in with the university too. That is one thing
6 President Carruthers was insisting on seeing before he goes any further on it. Some kind of a
7 relationship with the City on putting the soundstage there. Councilor Smith?

8
9 Greg Smith: Thank you. On that topic I was at lunch and ran into Dan Howard, the provost of
10 the university, and he just wanted to be sure, wanted to be very clear that they are very
11 interested in the creative campus thing and I said we are going to be talking about it tomorrow,
12 I'm glad to hear that, believe me I will share that with other people. So that is reiteration and
13 reacclamation of that interest there.

14
15 Gill Sorg: Just to bring you up to time here. We have three things going at the present time. The
16 finishing of the ASA architectural plan to bring a soundstage in the \$4M to \$5M range. The RFI
17 is being finalized to go out to those places that it needs to go to and what was the third thing?

18
19 Irene Oliver-Lewis: The RFP.

20
21 Gill Sorg: The RFP on the convention center. There is going to be some work between Film Las
22 Cruces and Staff and especially the Convention and Visitors Bureau staff to see how they can
23 or cannot co-exist.

24
25 Greg Smith: Cohabitate.

26
27 Gill Sorg: Cohabitate yes. Ok, anything else on anything.

28
29 Loretta Reyes: I just wanted to clarify on the RFP so that I understand. There will need to be a
30 meeting with my staff, convention center staff and Film Las Cruces?

31
32 Irene Oliver-Lewis: To discuss the needs of both.

33
34 Loretta Reyes: And comments to the RFP?

35
36 Irene Oliver-Lewis: Right.

37
38 David Dollahon: There was some language at the SAC, the Selection Advisory Committee that
39 gave them the authorization to work with CVB, Tomas needed some revisions. I think that
40 needs to be finalized. I think it is a matter of information to Film Las Cruces.

41
42 Loretta Reyes: So we will go ahead and meet with the convention center staff and then provide
43 Film Las Cruces that draft.

44
45 David Dollahon: Right. Because it has been acted on by a committee but that was the main part
46 of the discussion is the impacts from the proposed soundstage on the property. They are well
47 aware of it.

48
49 Cruz Ramos: I also need a little greater clarity as far as what the, and Loretta, this would have
50 an impact on what the architects are going to be finalizing. We initially started with a \$4M and
51 then a \$5M iteration of the cost estimates and then it morphed into a \$4M to \$5M which I see as

1 different. Is it somewhere between \$4M to \$5M or is it a report that reflects what the soundstage
2 will look like at \$4M and what it would look like at \$5M, which one is it?

3
4 Daniel Avila: Yes, what you just said at the end. What it would look like at \$4M or at \$5M. Cause
5 right now we have \$4M.

6
7 Gill Sorg: I was speaking in more abbreviation.

8
9 Irene Oliver-Lewis: Just so that I understand the process. The committee you just mentioned
10 what is it called?

11
12 David Dollahon: The Selection Advisory Committee.

13
14 Irene Oliver-Lewis: And who is that?

15
16 David Dollahon: It is made up of City staff and the user departments. It is our procurement
17 committee and it is established by City Ordinance. And so any RFP that is developed, before it
18 goes out in the street, has to be reviewed and approved by the Selection Advisory Committee
19 and then once it is ready to go out on the street, it gets issued out, the proposals come back in
20 and then the Selection Advisory Committee does the selection and evaluation of those
21 proposals.

22
23 Irene Oliver-Lewis: And within that committee you have a user committee. So the user
24 committee would be the film people as well as the convention people.

25
26 David Dollahon: Well the committee right now, because we are looking at a master plan and
27 design of the convention center expansion, is two staff from Visit Las Cruces and the city
28 architect.

29
30 Irene Oliver-Lewis: Ok, so you are not including the film people as part of that user?

31
32 David Dollahon: Right at this point. Because it is a master plan, that is why we want them to
33 have the meeting with the architect and Visit Las Cruces now before it goes out on the street.

