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

Members Present:
- Kasandra Gandara, Mayor Pro-Tem
- Tessa Abeyta-Stuve, City Councilor
- Yvonne Flores, City Council
- Ana Berrun
- Debbi Moore, Member - Chamber of Commerce

Members Absent:
- Connie Campos
- Kathryn Hansen, Member - NMSU
- Davin Lopez, Member - MVEDA
- Mary Ulrich, Member - DACC

Others Present:
- Elizabeth Teeters, Economic Development Director
- Dania Soto, Executive Assistant
- Chris Faivre, Interim Destination Downtown Administrator
- Irene Parra, Interim Small Business Administrator
- Sergio Ruiz, Policy Analyst
- Ikani Taumoepeau, Assistant City Manager
- Cilicia Villegas, Economic Development Coordinator
- Tim Pitts, Deputy Director Building Development
- Larry Nichols, Community Development Director
- Christine Rivera, City Clerk
- Monica Torres, Economist
- Gabe Ortiz

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

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

III. Minutes for Approval:
   a. Economic Development PRC Meeting of October 19, 2022: Minutes were approved.
   b. Economic Development PRC Meeting of November 16, 2022: Minutes were approved.
IV. Discussion:

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

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

c. Small Business Storefront Repair Program using ARPA Funds:
Chris Faivre of Economic Development informed the members that there are about $400,000 unencumbered from the last ARPA process. He discussed that the City wishes to use a program in Seattle as a model to help local small businesses repair damage to their premises caused by vandals during the Covid emergency. Applicants could receive up to $2,000 each. Mr. Faivre discussed who will be eligible and the requirements for applicants to meet. Requiring police reports of vandalism and how to ensure that the funds are used as intended were discussed. There was a concern that the Federal Government will require the money returned if they do not agree with its use.

V. Recommendation: None

VI. Future Discussion:

a. City’s Strategic Plan
b. Municipal Land Sale Ordinance
c. Retail LEDA
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: ____________________

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