



City of Las Cruces[®]

Economic Development Policy Review Committee

The following is the agenda for the City of Las Cruces Economic Development Policy Review Committee for January 18, 2023 at 9:00 a.m. at City Hall, 700 N. Main St., Las Cruces, New Mexico in the Las Cruces Conference Room 2007-A

- I. Call To Order
- II. Conflict Of Interest
- III. Minutes For Approval
 - a. December 14, 2022

Documents:

[12-14-22 ED PRC DRAFT MINUTES.PDF](#)

- IV. Discussion
 - a. Las Cruces Strategic Plan

 - b. LEDA Plan Update
- V. Recommendation
 - a. N/A
- VI. Future Discussion
 - a. Municipal Land Sale Ordinance
 - b. IRB Spec Policy
 - c. MRA State Statute Change
 - d. Next Meeting: February 15, 2023

- VII. Adjournment

If you need an accommodation for a disability to enable you to fully participate in this event, please contact us 72 hours before the event at 528-3477.

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Posted: January 13, 2023



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3 The following are summary minutes for the meeting of the **City of Las Cruces –**
4 **Economic Development Policy Review Committee** on December 14, 2022. The
5 meeting was held at City Hall, 700 N. Main, Las Cruces, New Mexico in the Las Cruces
6 Conference Room 2007A.

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8 **Members Present:**

9 Kasandra Gandara, Mayor Pro-Tem
10 Tessa Abeyta-Stuve, City Councilor
11 Yvonne Flores, City Council
12 Ana Berrun
13 Debbi Moore, Member - Chamber of Commerce

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15 **Members Absent:**

16 Connie Campos
17 Kathryn Hansen, Member - NMSU
18 Davin Lopez, Member - MVEDA
19 Mary Ulrich, Member - DACC

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21 **Others Present:**

22 Elizabeth Teeters, Economic Development Director
23 Dania Soto, Executive Assistant
24 Chris Faivre, Interim Destination Downtown Administrator
25 Irene Parra, Interim Small Business Administrator
26 Sergio Ruiz, Policy Analyst
27 Ikani Taumoepeau, Assistant City Manager
28 Cilicia Villegas, Economic Development Coordinator
29 Tim Pitts, Deputy Director Building Development
30 Larry Nichols, Community Development Director
31 Christine Rivera, City Clerk
32 Monica Torres, Economist
33 Gabe Ortiz

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35 **I. Call to Order:** Councilor Flores called the meeting to order at approximately 9:10
36 a.m.

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38 **II. Conflict of Interest:** There was no conflict of interest.

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40 **III. Minutes for Approval:**

41 **a. Economic Development PRC Meeting of October 19, 2022:** Minutes
42 were approved.

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44 **b. Economic Development PRC Meeting of November 16, 2022:** Minutes
45 were approved.
46

1 **IV. Discussion:**

2 **a. Fast Track Permitting Process:**

3 Cilicia Villegas reported on the information gathering that has been done
4 to this point. Community Development and Economic Development
5 Departments will be the main implementers of this program to establish
6 general guidelines and minimum qualification standards for the program to
7 help accelerate the permitting process to help promote businesses. To be
8 eligible for the program, businesses must provide at least 40 full-time jobs
9 over a two-year period and/or buildings of at least 20,000 square feet.
10 Others may be evaluated for the program on a case-by-case basis
11 through the Economic Development Department. Ms. Villegas and Larry
12 Nichols provided a rundown of the requirements and process for program
13 participants. There was discussion about trying to define the total amount
14 of time before a permit is issued using this program and how to market it
15 to small businesses as well as large.

16 **b. Renovate Main Street:**

17 Chair Flores suggested postponing discussion until the next meeting.
18 Chris Faivre discussed this program after discussion regarding the ARPA
19 funds concluded. This program is a building improvement matching grant
20 program to incentivize private investment in the Downtown area. The
21 relevant boundaries are El Paseo and Main to Picacho and Main at the
22 south and north ends, and Campo and Alameda on the east and west
23 sides. Mr. Faivre discussed the qualified improvements for participation in
24 the program. The program works on a reimbursement basis and the City
25 would like to reduce the required amount that a business is required to
26 pay from \$25,000 to \$12,500 and increase the reimbursement to twice the
27 amount the owner has paid. Members discussed inflation and the
28 possibility that the owner's contribution should be reduced to \$10,000.

29 **c. Small Business Storefront Repair Program using ARPA Funds:**

30 Chris Faivre of Economic Development informed the members that there
31 are about \$400,000 unencumbered from the last ARPA process. He
32 discussed that the City wishes to use a program in Seattle as a model to
33 help local small businesses repair damage to their premises caused by
34 vandals during the Covid emergency. Applicants could receive up to
35 \$2,000 each. Mr. Faivre discussed who will be eligible and the
36 requirements for applicants to meet. Requiring police reports of vandalism
37 and how to ensure that the funds are used as intended were discussed.
38 There was a concern that the Federal Government will require the money
39 returned if they do not agree with its use.
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43 **V. Recommendation:** None

44 **VI. Future Discussion:**

- 45 **a. City's Strategic Plan**
46 **b. Municipal Land Sale Ordinance**
47 **c. Retail LEDA**
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- d. IRB Spec Policy
- e. MRA State Statute Change
- f. Next Meeting: January 18, 2023

Members briefly discussed these subjects, how to prepare for the next meeting's discussions, and in what order they should be discussed.

VII. Adjournment: The meeting adjourned at approximately 10:49 a.m.

Chairperson

Approved: _____