34
35 Jeff Steinborn: If I can get some clarification. The words you used when you said have Loretta
36 give us information is a little different than having us give you information.

37
38 David Dollahon: There were revisions made in the draft RFP to account for the soundstage.

39
40 Jeff Steinborn: But I think we need to kind of be a part of pitching in.

41
42 David Dollahon: That's fine. The RFP is going to have to go back to the Selection Advisory
43 Committee which needs to meet March 8th so you need to have that meeting before Monday by
44 close of business Monday if you are going to want to make revisions.

45
46 Irene Oliver-Lewis: That's fine.

47
48 David Dollahon: The wording was left generic enough that it was a master plan to accommodate
49 both the soundstage and evaluate that process and the operations.

1 Jeff Steinborn: And it may be fine, until we see it, we're not sure if there is any red flags or if it is
2 just totally fine.

3
4 David Dollahon: Well there was a lot of discussions and a lot of revisions that needed to be
5 made after the Selection Advisory Committee so it is very much a work in progress.

6
7 Jeff Steinborn: Cool, so we are available to get together in the next few days prior to the 8th.

8
9 David Dollahon: You know what, I think they are actually meeting tomorrow, let me ask.

10
11 Gill Sorg: Ok, while David is looking up the meeting date. Any others?

12
13 Mayra De La Canal: Yes, I have been reviewing, we discussed, David Dollahon, Cruz, myself
14 and Davin's office and Christine Logan, right from the State? She, Wage Plus, since she has a
15 couple of applicants that already applied with the State and approved with the State for the
16 JTIP, and now they are ready to take advantage of the wage plus. For the wage plus, I have
17 been working on preparing an application process, an overview, who qualifies, who doesn't, like
18 an outline for the Wage Plus. So, a suggestion, and I discussed this with Davin, a suggestion is
19 to be able to proceed even when an applicant, a project does not qualify with State, so that we
20 can move on because there are certain restrictions that the State has that would not let us move
21 forward if we wanted to as locally, move on and assist that applicant, that business. So we were
22 making, I was coming up with the outline and Davin already made some revisions to it so if you
23 don't mind, I would like to submit to the COO or to whomever is pertinent so you can review it.

24
25 Daniel Avila: One of the things that you missed before when you came in late, we formed a
26 working group and Davin is in that committee and you are in that committee.

27
28 Mayra De La Canal: Ok.

29
30 Daniel Avila: So you are going to be covering a lot of what you are talking about.

31
32 Davin Lopez: There was a discussion on the Wage Plus Committee. I thought that was too
33 narrow, I suggested kind of an overall competitiveness and incentive type of committee. To look
34 at all the things starting first with Wage Plus being first priority and then working together to
35 bring other suggestions to the table going forward.

36
37 Gill Sorg: Good to bring that out. That is what Davin was telling me, the same thing. There are
38 conditions that JTIP has that some businesses can't meet but possibly they can still use the
39 City Wage Plus. All we want to know is that it is a good investment. I'll use that word over and
40 over again. Ok, any other business or questions or anything. Any other comments. Of course,
41 Irene.

42
43 Irene Oliver-Lewis: I would just like to commend and congratulate officially, our new assistant,
44 what is your title?

45
46 David Dollahon: Assistant City Manager and Chief Administrative Officer.

47
48 Irene Oliver-Lewis: So congratulations. I'm really proud of you and so glad you have been on so
49 many committees with us, all of us, and lots of different projects throughout your career. So
50 congratulations.

1 David Dollahon: And I'm also the Chair of the Selection Advisory Committee. I'm a non-voting
2 member.
3
4 Gill Sorg: Ok, if there is no further business?
5
6 Mayra De La Canal: One last thing.
7
8 Gill Sorg: One thing? Sure.
9
10 Mayra De La Canal: Are we going to, actually a question, are we going to do impact analysis for
11 the soundstage as how that is going to impact the community?
12
13 David Dollahon: That is part of the business plan and that has been discussed. And that is on
14 Film Las Cruces' tasks. Sooner rather than later.
15
16 Gill Sorg: It will be in their hands once we get this information.
17
18 David Dollahon: Chair, also the Strategic Plan Committee and the Economic Development Plan.
19
20 Gill Sorg: Did you get that? Strategic Plan Committee, which I think we are combining that with
21 Economic Development Plan. That includes Strategic Planning. And the other one? (Inaudible)
22
23 Irene Oliver-Lewis: Ok, great, well.
24
25 Gill Sorg: Hearing no, I'll take a motion to adjourn. Oh wait a minute, one more thing. We are
26 going to have the meeting in April on what was it the 9th? The 6th? Do you think we need another
27 work session before then sometime later in March?
28
29 Irene Oliver-Lewis: Wouldn't hurt.
30
31 David Dollahon: It would probably give you a little more direction on some things as to where we
32 are going.
33
34 Gill Sorg: Let's see, where are we on time? We have one more week in February, not quite a
35 week.
36
37 Irene Oliver-Lewis: Three days.
38
39 Gill Sorg: How about the middle of March. Tentatively, I mean we can possibly cancel it.
40
41 David Dollahon: Let's shoot for tentatively middle of March, shoot for Wednesday's so we can
42 get more participation because Dr. Train can't be here Tuesday's and Thursday's and Monday's
43 are out.
44
45 Cruz Ramos: So that would be feedback on every committee?
46
47 Davin Lopez: Mr. Chairman, for clarification, are you suggesting that these committees then
48 meet ahead of that work session?
49
50 David Dollahon: To the extent possible.
51

1 Gill Sorg: Not committees, working groups.
2
3 Irene Oliver-Lewis: Just the working groups.
4
5 Gill Sorg: Keep the language right otherwise we get in trouble.
6
7 David Dollahon: Davin, since you made that offer and Dave Weir you made that offer on the
8 City's Economic Development, the City's Comp Plan, do we want to shoot for half an hour on
9 each of those max and then the second hour is status reports for a two hour meeting? Can we
10 do that in March? At the next work session? Where you talk about the Comp Plan update?
11
12 David Weir: Did you want that at work session or the regular meeting in April?
13
14 David Dollahon: Because it is not a decision making (inaudible), it's just information so I think
15 we can do it at a work session. Same way with you.
16
17 Irene Oliver-Lewis: Jeff did you hear that? So Film Las Cruces. There will be three
18 presentations, Film Las Cruces, MVEDA and Comprehensive Plan.
19
20 David Dollahon: Actually all of the working committees to the extent that they may need.
21
22 Irene Oliver-Lewis: We don't have a date, let's set a date.
23
24 David Dollahon: Middle of March.
25
26 Davin Lopez: The week of the 14th is the week of spring break so we may not want to do
27 anything that week.
28
29 Irene Oliver-Lewis: The 16th?
30
31 David Dollahon: The week of the 21st so that would make it the 23rd.
32
33 All agreed.
34
35 Irene Oliver-Lewis: 10:00?
36
37 Davin Lopez: I have a different spring break from my kid, that's what I need to look at real quick.
38 The 23rd? That will work.
39
40 Jeff Steinborn: The time?
41
42 Gill Sorg: 10:00.
43
44 David Dollahon: We are going to shoot 10:00 on Wednesdays for all of our future meetings.
45
46 Irene Oliver-Lewis: That would be great.
47
48 Davin Lopez: And we are going to get a list of the names of the committees so we can start
49 communicating.
50
51 Gill Sorg: Can you send that out? On each of the working groups?

1
2 David Dollahon: What she will do is I will have her send out (inaudible) of list to everyone. And
3 then if you need to add your name to a committee that she may have missed or you were
4 interested in.

5
6 Gill Sorg: Or those that are absent too.

7
8 Irene Oliver-Lewis: And thank you for the general public being here.

9
10 Gill Sorg: Yes, thank you. Ok, meeting is adjourned.

11
12 **IV. Adjournment**

13
14 Meeting was adjourned at 1:24 pm.

15
16
17
18
19
20 
21 Chairperson
22